

**PAGES  
MISSING**

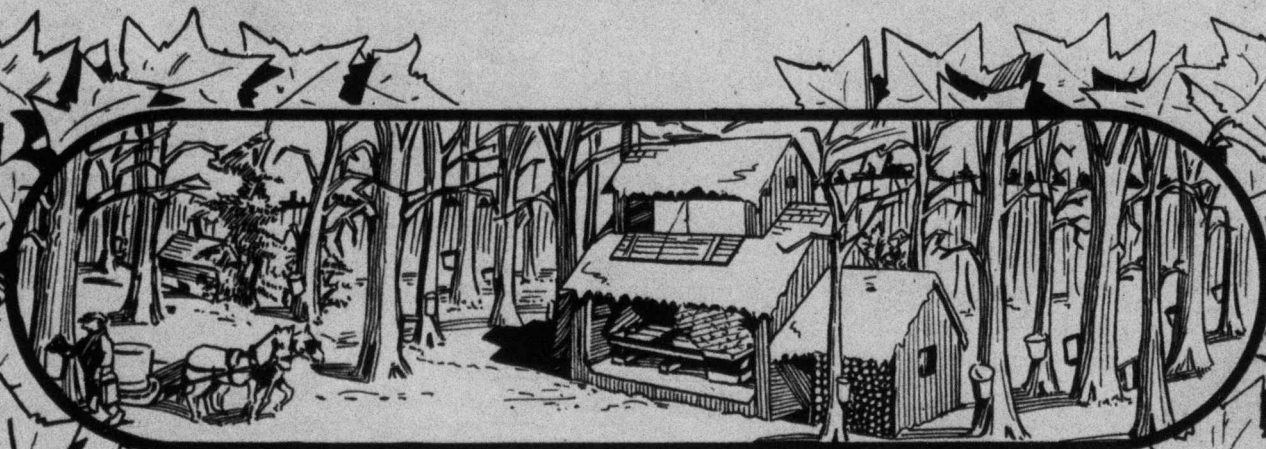
# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada  
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, MARCH 24th, 1916

No. 12



You can  
stake your reputation on  
every ounce of

## PRIDE OF CANADA MAPLE GOODS

We back them with a guarantee of absolute purity. Nothing but the purest maple sap is used in their production, while the scrupulous care we use in every part of the work, guarantees the dealer that perfect customer-satisfaction, which is the only sure way to business expansion.

"PRIDE OF CANADA" was up to the pure standard before the Government ever thought of setting down laws governing the manufacture, and the very fact that no sample of ours has ever been found out of line goes to prove that

**Pride of Canada Maple Syrup and Sugar is the Standard  
of Quality.**

*Send for trial supply of the purest and best-selling  
maple goods in Canada.*

**Maple Tree Producers Assoc., Limited  
58 Wellington St., Montreal**

*You have a steady seller in*  
**GOLD DUST**



Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent. Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order.

THE N. K. **FAIRBANK** COMPANY

LIMITED  
MONTREAL

*"Let the GOLD DUST TWINS do your work."*

**Minto Tea gives you a quick turnover**  
*and this is the reason why*

It possesses a distinctively superior quality—that "Something different" which touches the spot of the discriminating tea drinker. You can confidently count on steady repeat sales of Minto once your customers realize what Minto quality really is.

Our new scheme of enclosing the actual amount of money in each half and 1 pound package that it would cost to advertise it in other ways has made a decided hit with the consumer. Minto Tea sales are growing daily and are leaving handsome profits with dealers everywhere.

*Get a trial supply to-day.*



**Minto Bros.**

284 Church Street

Toronto

# Follow the Line of Least Resistance

Sell



**the largest selling package sugar  
in Canada**

It took a great deal of money to tell the housewives in Canada about Lantic Sugar.

It took infinitely more time and perseverance to convince them of the quality of Lantic Sugar.

It has been, however, worth all the money, the time and the energy spent in accomplishing our object, for to-day Lantic Sugar is not an uncertainty but a great, big, real, live factor in your business.

Give the selling of package sugar a little thought. Figure up for your own information, its possibilities, taking into consideration all the elements that enter into the putting up of a barrel of sugar yourself.

The best proof is to order a case or gunnie of Lantic Sugar through your wholesaler, put up in 2 and 5-lb. cartons, 10 and 20-lb. bags.

**Atlantic Sugar Refineries, Limited**  
**Montreal**

## The 5 Cent Line Babbitt's Cleanser



Your customers will be grateful to you for putting them in touch with this big money-saver.

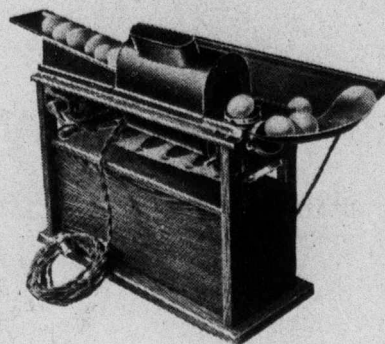
It is a full weight can of the best Cleanser on the market, and retails for 5c, thereby giving double value (and premiums for the trade-marks as well).

It shows you a good profit and is a sure repeater.

Agents:

**WM. H. DUNN, Limited, Montreal**  
**DUNN-HORTOP, Limited, Toronto**

**Neat  
Simple  
Durable  
Efficient**



The Electric Daylight Egg Tester is all of these adjectives in one.

The Electric Daylight Egg Tester will candle 300 dozen eggs an hour perfectly and any reasonably intelligent person can operate it at this speed.

Bad eggs are not a business getter, be sure of yours.

Write to-day for our special discount on all orders received within the next 60 days.

**A. E. Jennings Co.**

**535 Detroit St.**

**ANN ARBOR,**

**MICHIGAN**

## WINNING THE BUYER'S FAVOR

**T**HE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

**Order**

**O-Cedar  
Polish**

(MADE IN CANADA)

**NOW**

You can't over-estimate the demand for O-Cedar this spring. If you have already placed your order, double it. It means

**Quick Sales—Big Profits**

Every housewife uses it all the year round, but for spring housecleaning she will use a lot more. Just display it in store or window and it will sell itself. Every woman wants it.

*Ask Your Jobber About Our Profit Deals.*

**Channell Chemical Co., Ltd.**

**369 Sorauren Ave.**

**TORONTO**



## Borden's are the best selling line of Milk Products to handle because—

our national advertising campaign has educated the public to the fact that Borden's represent absolute purity, highest quality and best food value.

Borden's will satisfy your most particular trade. You can unhesitatingly recommend every one of our lines, confident in the knowledge that the Borden Milk test eliminates possibility of customer disappointment.

We exercise the greatest care and the strictest supervision in every operation connected with the handling of the milk. These precautions, together with our scientific, sterilizing and purifying processes, give Borden's Milk Products a distinctively delicious, natural flavor.

*A Borden window display will bring you big results.*

### Borden Milk Company

LEADERS OF QUALITY

MONTREAL

Branch Office—Arcade Building, Vancouver

CANADIAN GROCER



Little  
Miss  
"MAIDEN"  
CANADA

Registered

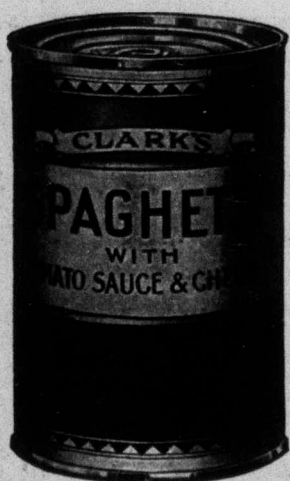
"It's time to stir things up"

**COWAN'S**  
*Perfection*  
**COCOA**

ASK OUR SALESMEN WHY?

# FOR LENT CLARK'S

## SPAGHETTI



with Tomato Sauce  
and Cheese  
(Two Sizes)

is an Excellent Seller

# Clark's Pork and Beans

are your best  
sellers at all times

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**ORDER NOW!**

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**W. CLARK, LTD.**

**MONTREAL**

*Clark's*

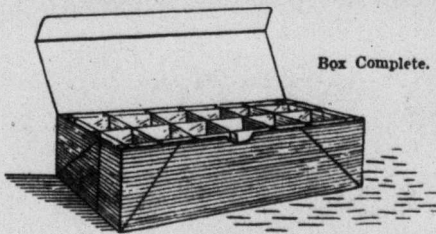


**LONDON GROCERS' PURE FOOD SHOW**

**ONE WHOLE** The most elaborate show of its kind  
 ever attempted  
**WEEK** **A Great White Way**

**APRIL 24-29th** A number of good spaces are still open.

Phone, Wire or Write R. H. HARLEY, Sec.



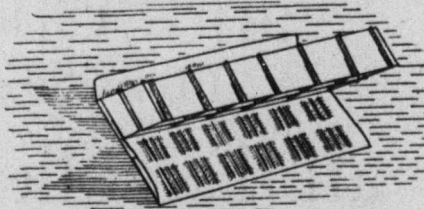
Box Complete.

This is a self-opening box, overcoming the cost of labor in making up the box, and always ready for use. Whoever you are, wherever you live, you need the new 1916 most practical egg box.

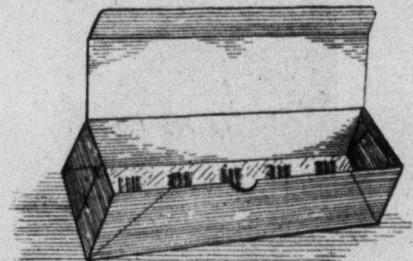
Patented in U.S.A. Canadian Patent pending.

**The Safety Cushion Egg Box**

The box of merit, quality, strength and superiority over all other egg boxes—a box which has gained a reputation for itself by which we can prove by letters of recommendation from experts of the highest authority in the poultry line as a box of hundred per cent. efficiency. The cushion bottom which protects the eggs in delivery and general handling is a feature in itself; it warrants the safety in receiving them in perfect condition; another feature is the cushioned side and ends. We have made a special study of every point offering the best protection to the eggs, so it makes a box which guarantees its own cost.



Box Knocked Down, with Fillers Included.



Box Open, Showing Part of Cushion Bottom.

**J. Ls. Morency, St. Mathias St., Quebec, Canada**

Manufacturers of all kinds of folding and set-up boxes.

REPRESENTATIVES: For Montreal—Mr. John R. MacGregor, 59 St. Peter St., Montreal, Que. Maritime Provinces—T. S. Pattillo & Co., Ltd., Truro, N.S. Province of Ontario—The James Wilkins Smallware Co., cor. West Market and Colborne St., Toronto, Ont.



10c Package

**GOING UP—?**

To-day the price of most everything is gone or going up—except—CHEER-UP and HOLLAND RUSKS.

If you are a live wire you will be able to procure ample supplies of CHEER-UP (Smiles, etc.) at the usual list price, and at the same time, please note that the list price of HOLLAND RUSKS is:

\$1.45 per carton of 18 Ten Cent Packages  
 \$2.15 per carton of 18 Fifteen Cent packages.

This week we have received a fresh car into stock. Order from your Wholesale or



15c Package.

**THE HARRY HORNE CO., OF TORONTO**

**SALES AGENTS FOR CANADA**

**TWO CENTS PER WORD**

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

# He Profits Most Who Serves Best

Mr. Grocer—

## Serve Your Customers Best



Can be whipped just like fresh cream (Chill before whipping)

Tell them about "Canada First" Milk Quality.

Tell them that "Canada First" Evaporated can be whipped *just like fresh cream*—(Chill before whipping of course).

Tell them that the Canadian Government Bulletin No. 206, published in 1910, and again Bulletin No. 305 published in 1915, proves just where "Canada First" stands.

Tell them "Canada First" is a Canadian made product—made by Canadians.

You profit most—so does your customer.

Use the Coupon for Dealer Helps.

### COUPON

I want to push Canadian made goods—send me your free Dealer Helps.

Name .....

Address .....

If you will use a cut in your own ad. check here.....

# The Aylmer Condensed Milk Co., Limited

AYLMER, CANADA



## Selling Brunswick Brand Sea Foods will add to your Prestige

because Brunswick Brand Quality has everywhere won the approval of discriminating customers.

The ideal location of our plant and the extreme care we exercise in selecting only the highest grade fish obtainable has made Brunswick Brand the leaders in Quality Sea foods.

This incomparable quality has built up big fish sales for dealers featuring Brunswick Brand. Why not get in line and secure a share of this profitable trade?

Here are a few of our satisfaction-givers:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies  
(Oval and round tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams
- Scallops

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

This grocer is putting up a dozen eggs every nine seconds, grading them and gaining at least \$1.00 additional profit on each case. And besides he is candling every egg in Star Egg Carriers and can guarantee the quality.

He'll tell you there is big money in eggs. Our booklet S-209 tells how to make it. Write for a copy.

STAR EGG CARRIER & TRAY MFG COMPANY

JAY STREET ROCHESTER NEW YORK

# Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

**THE DOMINION SALT CO. Limited**  
SARNIA - ONTARIO

It will increase your reputation  
as a dependable dealer if you  
recommend

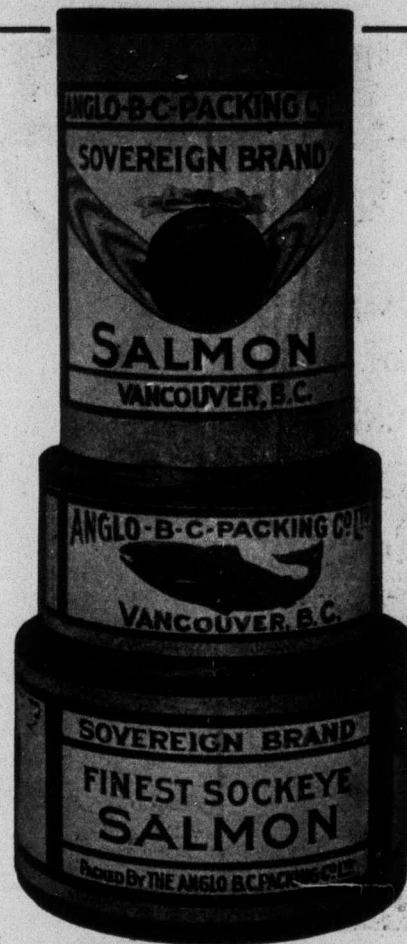
# GIPSY Stove Gloss

to all your customers.

Order from your Wholesaler.

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

Western Agents: For Manitoba, O. F. Lightcap,  
Winnipeg. For British Columbia and Yukon:  
Creeden & Avery, Rooms 5 and 6, Jones Block,  
407 Hastings Street West, Vancouver.



When you sell

# HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers—  
Goods Made in Canada—  
from Canadian Materials—  
by Canadian Employes.

## H. J. Heinz Company

Canadian Factory:—Leamington, Ont.  
Warehouse:—Toronto

# RENNIES SEEDS

PUREST-CLEANEST  
MOST RELIABLE  
GET CATALOGUE  
AT BEST DEALERS  
OR DIRECT  
TORONTO - MONTREAL  
WINNIPEG - VANCOUVER.

# POTATOES

Car lots Alberta and British Columbia Potatoes.

BOUGHT AND SOLD.

INQUIRIES SOLICITED.

## A. J. Macdonell & Company

CALGARY, ALBERTA



**The Queen  
of  
Pickles**



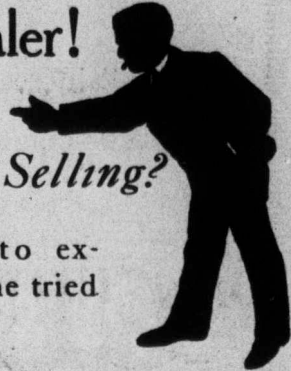
Back of every bottle of Queen Quality Pickles, Catsup, Relishes, etc., is the aim to produce goods that will give more than satisfaction to both the grocer and his customer—goods that have the quality and flavor.

The attractive new label will give added effect to your window displays, while the new closures, which are none other than the famous Anchor Caps, will convey a positive guarantee of fresh, sweet contents. Write for quotations on the Queen Quality Lines.

**TAYLOR & PRINGLE**  
OWEN SOUND ·· ONT.

**Say, Mr. Dealer!**

*What kind of  
Molasses are you Selling?*



You can't afford to experiment—stock the tried and true brand!

**Leacock's Molasses**

**EXTRA FANCY and  
EXTRA CHOICE.**

The Canadian housewife appreciates quality and she gets quality—the very best—in every ounce of these high-class molasses.

Leacock's are made from the purest cane sugar and are absolutely guaranteed.

Begin selling them to-day.

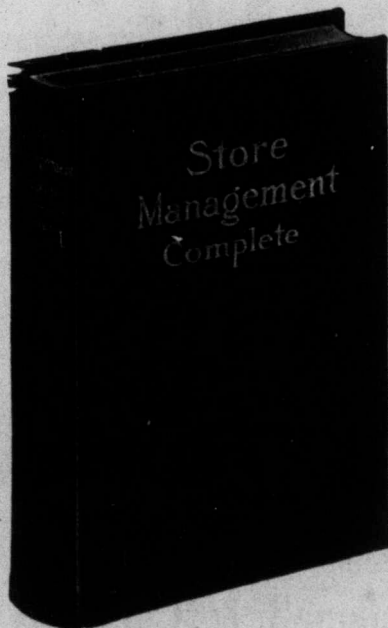
**LEACOCK & CO.**

*Exporters of Highest Grade Molasses*  
BARBADOS ·· ·· B.W.I.

**ARE YOU THE MAN AT THE HELM?**

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a round-about way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



**STORE MANAGEMENT COMPLETE**

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete"). It tells all about the management of a store. The following is a synopsis of one of the chapters:

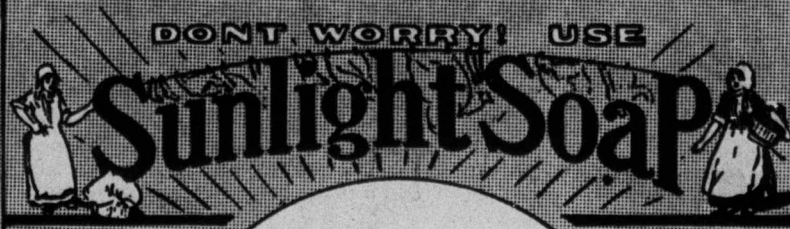
**CHAPTER V.—THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

**TECHNICAL BOOK DEPARTMENT**  
**MacLean Publishing Co.**

143-153 University Avenue

TORONTO



**PANSHINE**



10¢

**Lever Brothers**

announce a new **Limited**

**GRAND \$540 CASH**

**Window Dressing Contest**

**LUX**



10¢

**48 Prizes - Bigger, more concentrated and easier to participate in than ever before - 48 Prizes**

Open to Grocers and their Assistants of Toronto, Hamilton, London, Ottawa and Montreal City Divisions

Come in and Win—A Little "Pep" and a Prize is Yours

**HERE'S HOW THE PRIZES ARE DIVIDED**

Travelers' Divisions	1st Prize	2nd Prize	3rd Prize	Consolation Prize
Toronto Division .....	\$35.00	\$20.00	\$10.00	5 of \$5.00 each
Hamilton Division .....	\$35.00	\$20.00	\$10.00	5 of \$5.00 each
London Division .....	\$35.00	\$20.00	\$10.00	5 of \$5.00 each
Belleville Division .....	\$35.00	\$20.00	\$10.00	5 of \$5.00 each
Ottawa Division .....	\$35.00	\$20.00	\$10.00	5 of \$5.00 each
Montreal City Division .....	\$35.00	\$20.00	\$10.00	5 of \$5.00 each

We invite your co-operation. This Contest will increase your sales and put money in your pocket, no matter whether you get a First Prize or not.

These are the Lever Brothers, Limited, Grand Window-Dressing Contest rules. They are simple and fair to all and cannot be changed; all are treated alike.

- The Window Display must consist entirely of Sunlight Soap, Panshine Cleanser, Lifebuoy Soap, Lux, and any of Lever Brothers' Toilet Soaps.
- The Display is to be exhibited in the window for not less than one week and take place during the first two weeks of April, 1916.
- A photograph of your Display, size 8 in. x 10 in., or as near to that as possible to be mailed to Lever Brothers, Limited, Toronto, not later than April 20th, 1916.
- The "Big 4" Window Trim shown above must form part of the Display.
- Results will be published in "Canadian Grocer" and "Retail Grocer" as soon after May 1st, 1916, as possible.
- The judges' rulings are to be considered final.
- Send us the Entry Coupon below properly filled out, and we will reply, allotting you a numbered label which you will affix to the back of your photo when you send it in, as a means of identification.
- No name or address or any writing whatsoever must be put on the back of your photo—nothing but the numbered label mentioned above.

The contest judges will be the Editor of "Canadian Grocer," Editor of "Retail Grocer," and Mr. J. J. Gibbons, of J. J. Gibbons, Limited, Advertising Agents, Toronto.

Don't forget that stocks of these goods are essential to make this scheme pay your store, and the better the display the more goods you'll sell. These lines are all quality goods and big winners. They are heavily advertised. Their sales respond very quickly to any effort on your part. Get the stocks lined up.

Send in your Entry Coupon to-day.  
Yours for bigger business,

**Lever Bros., Limited**  
**TORONTO**

**ENTRY COUPON**

LEVER BROTHERS, LIMITED, Toronto, Can.

Dear Sirs:

The undersigned desires to enter your Window Dressing Contest and agrees to abide by your rules. Please send the advertising matter.

Yours truly,

For your information our Jobber is Name.....  
Address.....  
Proprietor\*.....Assistant\*

\*Please state whether you are proprietor or assistant and write very plainly.

# Tartan BRAND

THE SIGN OF PURITY  
Phone Orders at our Expense

Phone Nos.  
3595, 3596, 3597, 3598, 4656

**We Sell only Goods of Guaranteed Quality**  
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

**BALFOUR, SMYE & COMPANY**  
HAMILTON, ONTARIO



**Have No Hesitation**

in recommending to your best customer

## 'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

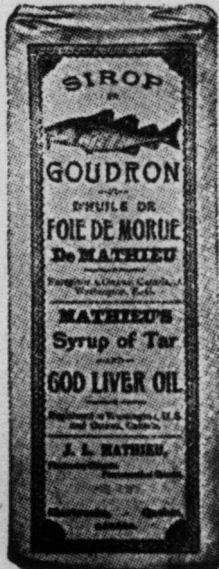
SMITH & PROCTOR - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Arm your customers  
'gainst the  
cold weather  
peril



Just now, when the forces of LaGrippe and Pneumonia are abroad your customers will readily appreciate the splendid body-building qualities of

## Mathieu's Syrup of Tar and Cod Liver Oil

There is no better or more dependable remedy for coughs and colds in any stage. Feature this effective "cold breaker": keep it before your customer's notice. You can confidently guarantee results with Mathieu's Syrup of Tar and Cod Liver Oil.

Stock up to-day.

**J. L. Mathieu Co., Proprietors**  
SHERBROOKE, QUE.

# MENNEN'S TALCUMS

Mennen's  
Borated  
Talcum

Mennen's  
Violet  
Talcum

Mennen's  
Sen Yang  
Powder

Mennen's  
Narangia  
Talcum

Mennen's  
Talcum for  
Men

For a generation Mennen's Borated has been the standard of purity and safety in a Talcum Powder and has merited the endorsement of thousands of doctors, mothers and nurses. The demand for Mennen's is universal. It is extensively advertised, and you will find that the mere display of these Talcums in your store is sufficient to "make a sale."

Selling Agents:

**Harold F. Ritchie & Co., Ltd.**

12-14 McCaul St., TORONTO

Made in Canada by Gerhard Mennen Chemical Co.  
MONTREAL

# JAPAN TEA



A cup of good tea is the best natural stimulant for body or brain. The soldier in the trenches, the worker in the fields and woods drinks it in great quantities. The brain-worker in the cities finds grateful comfort in its use. Physicians the world over recommend it.

Japan Tea is preferred to all others because of its unequaled delicacy and its full-flavored strength.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it.  
Ask HIM.

---

The extensive consumer advertising of this delicious wholesome tea is creating a daily growing demand for it throughout Canada.

It is consolidating old business, and attracting new trade to tea dealers everywhere.

Put YOUR tea department on a better paying basis by featuring this popular product of Sunny Japan. Our consumer publicity is telling your customers all about it. Order from your wholesaler to-day and secure your share of this profitable business.



# Manufacturers' Agents and Brokers' Directory

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

ONTARIO

**MACKENZIE & MORRIS**  
LIMITED  
BROKERS  
Groceries, Provisions and Produce  
C.P.R. Building, TORONTO

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

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

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

ON SPOT  
White Beans,  
Evaporated Apples  
Currants and Raisins

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
Toronto Ontario

If you want the market on  
**NEW BRUNSWICK POTATOES**  
Wire or phone

**HARRY WEBB, TORONTO**  
We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

If you want some first-class old leaf Tobacco, processed, so that all of that rank smell and taste is taken out of it, put up in five different grades, write  
**LEWIS WIGLE**  
LEAMINGTON, ONTARIO

Established 1859  
**GEO. STANWAY & CO.**  
29 Wellington St. East, - TORONTO  
Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian Products. Furuya & Nishimura. Japan Teas.

WESTERN PROVINCES

**H. P. PENNOCK & CO.,**  
Limited  
Wholesale Grocery Brokers  
and Manufacturers' Agents.  
WINNIPEG REGINA  
We solicit accounts of large and progressive manufacturers wanting live representatives.

**O. F. LIGHTCAP**  
Wholesale Grocery Broker and Manufacturers' Agent. Domestic and Foreign Agencies Solicited.  
O. F. LIGHTCAP,  
179 Bannatyne Ave. - Winnipeg, Man.

**WATSON & TRUESDALE**  
Wholesale Commission Brokers and Manufacturers' Agents  
120 Lombard Street  
WINNIPEG - MAN.  
Domestic and Foreign Agencies Solicited

NEWFOUNDLAND

**T. A. MACNAB & CO.**  
ST. JOHN'S - NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab." St. John's. Codes: A. B. C., 5th edition and private.

## We Need Salesmen

High-grade men to call on Grocers in connection with Star Egg Carriers and Trays, in use to-day by 63% of the grocers in Canada and the U.S. We have a few very desirable Canadian territories open which offer excellent opportunities to men of ability.

For particulars, apply  
**STAR EGG CARRIER & TRAY**  
MFG. COMPANY  
ROCHESTER, N.Y.

## THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

## Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

**\$2.00**

It Will Pay You to Send at Once.

**MacLean Publishing Co.**

Technical Book Department  
145-153 University Avenue, Toronto.



Complete Your Stock of Cereal Products with  
**Robinson's "Patent" Groats**  
and  
**Robinson's "Patent" Barley**

A counter display of these widely advertised and popular lines will result in quick, profitable sales.

Women who see and use these Foods are your very best customers. Tell them about our free booklets, "Advice to Mothers" and "Healthy Babies." Mailed free on application.

**MAGOR, SON & CO., Limited**

30 Church Street, TORONTO

191 St. Paul Street West, MONTREAL

AGENTS FOR THE DOMINION OF CANADA

# TEA

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Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

**John Duncan & Co.**

Established 1866

MONTREAL

# CANADIAN GROCER

VOL. XXX

TORONTO, MARCH 24, 1916

No. 12

## Mails Closed to Co-operative Union and Independent Grocery Co.

Windsor, Ont., Concerns Doing Business Illegally According to Post Office Department—How They Have Been Operating—Samples of Their Methods From Maritime Provinces—Will Re-act in Retailers' Favor

THE following letter was received recently from a Canadian Grocer subscriber in Glace Bay, N.S.:

The Editor Canadian Grocer—

Dear Sir,—With reference to enclosed circular (The Independent Grocery Co., Windsor, Ont.), can you give us any information with reference to their game?

Our information here is that in the case of two customers they each forwarded on \$5 orders on different dates; the first had the goods come along, every thing as represented, but the other party's money was returned without any explanation. Any information you can give us on this concern will be appreciated.

Glace Bay, N.S.

Yours truly,

According to an announcement made in the supplement to the Postal Guide, the mails have been closed to the Co-operative Union of Windsor, Ont., and to the Independent Grocery Co., of the same city. As readers of Canadian Grocer know, Windsor, has for many years been headquarters for a number of concerns selling groceries direct to the consumer through local agents at prices alleged to be less than could be found in the ordinary retail stores. Their literature has been reviewed in Canadian Grocer from time to time and while it was shown that a few lines of branded goods were sold very cheaply to the consumer, yet in a great many—and even in the majority of cases—other goods were sold unbranded, so that it was difficult to determine their quality. The natural assumption was that the profit was being made out of them.

The method of the Co-operative Union—and that of the Independent Grocery Co. seems to have been the same—was to appoint men in various districts who

### THE OFFICIAL POST OFFICE ORDER

*In the Monthly Supplement to the Canadian Official Postal Guide for March (published by the authority of the Postmaster-General), this is found under the heading "Fraud Orders:" "Fraud orders have been issued against the following:*

*"The Co-operative Union, Windsor, Ont.*

*"The Independent Grocery Company, Windsor Ont.*

*"Letters are not to be forwarded to the above addresses, and money orders or postal rates are not to be made payable to them."*

were to collect from consumers a membership fee in order to become members of the Union and then these people were to send in their orders direct. The offer made to prospective agents was as follows:

"We are enclosing you our offers. You can accept the one you prefer. However most of our representatives accept the No. 1. In this outfit we give you 25 yearly memberships for \$10 (or 40 cents each). As these sell for \$2 each your profit is \$1.60 on each member you secure, and you should have no trouble in securing from two to five members each day with a few hours' work; and after you have received a few members and they see the goods and the saving, they will tell others who will want to join with you and share in the great saving. We also furnish you free in this outfit a mail order outfit. If you do not wish to canvass you can operate on the

mail order plan by sending out the advertising matter that we furnish you to your friends, or you can place a few small advertisements in your county papers for a few cents, showing a few prices and when you get inquiries mail them a circular and you are almost certain to receive their membership fees by mail when they see the prices and benefits. We also furnish with this outfit a sample case free so you can work around your own home. We will give you as much territory as you can handle successfully. We very often have instances where two persons work together going from town to town which makes your work pleasant as well as profitable. However you can arrange your own plan.

"We have many women who are earning \$15 to \$20 weekly, as they can operate our plan as well as the men.

"We supply groceries, canned goods, smoked and salt meats, lard, fish, in fact there is nothing in the table supply line that we do not supply. Also hardware, clothing, dry goods, boots and shoes, etc.

"You are to secure members wherever you can, restaurants, boarding houses, dealers or private families. Anyone can join us by paying the membership fee. No distance is too far for us to ship goods. Our supply houses are situated on the principal railroads and our special prepaid freight offer to our members gives them every advantage and no long delays are necessary.

"Your duties are to secure members as you are not to sell goods as all orders for goods must be sent to us direct by the members themselves, this gives you all of your time in securing members. We are located within a stone's throw of one of the largest American cities of the U.S. where our buyers are constantly visiting the markets looking after the interests of our members."

The methods of the Independent Gro-

## CANADIAN GROCER

cery Co. appears to be along similar lines and nine out of every ten would guess that the same men were behind both. Of course, both issued a number of sample orders in their literature, alleging that they were able to save the consumer so much money on a certain sized bill. For instance, here is a sample order sent out by the Independent Grocery Co.:

	Estimated Retail Price	Our Price
1 Large Can of Salmon .....	\$ .25	\$ .15
1 Box of 2 in 1 or Nugget Shoe Polish .....	.10	.05
5 Pound Package of Rolled Oats (fresh cut) .....	.25	.18
1 Pound of our Blended Tea (high grade) black or green.	.60	.45
1 Pound of our Second Grade Tea (very fine) .....	.50	.33
1 Pound of our Fully Guaranteed Baking Powder .....	.50	.40
10 Pounds of Redpath's best Granulated Sugar .....	.65	.40
1 Box of Complexion Soap, whitens the skin (3 cakes) .....	.75	.50
1 Pound of our own (Moka) fresh Roast Coffee .....	.45	.35
½ Pound of fresh (triple strength) Mustard .....	.25	.20
8 Bars of Laundry Soap .....	.40	.25
1 Bottle Lemon Essence, flavoring .....	.35	.20
1 Large Bottle of Essence Vanilla .....	.35	.20
½ Pound of English Breakfast Cocoa .....	.25	.20
1 Box of Velvet Skin Talcum Powder, large box .....	.50	.40
½ Pound of Fresh Shredded Coconut, long shreds .....	.25	.20
1 Can of Old Dutch Cleanser .....	.10	.06
½ Pound of Ground Black Pepper, triple strength .....	.25	.20
1 Pound package of Baking Soda, salaratus .....	.10	.05
1 Patent Egg Separator (separates the white from the yolk) .....	.10	.08
1 Large Box, 2½ pounds, Soda Biscuits, fresh .....	.25	.15

The estimated retail price if bought in stores .....\$7.20     \$5.00  
The price at which we sell..... 5.00

The difference between the old system and our plan .....\$2.20

### Few Brands Mentioned

From this it will be noticed that only in a few instances are the goods branded. The others are to be purchased on faith. When one buys for instance, a bottle of lemon essence, he does not know whose essence he is getting and is, therefore, not in a position to judge whether the price of the Independent Grocery Co. of 20c is fair or not. Neither is anything mentioned as to the size of the bottle. There is no brand mentioned in connection with the salmon, rolled oats, tea, baking powder, complexion soap, coffee, mustard, laundry soap, essence of vanilla, English breakfast cocoa, etc. The whole thing is more or less of a "grab-bag" affair. "You pay your money and we give you what we like."

The following letter from a firm in Centerville, N.B., will throw some additional light on the situation:

Editor Canadian Grocer,  
The MacLean Publishing Co.,  
Toronto, Ont.

Gentlemen,—I desire to place before you a case of a salesman for the In-

dependent Grocery Co., Windsor, Ont., who sold sugar at 25 lbs. for \$1; flour \$5.50 per barrel; tea 12c per pound; molasses 40c per gallon, etc. He got about \$300 worth of orders in this vicinity, and was to deliver same in eight or ten days, but has not done so as yet, although some five weeks have passed. About two weeks ago one of his customers getting suspicious, had a warrant sworn out for his arrest, suing him for the return of his money. The trial came off last Monday and the jury found in favor of the plaintiff. The salesman tried to make out that he had nothing more to do with the case after taking the order, but that the plaintiff should look to the Independent Grocery Co. for the money, as he claimed to have sent it to them. One of his customers wrote the company at Windsor, but the letter was returned by the postmaster there with the statement on the envelope that the firm was not doing business in a lawful manner. The affair created quite a stir among the people to whom he had sold goods, and I think it will be many a day before they pay in advance for goods ordered from a stranger.

"I think it would be well for merchants to warn their customers when cases of this kind present themselves in their vicinity."

Yours very truly,

Centerville, N.B.

The action of the Postal Department in issuing an order to the post masters of Canada stating that no mail, postal notes or money orders, etc., are to be forwarded to the Co-operative Union or the Independent Grocer Co., brings the matter to a head if not to a conclusion. The entire operations of these concerns are now going to act to the advantage of the retail trade and in districts where they have been working, the consuming public should be enlightened as to the outcome.



Andrew Barr, of 63 Sturton street, Hamilton, has enlisted with the One Hundred and Seventy-Third battalion for overseas service, and on Thursday evening received a gold watch and fob from his fellow employees of the Aylmer Canning and Preserving Company, 329 Mary street. The presentation was made by the manager, W. W. Smithson, in the presence of the employees.

A. N. Leckie, of the Burns & Brown general store, of Humboldt, Sask., is leaving for Winnipeg, where he has been accepted and has been attached to the motor transport corps for overseas service.

J. A. Buchanan, who has been running the grocery store at 301 Finlayson street, Lethbridge, Alta, has heard the call of the battlefield, and has left his store under the management of Mrs. Buchanan, and has gone to Winnipeg to join the Cameron Highlanders' battalion.

N. C. Schneider, of J. M. Schneider & Sons, pork packers in Berlin, Ont., has enlisted for active service as lieutenant in the 118th Battalion, being recruited in that city.

## SERVICE DEPARTMENT

The Canadian Grocer.—

Dear Sirs—I see in the Canadian Grocer quotations on honey. Would be pleased to have information where we could get clover honey in 60 lb. tins and in sections.

This information would greatly oblige.

Peterborough, Ont.     Porter S. White.

Editor's Note—This information has been forwarded.

•     •     •  
MacLean Publishing Co:

Dear Sirs,—We read an article on the fining of merchants using trading stamps. Please tell us if the plan we are using comes under this law.

### ONTARIO GROCER.

Editorial Note.—Our opinion is that the coupon system you are using is against the principles of the Trading Stamp Act. We presume that the 5c stamp on your coupon means that it was given out with a 5c purchase and not that the coupon could be redeemed at your store for 5c. If this is the case the coupon has not its exact value stated on its face. The Trading Stamp Act states distinctly that this should be the case, that is every coupon should have on its face its exact value.

At the same time it would appear that a customer has to collect a large number of your coupons before she can get them redeemed. This is also against the Act which states that a coupon given by a retail merchant must be redeemable at any time—not when a certain number of them have been collected.

Our understanding of the Act is, that a merchant can issue a coupon if he states on it its exact value such as: "This is redeemable for 1c, or 1 per cent. of its face value;" and if he makes this coupon redeemable at any time. The action against the Business Boosters, was pursued along the above lines.

# Sell Pure Maple Products Only

Compounds or Mixtures Described With Word "Maple" Now Against the Law — Big Future Predicted for Canadian Maple Syrup and Sugar—How Export Trade is Broadening—Suggestions for Handling and Selling

Written for Canadian Grocer by Geo. E. Pearson.

**M**APLE products must not be stamped or labelled with the word "maple" appearing anywhere unless the article is absolutely pure maple syrup or maple sugar. There is no such thing now, as "Compound Maple Syrup" or "Maple Syrup Mixture." The Government has passed a law against this, and farmers making anything but pure stuff or retailers selling it are liable to heavy fines. Pure goods only are allowed to be made, offered for sale or sold.

This means that maple products have taken on a new dignity. They stand pretty much in a class by themselves, as most other foodstuffs—except honey—can be compounded, providing they are labelled and sold as compounds or mixtures. No imitations or adulterations are permitted in maple syrup or sugar if the word "maple" is to be used in describing them.

An additional cause of interest has been the recent development of an export trade in maple sugar and syrup that promises to give to the industry a new and unique national character that will tend to further upbuild it in the minds of the public at home and abroad.

## How the Law Reads

According to the new law, the use of the word "maple" is forbidden in the marketing of any product or mixture of maple syrup or sugar other than a strictly pure one. The new law as brought into effect in April, 1915, after much discussion—as the records of Hansard since 1905 will prove—changes the operation of the old Adulteration Act by the following rulings:

"1. Section 29a of the Adulteration Act, chapter 133 of the Revised Statutes, 1906, as enacted by chapter 19 of the statutes of 1914, is repealed and the following is substituted therefor:

"29a. No person shall manufacture for sale, keep for sale, offer or expose for sale, or sell, any article of food resembling or being an imitation of maple sugar or maple syrup, or which is composed partly of maple sugar or maple syrup, and which is not pure maple sugar or pure maple syrup.

"2. Any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule to this Act,

or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act."

Thus, although imitations may still be made, the use of the word "maple" will not be tolerated in them. If the production and sale of impure syrup or sugar are decreased, that of the pure will be increased. Prices and profits will correspond with quality except that if there be an increased production and sale, the cost of the latter will tend downward, and will probably carry selling prices, but not necessarily profits with it.

Greater confidence will naturally prevail in the public mind as a result of the conditions outlined. This has already been indicated in the brief space of time that has elapsed since the passing of the law by an increased demand that, coupled with the short crop, has resulted in a scarcity of pure sugar and syrup.

## A New Export Trade

The future of the crop for this year is largely dependent upon the flow of sap, but so healthy is the demand that it is felt the export branch of it will amply care for any surplus developed by an excessive flow.

For the export trade is developing tremendously, and is only in its infancy. In the United States the Democrats have taken off the tax on maple pro-

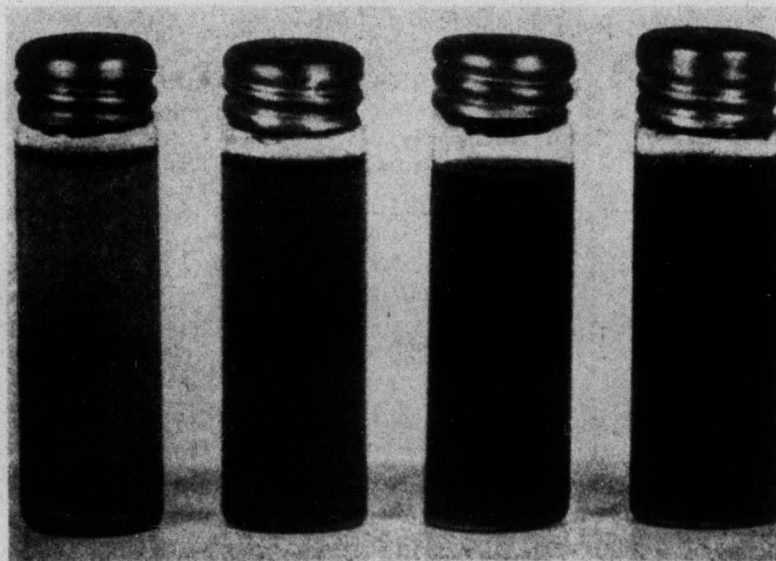
ducts, to go in effect May 1, until which time a one cent reduction is in force, and if that decision is not altered, United States buyers may be expected up here. Recent developments, however, point to a possible retention of this duty for revenue purposes.

A large British trade has developed too from the original sending over by the Duchess of Connaught of a cake of sugar, with her compliments, to every Canadian soldier in Europe. To taste pure maple is to want more of it. So this one act has developed a demand that in the course of a few months has gotten out of hand. Prominent manufacturers and sugar interests generally are advertising by means of generous contributions of sugar and syrup to the Red Cross for use in hospitals.

Probably the largest development has occurred as result of a spontaneous demand that arose in England as a result of the opening wedges, which took the form of a concrete proposal to start a company for the purpose of shipping sugar to England.

The matter was considered and rejected, as the existing laws were inadequate to protect the capital then invested in sugar, to say nothing of attracting new investment. But the Government was approached from a new angle. The proposal was made: "We will develop Canadian trade and interests if you will give us an instrument of protection against cheap imitations." It was thus the new law came into effect.

And shortly after the export trade was in full swing. One large firm sent fifty tons to England and forty to France for soldiers alone. The same firm has shipped over twenty-five ton this year. A Christmas contribution of 34,000 cakes was again sent by the Duchess of Connaught. A ten ton collection was made from the farmers for the soldiers, and another collection that already aggregates five tons of sugar and one thousand



This illustration shows the various grades of maple syrup. All are pure, but maple authorities claim the lightest colored one is of the best quality.

gallons of syrup is under way for the same purpose. Previous to these developments the demand was purely a local one in the United States and Canada, and in the five-year period from 1908-1912 over 99 per cent. of the total Canadian export of 8,685,000 lbs. of sugar and 20,000 gallons of syrup went to the States.

**Stopping the Leaks**

It is stated on good authority that the crop can be doubled by the farmers' and manufacturers' attention to a stoppage of the leaks of past years in the gathering of the sap and the latter process of manufacturing it into the finished product.

The optimists of the sugar trade assert that if the farmers can be assured a fair price and a good demand, improved methods of gathering, production and distribution will so increase the volume made as to inevitably tend to lower first costs, and this to such an extent that this present luxury may eventually compete in the open market with cane or beet sugar for domestic purposes. In any event, the possibilities of this branch of trade are too great for any dealer to refuse to take an active interest in it.

**The Retail Dealer's Opportunity**

Because maple sugar is usually made into hard blocks it may not be generally known that it can be finished in a granulated or pulverized state. When the syrup is boiled to the temperature of 240 to 242 degrees, it will hardly make a medium hard sugar. When stirred sufficient to make the desired grain, it can be poured into the moulds, and by continuous stirring the sugar will granulate and form what is called "stirred" sugar. This sugar when dried out thoroughly may be pulverized, which would make it almost as fine as flour and, if of good quality, almost as white. Retail dealers, wherever in Canada they may be situated, will do well to associate themselves with this co-operative movement, which should do much to build up and greatly improve an industry that has for a number of years shown indisputable signs of decline previous to its present stimulation.

To show the possibilities of increasing the production of pure maple products, it is only necessary to draw attention to the fact that the present estimated value is one and a half million dollars, and investigation shows that two-thirds of this product is of the lower grade. If the higher grade were made, this amount would be increased by at least one-half a million dollars. Our record also shows that practically half of the sap coming from the tapped trees is permitted to go to waste because buckets of too small a capacity are used. This sap, if saved and made into syrup or sugar would make another

two millions in maple products. Records further show that about 50 per cent. of the maple trees are tapped. This indicates conclusively that if the best effort was made by all producers the total value of maple products in Canada would be practically eight million dollars per year.

When we consider the fact that the little State of Vermont, with only 10,200 square miles, has a yearly income of \$1,086,933 from her maple products, we realize the industry is worth fighting for.

People are alive to the fact that quality counts, and are willing to pay 25 cents per pound for No. 1 and from \$1.50 to \$2 per gallon for prime syrup. As the purchasing public become alive to the quality of fine, pure goods and as makers learn to manipulate their plants so as to turn out choice products, there will be less and less of the strong, black kind made that will bring only 8 cents per pound, or 75 cents per gallon.

Syrup cans should be made from a good quality of tin. A square or oblong can is preferable, as being more easily packed, less liable to leak, has expansion to allow the syrup to change with the temperature of the weather, and when labelled has a better appearance. For shipment, cans should be packed in boxes and in crates. It often happens that a package of syrup is left lying round, and the cans in crates get dirty, which hinders their ready sale. When packed in a tight box they are kept clean, and when exposed for sale, present a good appearance. The size of the can depends on the market; gallon and half-gallon are probably the best sellers.

**Storing Syrup and Sugar**

If syrup is of proper consistency and is canned properly, it will keep from one season to another without deterioration. The storage temperature should be cool and fairly uniform, but not near the freezing point, as then it tends to crystallize.

Maple sugar does not keep well in a moist atmosphere. It tends to absorb water and molds readily, more especially

if it has been finished at too low a temperature. Maple sugar, therefore, to keep well in storage, should be boiled at a high temperature. After being taken from the molds it may be wrapped in parchment paper, but should not be put in covered containers unless sealed airtight. In such containers it may be stored in a cold place that is dry, but otherwise a dry, warm, even temperature is best.

So long as it is genuine, people will use more or less of it as an annual treat. All purchasers are not satisfied with a dark, strong sugar, but want a better grade, which can always be depended on to bring a higher price. Occasionally the very best grocery stores display really first-class maple products to supply discriminating customers who are willing to pay the extra price which is always demanded for them.

It is not through the regular commercial channels that the first grades of maple sugar command the highest prices. The private customer is the best outlet for the superior article of which the wide-awake dealer seldom has enough to go round.

After one has taken the pains to stock a first-class product, it is worth his while to seek out the best paying customers. A thousand-tree maker in Compton County, Quebec, who covers his buckets and takes every other reasonable precaution to make fine goods, sells practically every pound he makes in local towns and the City of Sherbrooke. At first a little peddling was necessary, but the quality of his goods and generous measure acquired a reputation that spread to an ever widening circle. This grower never takes less than \$1.25 per gallon for his syrup or 12½c per pound for sugar, which is moulded in hard 5 to 10-lb. cakes. Another maker puts his fine sugar up in 2-oz. cakes, for which he gets 20c per lb. from all old customers and new ones reached by samples. In another case an extensive maker is said to dispose of the bulk of his crop to private customers at 30c per lb. for the sugar and \$2 a gallon for syrup.

**MARITIME MERCHANTS' CONVENTIONS**

The Retail Merchants' Association, New Brunswick branch, will hold its annual convention April 12 and 13, in Fredericton.

The Nova Scotia convention will be held about same time in Halifax.

A. J. Jeffries, formerly representative throughout Northern Ontario, of James Turner, Limited, of Hamilton, which position he has occupied for the past several years, has opened a grocery business in New Liskeard, Ont.

**MAKES MONEY FROM GROCER**

*Editor, Canadian Grocer,*

*Dear Sir—I appreciate your papers and have made money following your advices by buying ahead when goods were going up.*

*E. J. LeDain*

*Boissevain, Man.*

# Increased Sales for Soft Drinks

Widening of Prohibition Will Mean Boosting of Other Than Alcoholic Drinks—The Grocers' Great Opportunity to Build Up This Trade—Developing Business in Case Goods—Opening a 'Soft Drink' Department in the Store

**L**AST week Canadian Grocer had an article which dealt with one of the results of the closing of the hotel bars. This is being gradually consummated and with it is the passing of the trade which the hotel has formerly done in cigars and tobacco, to the grocer.

This would not be the only trade which would accrue to the grocer from the closing of the hotel. Another one, and equally important, if the grocer wants to get after it, is the increased sale of soft drinks.

Consider the difference which the closing of the bar would mean to a great many men. Drinking at a hotel is as natural and as customary to numberless men as is putting on their coats in the morning. To do without their drink at the bar, so long as the bars were there to drink at would be as improbable as that they should do without their food.

## The Case of European Countries

This article is to consider the case of the man who will be without the actual opportunity for drinking at the hotel if, and when, the hotels shall be closed down. What will this man do? Is it not obvious that if he cannot drink one thing, he will drink another? In European countries in which, during the war it has been seen fit to cut out intoxicating liquors, notably Russia where vodka is taboo, and France where absinthe is forbidden, enormous increases in consumption of soft drinks have been registered—that is such things as lemonades, grape juice, lime juice, ginger ale, sodas and so on. Tea and coffee, too, have been drunk to a greatly increased extent as a result. Laving aside, for a minute, any consideration of tea and coffee so far as Canada is concerned, is it not reasonable to suppose that Canada will duplicate the case of European nations who have been cut off from the opportunity of getting liquor, and that Canada will register a greatly increased consumption in soft drinks? The point needs little arguing. One reason why the average man goes into a hotel, is certainly thirst, and after the hotel bar is closed, that, if no other reason, still remains. It is settled, then, that though the closing of bars will close the opportunity for selling liquor it will not shut off the average man's thirst.

Who is going to capitalize, in the stead of the hotel, our thirst? Who is going to secure the extra trade which will go begging in soft drinks?

## SOFT DRINKS TO BE FEATURED

*Among the lines the grocer and general merchant should feature under soft drinks, etc., are the following:—*

*Grape Juice;  
Ginger Ale and other light ales;  
Ginger Beer;  
Cream Soda;  
Sarsaparilla;  
Lime Juice;  
Lemonade and Lemonade Powder;  
Orangeade;  
Mineral and aerated waters;  
Ice Cream.*

Where are soft drinks sold now? The amount of soft drinks sold in hotels is negligible, there is a little sold there, but very little. Who, then at present is getting the revenue from soft drinks? First there is the soda fountain, that is the ice cream parlor; there is secondly the case of the druggist (since in Canada the drug store sells everything else but drugs for a living and drugs on the side), and thirdly, and by no means lastly, there is the grocer.

Consider the case of the grocer who has been selling grape juice, ginger ale and other soft drinks up to the present. In most localities he has done a limited trade in them, primarily because he has been fighting the opposition of the hotel, secondly, because he has been fighting the competition of other soft drink merchants, and thirdly, because he has not had room in his store to incorporate a department in which soft drinks might be sold as drinks are sold in a bar.

## The Re-action On the Grocer

If the bars go, there will automatically be a greatly increased demand for these soft drinks. This demand will react on the grocer in two ways. First of all, it will mean that a good deal more business will be done in case goods. In other words the slogan of the man who cannot drink at a bar will be that he will drink at home. He will, therefore want these soft drinks sent home in cases. The majority of grocers, of course, do a limited trade in this at present. That is one avenue along which the soft drink trade in the grocer's

hands will be increased. This particular trade can be developed more and more, and the grocer should use this time as the time to begin planning for extension. If the hotels go dry in more provinces in Canada—and it would look from present appearances that they will so do very soon—the time for planning this extension is now. Start, then, a campaign for boosting the slogan "Drink at Home." Point out by newspaper ads, personal messages and displays given over to soft drinks, that if the hotel goes, the place to drink will be at home, and that you can supply the want for drinking at home, by sending out cases of soft drinks. Develop the trade along the line of selling cases of soft drinks to the home.

## Corralling a New Trade

An important way by which the retailer can now branch out is to corral a good deal of the trade in soft drinks, is by opening a "while you wait." Why shouldn't the grocer, as well as the druggist and the ice-cream man, have a couple of tables and half a dozen chairs and dispense soft drinks to people so that they can take them there? Some grocers do it already. Better still, in towns where at present there is no ice cream parlor, why shouldn't the grocer open a parlor and run it as an adjunct to his own business of general groceries, and thus try to get this extra business which is going to be dropped owing to the hotels going out of business? The grocer might as well figure that, by initiative, he can get the business for himself. There is no reason why the local grocer shouldn't beat a new man to it, and open a department exclusively for the building up of a big trade in soft drinks, creating an ice cream parlor, or a soft drink parlor, which he can run in connection with his own store.

Where there is a gap and where there is an opportunity, be sure that there will not long be one. As prohibition becomes more general, as the bars go out of business and soft drinks are increasingly in demand, if there is no one in your town to take care of that demand, depend upon it that the opportunity will soon be snapped up. Why not snap it up yourself? Why not adopt the suggestion of opening either a little parlor for dispensing soft drinks which you could run in connection with your store, or if not that, why

(Continued on page 28.)



# CANADIAN GROCER

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**THE MACLEAN PUBLISHING COMPANY  
LIMITED.**

**JOHN BAYNE MACLEAN, President.**

**H. T. HUNTER, Vice-President.**

**H. V. TYRRELL, General Manager.**

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Canadian Grocer is an applicant for membership in the Audit Bureau of Circulation, the recognized authority on expert circulation examinations.

## OFFICES:

### CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

### UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733 Old South Bldg.; Phone Main 1024.

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No. 12

## SUGAR ADVANCES FORECAST

MERCHANTS who have been watching the vagaries of the sugar market columns of CANADIAN GROCER, have seen sugar advance to the tune of seventy cents a hundred within about a month. On February 17, the Montreal market advanced from \$6.65 basis to \$6.75. Our market editor, in his resume which was written on the 15, said: "Before this gets to press higher prices are not unlikely." They came before the issue was in the hands of the trade. On March 2 a similar advance was registered, and again CANADIAN GROCER, before the actual advance, pointed out that sugars were unduly low and said: "An advance of 25 cents would no more than cover the situation." Following the increase of ten cents on March 2, was another for like amount, on the very next day. Five days later a fourth advance of ten cents occurred—again hinted at in our market columns—and on March 14 and 16 respectively, an advance occurred of fifteen cents. Thus sugars have averaged an increase in price of over fifteen cents per hundred per week for the last month.

There have been two or three reasons. One has been the quiet but continuous buying by Britain. Another has been crop reports about conditions in Cuba. But the first and most important has been the shortage of available raws, and the speculation therein which has been going on. As far back as December 3, 1915, CANADIAN GROCER said: "As long as raws are short, whether refiners have had their requirements or not, there must be a firm (market) undertone." Refiners do not appear to be overstocked with raws. At every advance they buy, but apparently, their purchasing is very gingerly done,

and they always come back for more—when the market registers another advance.

The present outlook shows nothing of immediate declines in sugar levels. There is no sign of weakness. Holders of raws are in a strong position, and they know it. Refiners are not—and holders of raws know that, too. Immediate easiness in the sugar market is improbable.

## NEW BUSINESS IN SOFT DRINKS

ON another page of this issue the problem of retail grocers going in more for soft drinks and non-intoxicating beverages is exploited. The Prohibition Movement, which is gradually gaining momentum in different provinces, is bound to bring about a greater consumption of these drinks than before. Particularly during the summer, people who were accustomed to drink at the bar of an hotel are going to drink elsewhere and they are going to drink non-intoxicating beverages in prohibition and local option provinces and districts.

The grocer who goes after this trade is bound to be rewarded for his enterprise. He should not delay in getting an aggressive plan under way to take care of this business as soon as it presents itself.

## GIVE TRAVELER A SQUARE DEAL

THE traveler is entitled to the same consideration from the retailer as the retailer gets from a customer to whom he suggests a purchase. This is an age of business on scientific basis. When a salesman wastes time on a business call, it adds that much more to the cost of the trip and means that much more waste energy; wasted energy advances costs.

Travelers are sometimes compelled to waste too much time in their weekly rounds. It would appear that some merchants take delight in keeping them waiting.

Of course, the traveler should give the right of way to a customer at the counter or when the merchant has some other very important business to transact. But there should, however, be no reason for a merchant deliberately working away at his books and in other ways killing time when a salesman is waiting to interview him. Many have the idea that the salesman is something that must be avoided like a plague instead of being treated as a friend with a lot of information up his sleeve. There are many branch lines throughout the country where there is only one train a day. If the traveler misses this, he must drive to the next town or wait over and then the chances are his week's work is dislocated.

It is a fact that many travelers have real grievances against some retailers. Of course, a large number and, no doubt, the majority of retailers give the traveling salesman a fair treatment and a square deal but there are others who do not. Here and there we may see a traveler who probably does not deserve the consideration and full respect of the retail trade. But it is an easy matter to tell him politely where you stand. There is no necessity of keeping him waiting for any length of time unless important business necessitates it.

#### MAPLE PRODUCTS' FINES

**I**N ONE of the Senate Debates at Ottawa recently, there was a question on the paper with reference to the adulteration of Maple Sugar and Maple Syrup. Honorable Mr. Sproule enquired as to how many prosecutions were instituted against manufacturers and vendors of impure or adulterated Maple Syrup and Maple Sugar, of those whose names appear in Bulletin 325, Inland Revenue Department, as having violated the law; also he wanted to know the name and place of business of those reported against as manufacturers or vendors of the impure or adulterated product. The question was answered by Hon. Mr. Lougheed showing that four were prosecuted for selling illegal maple syrup. Three of those from whom maple sugar was collected were fined \$25 and \$10 costs. Another was fined \$25 and \$12 costs; one fine and costs \$14; two others \$25 fine and \$9 costs; another \$25 fine and \$12; two more fines and costs \$36.70. Still another was fined \$5. Several cases are still standing.

This information shows that various fines were made, apparently according to the view of the case held by the magistrates.

#### BEWARE OF BAD CHEQUES

**B**ANKS will not cash a cheque for any person whom they do not know, or who is not identified by someone known to the bank. This undoubtedly

saves them a great deal of worry as well as a great deal of loss during a year.

On the other hand there are merchants almost everywhere who will cash a cheque for anybody. They do not take into consideration whether the presenter of the cheque is an honest citizen or a swindler. We read in the press almost every day of cases where merchants have been "taken in" by forgers who contrive in some way or other to get the retailer to cash cheques for them. This is responsible for a great deal of loss and as it is a leak that can be eliminated, it is an unnecessary loss.

Every merchant should make it a fixed rule never to cash a cheque for anyone whom he does not know or who is not identified. While the precaution sometimes may not be warranted, yet a little extra care removes all doubt and is a safety check worth its weight in gold.

#### MEANING OF BUTTER RESTRICTIONS

**N**EW S comes from Germany that restrictions have been put upon the consumption of butter, making the maximum quantity allowed for each person 5 ounces weekly.

Few understand, except those who have traveled through Germany and know the tastes of the people, just what this means to the German haus-frau. The German woman uses butter or lard or some kind of oil for practically all her cooking; without it she is practically lost. It is stated that she will worry more over the lack of butter or oil for cooking than over anything else. The significance, therefore, of this regulation is only seen when the above is taken into consideration.

#### EDITORIAL NOTES

**ACCORDING** to the *London Standard* of Jan. 13, 23,000,000 pounds of jam have been ordered from Australia by the War Office for delivery during the current year, compared with six or seven million pounds ordered and supplied last year. Victoria has orders for 11,500,000 pounds, and Tasmania, the orchard of Australia, which figures so largely in the fruit export, has received orders for 7,500,000 pounds. New South Wales has contracts for the supply of 4,000,000 pounds.

**IN CONNECTION** with the recent large orders of canned goods in Canada for the British Government, it is interesting to note that other parts of the Empire are equally benefiting by similar orders. And the fact that this is so makes it necessary for dealers, wholesale and retail, of the lines affected, to keep well informed of the movement of these large orders, as the cumulative effects of them will undoubtedly have some effect on this market.

# Cardwriting Made Easy

By R.T.D. Edwards

## LESSON NO. 15—MUSIC PENS

THE music pen is one of the most important of the newest tools introduced for lettering purposes. This pen was invented and used for the purpose of writing music, and it was some time before its value for forming letters was found out.

The music pen's great fortè is in lettering with heavy opaque color on plain white card or mat board. For general lettering, of black on white card, the round writing pen is best, but when a finely lettered card is required, the music pen is superior.

In no case should ink be used with the music pen. Heavy cardwriting color, slightly thinned with water, will be found the most satisfactory. The surfaces of mat cards are not as smooth as the white coated cardboard and therefore require something that will not cut the surface of the card as the round writing pen does.

The music pen fills the bill completely. The color can be applied perfectly in a clear-cut manner without causing any rough edges.

The using of white color on dark mat board has been, to most beginners, very troublesome, but with the use of the music pen and a fair amount of practice, this can be overcome. The idea is to get the white, or any color for that matter, quite clear with one stroke of the pen, because it cannot be gone over a second time. The color must be at the right thickness and this can be found out only by experience. The color must be kept thoroughly mixed while in use. Do not allow the size to come to the top of the color or the cardboard will show through it.

### The Manipulation of the Pen

Study carefully Figure 2. This shows two illustrations of the music pen: the first, as the pen appears when closed or ready to make a fine stroke; the second, the pen as it appears under pressure, making a broad stroke. You will

notice that this pen is triple-pointed. This is the secret of its being able to flow the heavy color. A two-pointed pen will not allow the color to flow from it as freely as the three-pointed one. The principle of the manipulation of this pen is to make the narrow strokes of the letters with the pen closed, while the heavy strokes are regulated by the amount of pressure used to spread the points.

### Graduating of the Strokes

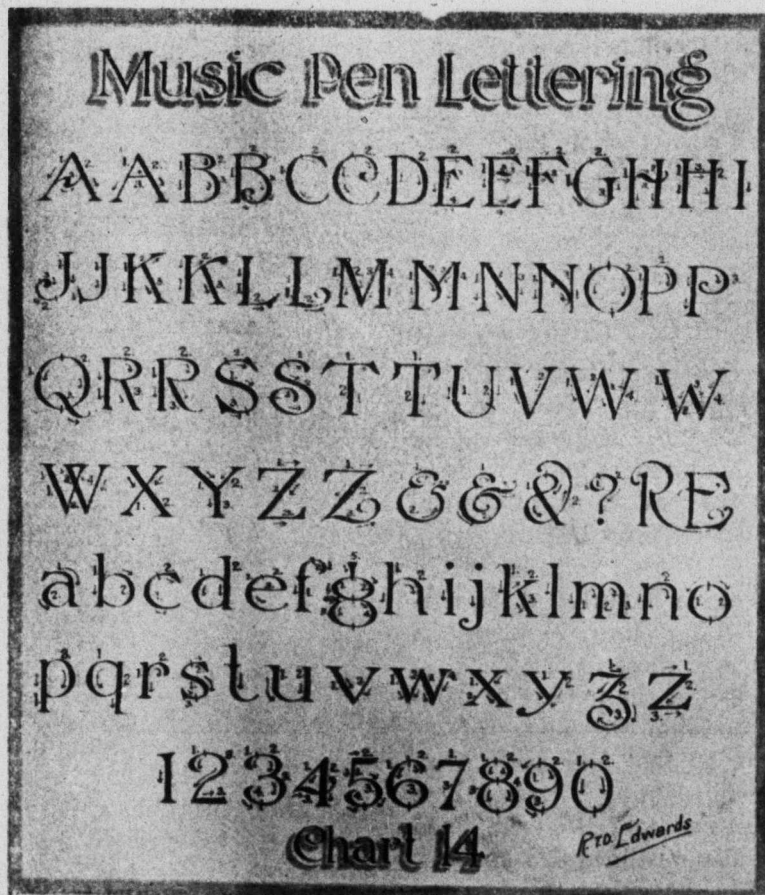
The graduating of the strokes needs much practice. The best way to get used to handling this pen is to use plain white card and any show card color you have, providing it is not ink, and practise all the different strokes which are composed

in the formation of the alphabet. This will give you the best knowledge of the working of this pen.

One of the most important points about the pen's work is that many sizes of letters can be made with it, graduating from very small up to its capacity, about an inch in height. Figure 2 shows different sized letters made with the same pen.

### Mat Board

As stated before, the principal use of these pens is for lettering on mat board, therefore it is necessary to know something about this. Mat board was not first made for



show cards and is not made now exclusively for this purpose. Its main use is for picture mats, photo mounts, calendars, etc. Show cards are really a secondary consideration with matboard manufacturers. Nevertheless, many plain and fancy matboards can be worked up into fine, attractive show cards. It is not advisable to stock up with fancy boards. The plainer kind are the best for all classes of fancy showcards. The kinds most advisable are cream, buff, light, dark and medium grey and brown tones. Many different finishes can be secured in these colors, such as linen, pebble, ripple, clouded, besides the plain. The plain finish is preferable where fine, accurate lettering is necessary.

**Some Matboard Finishes**

Figure 1 gives an idea of some of the finishes procurable. Do not stock up heavily on wood grain boards, because there are not many occasions when they can be used to good advantage. Wood grains can be obtained in oak, walnut, mahogany, etc.

**Make Your Own Covered Boards**

Cardwriters who do not wish to go to the expense of ordering matboard can make a very good substitute by getting cover papers from wholesale paper houses. These can be mounted on plain pulp cardboard, by using a heavy flour paste. To keep the card from curling, paste a cheap paper of the same weight on the back of the card and press it under a heavy weight until dry. A very beautiful assortment of fine colorings can be obtained in this way.

**The Chart**

In general appearance this lettering is very similar to the round writing pen work shown in lesson 13, but in execution it is vastly different.

"A" is a good example of the use of the music pen. Stroke one is made with the pen closed, while stroke two is made by using more pressure to get the broad line. To make stroke three, use heavy pressure in the centre of the stroke. Both ends of this stroke should be made with very little pressure, to get the fine lines. Stroke three of the second "A" is made with the pen closed.

"B" is a letter of three strokes. Pay special attention to strokes two and three. The heaviest pressure must be used in the centre of each stroke. The second "B" is composed of four strokes. Stroke four is used to give a variety to the work, but should only be used at the beginning of the "reader" of a showcard or in headlines. Never use a fancy letter in the body of the "reader."

The "C" in both cases is a two-stroke letter. The difference in the manipulation of the music pen from the round writing pen is illustrated in the second "C." Note that stroke two is finished by shoving upwards on the pen which would have to be completed with two strokes with the square-pointed nib.

The "D" is the same in appearance as that made with the round writing pen.

The spur-making on the "E" and "F," as on many other letters, should be watched carefully. By much practice these can be made with one stroke. To make the right hand top spur, spread the pen the full width at the commencement and as the stroke is made release the pressure gradually until the fine line is reached. The bottom spurs must be made just the reverse. Stroke three of the second "E" is made by starting and ending with a fine line, using pressure on the pen in the centre.

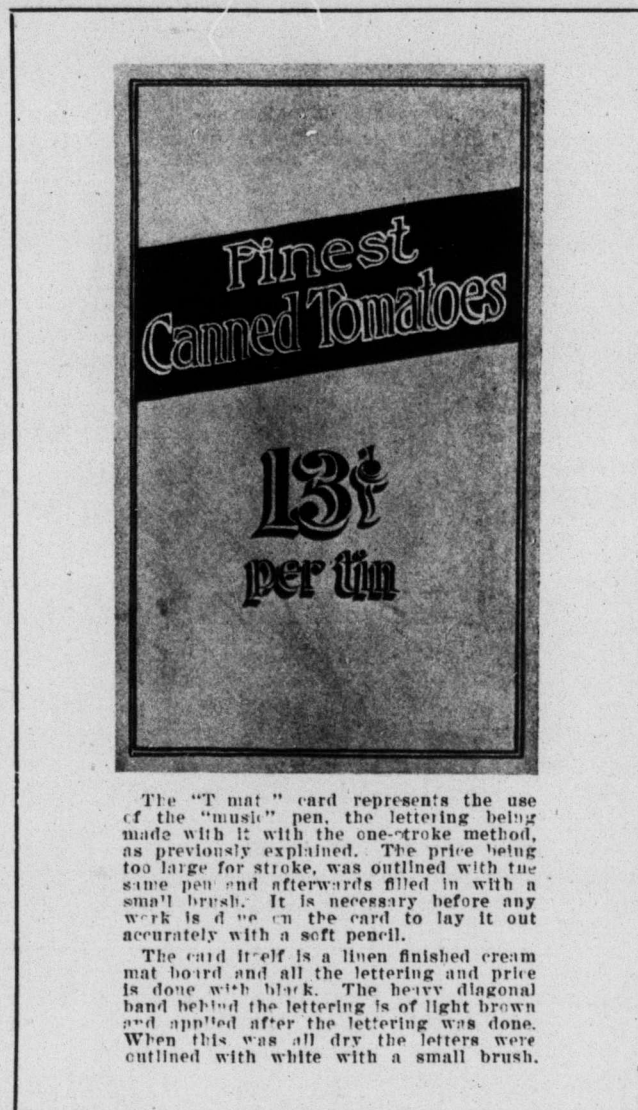
"G" is a three-stroke letter. Care must be taken with the joining of strokes one and three.

Stroke three of "H" is made after the same manner as stroke three of the second "E." This style of "H"

should not be used in the midst of the "reader," but only for heading purposes. The second "H" is of the plainer variety and can be used on any part of the card. Take care to make the two outside strokes parallel.

Care must be taken to keep the "I" at right angles with the guide lines.

It is best for beginners to make the "J" with three distinct strokes. With practice this can be made with one



The "T mat" card represents the use of the "music" pen, the lettering being made with it with the one-stroke method, as previously explained. The price being too large for stroke, was outlined with the same pen and afterwards filled in with a small brush. It is necessary before any work is done on the card to lay it out accurately with a soft pencil.

The card itself is a linen finished cream mat board and all the lettering and price is done with black. The heavy diagonal band behind the lettering is of light brown and applied after the lettering was done. When this was all dry the letters were outlined with white with a small brush.

entire stroke. The second "J" shows the use of the spur on the tail.

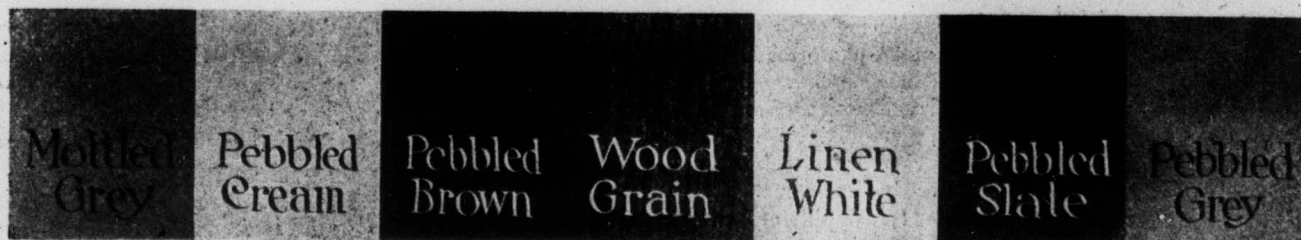
Note that stroke two of "K" joins stroke one above the centre. The second "K" shows a variety in stroke two.

A plain and fancy "L" is also shown. Stroke two of the "L" is made with one stroke.

The "M" is a letter that always needs careful practice. Be sure to make the lower centre point at equal distances between the ends of strokes one and four. The second "M" shows a variety in stroke two.

Joins, similar to that where stroke two joins stroke three, have to be completed with the point of the pen. Stroke two of the second "N" shows a curved stroke instead of a straight one.

The "O" is completed with two strokes. Note that the widest part of these two strokes is midway between the guide lines.



Some of the finishes procurable in mat board.

The first "P" is a plain one and the second one is of a fancy nature for heading purposes.

The "Q" is the same formation as the "O," with stroke three added. This stroke should present a graceful appearance.

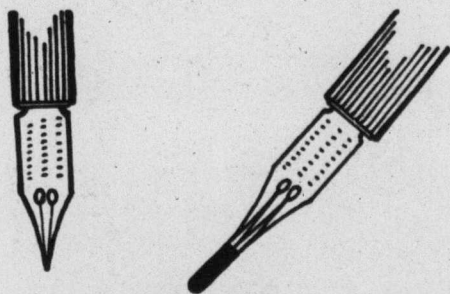


Fig. 2.

Two styles of "R" are shown. The first of plain variety. The second shows a change in stroke two. This makes a nice variety for illuminated caps or headline use.

Two styles of "S" are shown; first, the plainer, spurred letter, and the second the long, sweeping tail variety.

Only in the spur-making do the "T's" vary. The second letter is quite popular for headline work.

The main part of the "U" is made with two strokes of the pen. Much practice is needed to perfect stroke one.

The manipulation of the pen for the formation of "V" and "W" is very similar. Give particular attention to the formation of the last "W"; note how the strokes cross.

The formation of the "X" is similar to many others shown in previous lessons.

The "Y" is also the same formation as shown before. Be sure to join strokes one and two a little above the two guide lines.

The "Z" is of the plain Roman formation, but the second "Z" is of the fancy variety.

You should practise many times the formation, but the second "Z" is of the fancy variety.

You should practise many times the formation of the "&'s." They are being used constantly by cardwriters. Many other styles can be made, but these are sufficient to start.

The lower case formation is very similar to the round-writing pen formation and does not need any detailed explanation.

The arrows show the directions in which to draw the pen and the cross bars show where the continuous strokes join, so with following the same principle as explained for the upper case lettering you should be able to master the lower case without much difficulty.

## Charging Interest on Past Due Accounts

New England Grocer and Tradesman.

Much has been said and written on the subject of charging interest on past due accounts, though neither good nor sound reasons have been advanced as to why it should not be done. Many excellent and logical reasons have been offered in its favor. There are, perhaps, some business houses that recognize the justice of the charge yet do not make it for fear of offending or driving off customers.

These are times of keen competition, with the cost of doing business constantly increasing and net profits dwindling almost to a vanishing point. With the proper classification of expenses and revenue and a good system of accounting it is an easy matter to analyze the results of a business for any given period, but oftentimes the hidden or unknown leaks cause the most trouble. Then again there are leaks that are known to exist and are recognized as detrimental to the

business, yet are not abated because of fear of competitors or patrons. If a policy is sound in principle and is recognized as the right thing to adopt it should be put in operation regardless of past customs or the probability of offending some patron who is constitutionally opposed to "rendering unto Caesar the things that are Caesars'."

A careful analysis of the question as it bears directly upon any business will convince almost anybody, even the most skeptical, of the wisdom and the justice on the affirmative side. Now, it has been questioned and is questioned by a great many thinking business men, students of business, whether or not the no-interest policy increases the sales a single dollar, or, if it does they inquire as to whether it is not from that class of trade which disregards terms and looks upon merchandise as a separate and distinct thing from actual capital, judging from the way some wish to use it without giving adequate compensation therefor. The

bill of goods to a seller represents actual cash plus his profit and the profit is based upon the assumption that the money will be returned at the end of the time as agreed upon in the sale. If it is not, then the expected profit is not realized and it diminishes every day that the payment is delayed.

John J. McDonald, with the Western Canada Flour Mills, at Calgary, Alta., for past three years, has joined the A.S.C. under the command of Capt. Cardell.

### ALWAYS WELCOME

MacLean Publishing Co.

Dear Sirs: The Canadian Grocer is always welcome, and we are glad to see MacLean's Magazine is beginning to come to its own. It is our pleasure to speak a good word for both at all times.

J. C. McFARLAND,  
Edmonton, Alta.

# Laws That Govern Poison Sales

Extracts From Dominion Laws With Which General Merchants Should be Familiar — How Goods Should be Packaged to Conform With Law—Penalties for Non-Compliance.

From information secured by a Canadian Grocer representative in interviews with officials of Inland Revenue Department and Department of Justice.

**I**NQUIRIES very frequently reach the office of Canadian Grocer asking for information regarding the law governing sales of such lines as Paris green, wood alcohol, arsenate of lead, ammunition, firearms.

The subjects have all been treated in past issues of this paper, but in this issue a summary is given of practically all legal restrictions which the retailer encounters when selling ordinary general lines over the counter. During the past year police authorities and inland revenue officials have been very active in their efforts to enforce the law. A fairly

large number of prosecutions have been instituted and convictions secured, resulting in fines being inflicted on those who, in most cases unintentionally have run foul of the law. It is important, therefore, that every general merchant should acquaint himself with the provisions of the law as outlined in this article. It is also important that clerks in the store should become familiar with the provisions, because the merchant is always held liable for sales made by the clerks.

clerks. When the Paris green is packaged by the manufacturer, the latter usually has the package stamped in the proper manner. It is necessary, however, for the retailer to add his name and address to the package in order to comply with the provisions of the law.

The accompanying panel shows the information required on a label to be affixed to a package of Paris green, when sold at retail.

There is nothing in the Act requiring a general merchant to take the names of persons purchasing Paris green.

#### Arsenate of Lead Can Also Be Sold

Arsenate of lead, like Paris green can also be sold in general stores, provided the packages are well secured, and distinctly labelled with the name of the person preparing or putting up such packages and marked poison. When sold by retail it is necessary to show the name and address of the proprietor of the establishment in which the poison is sold.

#### Other Poisons

Nothing in the Inland Revenue Act prevents retail merchants from selling hellebore, tincture of iodine, carbolic acid, not exceeding a five per cent. solution and London purple, if such articles are put up in well secured packages distinctly labeled with the name and address of the person preparing or putting up such packages and marked poison. It is also necessary when selling these

cohol a label bearing the words, "Wood Alcohol, Poison," in black letters, not less than 1/4 inch in height.

Section 10 of the Act interests the general merchant particularly and reads as follows: Any vessels containing wood alcohol, whether in the possession of the manufacturer or other person, shall have affixed thereto a label bearing the words "Wood Alcohol, Poison," in black letters not less than one-fourth of an inch in height. Any person who holds in possession, sells, exchanges or delivers any wood alcohol contrary to the provisions of this section, shall in-

Name of manufacturer or person putting up the package

**PARIS GREEN  
POISON**

Name and address of retail firm selling poison

Name of manufacturer or person putting up the package

**ARSENATE OF LEAD  
POISON**

Name and address of retailer selling poison

large number of prosecutions have been instituted and convictions secured, resulting in fines being inflicted on those who, in most cases unintentionally have run foul of the law. It is important, therefore, that every general merchant should acquaint himself with the provisions of the law as outlined in this article. It is also important that clerks in the store should become familiar with the provisions, because the merchant is always held liable for sales made by the clerks.

#### How to Sell Paris Green

There is no law prohibiting the sale of Paris green in general stores, provided the Paris green is put up in well secured packages, distinctly labelled with the name and address of the person preparing or putting up such packages, the name of the poison, and marked poison.

There is a further provision (sec. 33) of the Act, which requires that when poisons are sold at retail, the package shall bear the name and address of the proprietor of the establishment in which the poison is sold.

Some retailers buy their Paris green, already packaged. Others buy it in drums and have it packaged by the

Name of manufacturer or person putting up poison

**WOOD ALCOHOL  
POISON**

Name and address of firm selling poison

poisons by retail to give the name and address of the retailer.

#### Law Governing Sales of Wood Alcohol

All provinces are included under the Inland Revenue Act, as far as the sale of wood alcohol is concerned. In order to comply with the law, the retailer must affix to all vessels containing wood al-

cohol a penalty of not less than fifty dollars and not exceeding five hundred dollars.

Retailers should bear in mind that the law calls for black letters on the labels. A Toronto hardware firm was fined some time ago for using red-lettered labels instead of black as called for by law.

In Prince Edward Island wood alcohol is under the ban of the Prohibition Act.

#### Law Governing Sale of Ammunition to Minors

Selling ammunition to minors under 16 years of age, is in contravention of the Criminal Code Amendment Act, 1913. Section 119 of the Act of 1906, was repealed and the following substituted in 1913:—"Every one is guilty of an offence and liable on summary conviction to a penalty not exceeding fifty dollars, who sells any firearm, or gives or sells any pistol, air-gun, or any ammunition therefor, to a minor under the age of 16 years, unless he establishes to the satisfaction of the justice before whom he is charged that he used reasonable diligence in endeavoring to ascertain the age of the minor before making such sale or gift, and that he had good

reason to believe that such minor was not under the age of sixteen years."

#### Law Governing Fire-Arm Sales

The Offensive Weapons Act, proclaimed April 22, 1911, makes it necessary for all persons who wish to legally purchase a revolver to secure a permit from a duly authorized official. Extracts from the section affecting general store trade are as follows:—"Every person who exposes for sale, offers for sale, or sells any bowie-knife, dirk, dagger, stiletto, metal knuckles, skull cracker, slung shot, or who sells a revolver, pistol or air gun to any person other than one holding a certificate issued under section 118 of the Criminal Code, or one, being over 18 years of age, who produces to and leaves with the vendor a permit in writing, signed by the Superintendent of Provincial Police, or a Chief Constable of a city or town, allowing him to purchase a revolver, pistol or air gun, shall be guilty of an offence and liable on summary conviction to a penalty not exceeding \$200 or less than \$25, or to imprisonment for a term not exceeding six months with or without hard labor or to both, and the bowie-knife, dirk, dagger, stiletto, metal knuckles, skull cracker or slung shot, revolver, pistol or air gun so exposed or offered for sale, or sold by such person, shall be confiscated by the police magistrate or justice and transferred to the superintendent of Provincial Police, or destroyed as such magistrate or justice may see fit.

3—(1) Every person who sells a revolver, pistol or air gun under the provisions of section 1 hereof, without keeping a record of the date of the sale, name of maker, serial number of such revolver, pistol or air gun, and the name, address and occupation of the purchaser, or who sells or exposes or offers for sale any revolver or pistol which does not bear a serial number and the maker's name, shall be guilty of an offence and liable on summary conviction to a penalty not exceeding \$200 or less than \$25, or to imprisonment for a term not exceeding six months with or without hard labor, or to both, and the revolver, pistol or air gun so exposed or offered for sale, or sold by such person, shall be confiscated by the police magistrate or justice and transferred to the superintendent of provincial police, or destroyed as such magistrate of justice may see fit.

(2) The record referred to in subsection 1 may be inspected at any time by any peace officer and a copy thereof shall be transmitted by the person making the sale to the superintendent of provincial police within seven days after the 31st of March, 30th June, 30th September, and 31st December in each year. A violation of this subsection shall render the offender liable, on summary conviction, to a penalty not exceeding \$50.

## Credit Men in Quebec

Concentration of Effort in This Province Links Whole of Canada—Address by the General Manager.

Montreal, March 22.—(Special.)—The Canadian Credit Men's Trust Association, Limited, has at last concentrated its efforts in the Province of Quebec. A large and representative meeting of wholesalers was held in the Windsor Hotel, Montreal, recently, all trades being represented. The general manager, Henry Detchon, went fully into what the association had already accomplished in the way of legislation in other provinces throughout Canada. He dwelt upon the unsatisfactory conditions regarding the insolvency laws which prevail in the Province of Quebec, and advocated a Federal Bankruptcy Act, which would prove in the case of a known insolvent that an insolvent debtor should be forced to make an assignment. He stated that as a quid pro quo the wholesale trade was willing to grant a discharge to an honest debtor. He deprecated, however, the establishment of expenses of bankruptcy courts with all their consequent extravagance in the way of legal and other charges. He was not backward in stating that the practice in the City of Montreal of soliciting assignments was one of the worst features in the insolvency business.

The Credit Men's Association has been strong in every province except Quebec, and a great deal of good work has been accomplished. The effort now is to secure the co-operation of strong wholesale and manufacturing concerns in Quebec in a campaign to fight poor accounts and eliminate bad debts. The indications of the Montreal meeting were that the wholesalers would give their co-operation.

D. S. Benvie, of the firm of Jas. Robinson, occupied the chair. A vote of thanks to the speaker of the evening by W. L. Helliwell, the newly-appointed manager of the Gurney Massey Co.

It is believed that the association will have hearty support from the Canadian Bar Association, Quebec Bar Association, and the Legislature in the endeavor to improve conditions under which credit has been extended.

H. H. Cromwell, who has been representing the association in Montreal, has joined the Canadian Army Service Corps and expects to leave for the front at any time. It is understood that he will be replaced by a strong man, who will have the confidence of the entire trade of Montreal.

#### INCREASED SALES FOR SOFT DRINKS

(Continued from page 21.)

not give over a portion of the store to a soft drink department, or in some way make plans to step right into the breach created by the hotels going out of business, and cash in yourself on the money to be made in soft drinks.

#### Quick Action Expedient

The grocers should be seriously considering the question now. The time to consider the opportunity will not be when it is right on your head, and when everybody else is considering it. The time to consider and make your plans is now. Undoubtedly as prohibition becomes effective in the provinces, the soft drink trade will be boosted enormously. This, like the extra trade in cigars noted last week, is a great opportunity for the grocer. By establishing a department especially for soft drinks, by giving over a portion of the store to the selling of them, or else by developing the trade to be had in case goods, sold right in to the home—one way or the other or all—you should be planning now to cash in on the extra trade to be got through the big demand there undoubtedly will be for soft drinks.

#### SUPPLY OF COCOA TO NEUTRAL COUNTRIES

In view of the statement made in the British Parliament and in the British press with reference to the export of cocoa to Holland, Denmark and Scandinavia, several of the larger cocoa firms in Britain are hastening to disclaim responsibility for the large figures quoted. Cocoa exports in 1915 have been given as 34,520,987 pounds. The large exporters, it is pointed out, are known to the Government, since a license has to be obtained before the goods can be shipped to the continent. It is also easy for those in touch with the market to identify those who are buying for export.

#### NEWFOUNDLAND'S HERRINGS

The herring fisheries of Newfoundland have completed one of their most prosperous seasons. Total exports totalled 80,100 barrels of pickled and frozen fish, the largest since 1911. The year's catch had a market value of \$238,700, which was \$40,000 more than the value of the larger 1911 catch. Motor boats were very largely used in place of row boats this season in the west coast bays where most of this fishing is carried on.



## CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



### Quebec and Maritime Provinces

M. Jardine, grocer, Newcastle, N.B., died recently.

E. Courville & Co., general merchants, Montreal, have registered.

Enoch Buzzell, general merchant, Cowansville, Que., died recently.

La Societe Menagere, manufacturers liquid soaps, Montreal, have registered.

J. Myerson & Son, is a new firm of wholesale grocers establishing in Montreal.

A. Bergeron & Fils., grocers, are opening a business in Montreal; L. A. Bergeron registered.

Kenneth MacRae, of MacRae Bros., grocers, Richmond, P.Q., died suddenly last week.

The Atlantic Sugar Refinery Company has secured an order from the British Government for 5,000 tons of refined sugar, the estimated value being well over the \$500,000 mark. President of the company, D. Lorne McGibbon, states that full shipment would be made before June 1. Apparently Britain is in the market for sugar on a large scale, and this is one of the reasons for high prices prevailing. Advances totaling 70c in a few weeks, bringing prices higher than they have been for years, is quite unique.

About 150 business men were present at the banquet of the Canadian Credit Men's Trust Association, held in the Rose Room of the Windsor Hotel, Montreal, recently. D. S. Benvie, presided over the gathering, while the guest and speaker of the evening was Henry Detchon, general manager of the association, who explained the benefits and working of their organization. A number of slides were shown illustrating the forms used, the methods adopted to obtain information, and copies of files from the head office, and these served to make clear how beneficial was the work of the association in assisting the business man in his credit sales.

### Ontario

Samuel Reid, general merchant, Victoria Harbor, Ont., died recently.

The death is announced of William Snively of Petrolia, formerly a grocer there.

J. Hazelton, general merchant, has erected a handsome new business block at Killaloe Station, Ont.

The Kelly Tobacco Co., London, Ont., has been granted an Ontario Charter.

George Laing & Sons, are giving up business at their branch store at Mount Salem, Ont., and intend moving the stock to Richmond in a few days.

A building permit was recently issued by the city architect to the Club Coffee Co., of Toronto, for the erection of an \$8,500 addition to their premises at 240 Church street.

Stanley B. Denton has bought Mrs. F. H. Simpkins' grocery business in Tillsonburg, Ont., and will continue it in the same stand. Mr. Simpkins intends returning to St. Thomas.

The death was announced last week in Ottawa hospital of John Sullivan, grocer, of Arnprior. Mr. Sullivan was 61 years of age and had long been in a poor state of health.

The Holland Rusk Co., of Holland, Mich., have recently appointed The Harry Horne Co., of Toronto as their Sales Agents for Canada. Holland Rusks are not a new product on the Canadian market so are not unfamiliar to the trade.

The question of the export of fish caught in Canadian waters was discussed at some length by the Chatham Board of Trade recently, and a special committee was named to draft a resolution calling on the Government to take some action to relieve conditions. All boards of trade and city councils in the Province will be asked to join in the movement.

A serious fire occurred recently at Reisner Bros.' grocery store, Walkerville, Ont. The building, which was a two-storey frame store and dwelling, is practically a total wreck and the estimated loss is from \$5,000 to \$7,000 on building and stock. There is some insurance, but not sufficient to cover the entire loss, it is claimed.

The Retail Grocers' Association of Hamilton, met recently. John Young asked the members to keep what waste paper they have and deliver it to the headquarters, where it is being collected for the Red Cross. This will be done, but it was stated that the grocers were unable to lend their wagons for collection purposes on Monday mornings. The annual visit of the Brantford Association to Hamilton will be made in the near future.

### Western Canada

A. Robbins, grocer, Winnipeg, passed away recently.

J. D. Score, grocer, Winnipeg, sustained a fire loss recently.

Weidman Bros., wholesale grocers, Winnipeg, are incorporated.

Murchison & Ross, grocers, Kindersley, Sask., are incorporated.

Norman Lanktree, grocer, Winnipeg, is succeeded by J. H. Creighton.

E. E. St. Peter, general merchant, Hodgson, Man., has commenced business.

Surdia & Co., general merchants, Limerick, Sask., are succeeded by Wm. George.

L. A. LaFreniere & Son, general merchants, Howell, Sask., have sold to L. Normand.

M. P. Lemon, general merchant, Strassburg, Sask., is succeeded by the Pioneer store.

Peterson & Thorne, general merchants, Foam Lake, Sask., have dissolved, S. T. Thorne continuing.

Cohen & Laskin, general merchants, Goodeve, Sask., have dissolved, Wm. Laskin continuing.

Surdia & George, general merchants, Assiniboia, Sask., are succeeded by Surdia & Altman.

The Wayside Store, Westlock, Alta., recently opened for business, succeeding Isaac Hawkins.

D. J. Dyson, of The Dyson Co., 109 Higgins Ave., Winnipeg, has been re-elected president of the Winnipeg Industrial Bureau.

The department store of John Brown & Sons, Neepawa, Man., was partially burned on Sunday, March 11. Groceries suffered badly from heat and smoke.

J. F. Clarke & Co., who have a general store at Watrous, Sask., are enlarging their present premises by addition of adjoining store.

An overheated stove caused a fire in Young's grocery store, 333 Seventeenth avenue east, Calgary, recently. The fire brigade was called out. About \$600 damage, fully covered by insurance was done.

Campbell, Wilson & Strathdee, of Swift Current, wholesale grocers, suffered a loss of \$3,000 by fire recently. It was covered by insurance.



## Letters to the Editor

Editor Canadian Grocer:—

Dear Sir,—Being a subscriber and reader of your valuable paper and not being able to attend the different association meetings, I would like to enter a little comment through your paper.

First I wish to take up the adulteration of the different foods. In your issue of March 3, 1916, you have a lengthy article on Adulteration of Olive Oil. In that article you tell of 159 different samples examined, so many met the requirements by being so and so; so many passed because they had the word cotton seed oil printed somewhere on the label, but 43 were considered adulterated, because they didn't have the word cotton-seed oil on label. Now then, Mr. Editor, if this court of inquiry is going to consider (guess) that an article is so and so, I would like to ask you how the retailer is going to find out? Guess too?

Again, as to the retailer's protection: You say the law holds the retailer responsible for selling goods that are not wholly up to the standard of the pure food laws. In that case the retailer has got to go to the trouble to have every brand of everything he sells in the line of food, analyzed to find out whether there is any adulteration in it. And in case it is found to be adulterated, it would go into the dump heap and the "poor cuss" fined heavily for having it in his possession and the wholesaler and manufacturer go scot free. Well, if that isn't a "beauty" of a law then I am from Missouri. You say that the Government protects by our going to every manufacturer of all the goods of various kinds and get a warranty from them. That would be another gentle little trick. Why can't the Government protect us by saying to every manufacturer: "See here Mr. or Miss, or Mrs. Manufacturer, we want you to put out goods that come under the pure food law, or we will make you sweat for it." Then the retailers would have some protection; as it is, I consider, we haven't the least bit of protection.

You say that this law was made to cut out the retailer who is bound to buy cheap goods. All that I know about it is that I get my goods from such companies as the A. Macdonald Co., the L. T. Mewbern, the Campbell, Wilson & Horne, the Red Deer Grocery Co., etc., and I have to pay their prices, and I should like to be protected.

Trusting that we may hear from others, I am,

Yours for business,

(Signed) JAS. M. MEYERS.

Sylvan Lake, Alta.

Editorial Note.—While it is no doubt a hardship for the retailer to be fined for selling an article which has been marked "pure" on the label, but which eventually turns out to be adulterated. This, however, seldom happens, although it does occasionally.

But, for instance, when a retailer buys pepper, he should know what he is getting. If the salesman tells him the pepper is pure, he should ask him for the Government warranty along with the invoice; then he will be protected. If the salesman states it is a compound, then the retailer should sell it as a compound pepper.

Up to the present the Government says the dealer is to be held responsible for the goods he sells coming up to the proper standards no matter how they are invoiced, unless the retailer can produce copy of the official warranty.

### SUGGESTS TEA ASSOCIATION

Editor Canadian Grocer:

Dear Sir,—If tea imported into Canada was subject to a duty of say 10 cents per pound, it would mean that the tea business of the Dominion would at once become very much more important, as it would mean a very large increase in the money involved and no doubt it would lead to some sort of co-operation with a view to bettering conditions of all in the trade. But our Government have not seen fit to put a duty on tea so we in the trade continue to move along in the same old rut. If a duty would lead to some sort of co-operation among importers, should not the prospect of increased trade lead to the same thing? All true Canadians look for great things in this Dominion of ours after the war. We are continually being told by sober conservative men that we may look for ten to fifteen million population in Canada within three years after the war, and after that?—the possibilities are enormous.

The tea trade will undoubtedly share in this growth, so why not get together now and form some sort of an association, where all matters pertaining to the trade could be discussed with a view to bettering conditions for the importers, jobber and consumer. That many evils exist in our mode of doing business and importing few will deny. Among these

evils may be mentioned, the harm and serious loss in many cases by rejected teas from the United States being dumped on this market at ridiculous figures. Tea from the United States entering Canada should show a clean bill of health and if it is not fit for consumption there, why should it be fit for Canadian consumption? Another evil exists in the way damaged tea is sold by the underwriters. Again, we have no Dominion wide laws or regulations regarding weights and tare, which often leads to many misunderstandings; nor have we any qualified board of arbitration in case of disputes.

These are a few of the points a representative tea board or association could very soon regulate and put in shape to the satisfaction of the whole trade and at the same time make business more pleasant and profitable. The tea trade is quite large enough at the present time to support some sort of an organization, and I am sure much good could be done by it for everyone in the business, and I feel if your valuable paper would invite suggestion with a view of forming a tea association, you would be doing the tea trade a great good.

JOHN D. HUTCHINS.

John Duncan & Co.

Montreal, March 20, 1916.

### FREE EGG CASES

It is worth while repeating that the Canadian Produce Association has adopted the loss off buying and free or non-returnable cases, which means that country buyers must provide themselves with cases and that the cost of same will be provided for in the cost of the eggs.

The use of free cases went into effect on March 1 in Toronto, Ottawa and other centres and will become operative in Montreal on April 1.

### WORTH THREE TIMES PRICE

MacLean Publishing Co.

Dear Sirs:—Enclosed find \$2, being in full for subscription to CANADIAN GROCER from Nov. 30, 1915, to 1916, which kindly place to my credit and forward receipt.

I must say that I would not, under any consideration, stop my subscription to CANADIAN GROCER, as it has been worth three times the price of the paper and will recommend it to any persons who are hesitating on subscribing to same.

MILTON W. ORTWEIN.

(Address omitted).

# Molasses Advances: Sugar Up Again

Fifth Advance of Sugar in March—Freights Troubling Molasses Market—Teas up in London, Colombo and Calcutta—Dried Fruits Being Cleaned Up—British Embargo Against Dried Fruits Having Weakening Tendency Here

Office of Publication, Toronto, March 23, 1916.

**T**HE situation in molasses which for a long time has been growing serious, is now at a deadlock, almost. Several factors combine to make a very difficult situation and prices have risen sharply and will probably do so again. One reason has been the high price of sugar which has advanced seventy cents during the last month. This has naturally affected the molasses market. Then, secondly, holders appear to have been caught practically bare of stock in Canada and shipping has been tied up to such an extent that this bareness cannot be relieved. In a letter the writer saw from a Barbadoes house the fact was stated that reservations on bottoms were cancelled often after having been held for two months and that the scarcity of boats plying between the West Indies and Canada was growing to be so serious that planters did not know where they were. An instance was quoted where it was shown that the Barbadoes house in question could not get its stuff away before the first of June. All these things are combining to make a very high market for molasses in Canada. Add to them the fact that molasses is being used for munitions and that there are more calls on the stock than ever before and the reason for advances is easily seen.

Notwithstanding the recent advance which took place in condensed milk, all prices are very firm and the trade is buying heavily. It is felt that the market for this product has been very much strengthened by the amount exported, going overseas to the troops. Consequently domestic buyers will do well to cover their requirements now. They may have to pay more.

Other things which have gone up are Gruyere and Roquefort cheese. Feeds have advanced a dollar. This is somewhat surprising, as there is very little demand for feed at this time. Nevertheless, the mills have been running short because of the difficulty in getting their supplies transhipped and they have not been grinding much in the way of feeds. Consequently, both shorts and middlings are up \$1 this week.

## Quebec Markets

Montreal, March 23.—Firmness continues to be the feature of a market that shows a slightly slackened volume of trade passing and a continuance of the erratic features that have characterized it for some time past. Stormy weather and embargoes have played a very important part in developments. The embargo on luxuries into Great Britain has weakened the position of dried fruits, while the C. P. R. embargo from Smith Falls east has seriously interfered with all classes of trade in this province. The question of freight continues to be one of paramount importance.

Sugar has advanced another 15c, but raws show some weakness. Molasses and syrups are scarcer than ever. All condensed milk lines have now advanced 15c on account of the higher cost of packing materials. Florida tomatoes

have taken a spectacular drop, which entails loss by importers. Cocoa butter has advanced from its old price of 38c to one of 45c. Gruyere cheese is up 2c, and ranges from 52c to 55c, according to quantity; Roquefort is also up 2c, being offered at 59c. Tapioca, currants and dates have stiffened up again. White beans have advanced ¼c. Walnuts are firmer.

**SUGAR.**—Market is a shade less firm than a week ago, following a week of changes, that resulted in a 15c advance in refined sugar, so that extra granulated in 100-lb. bags is now selling for \$7.35, and other grades in proportion. Last week at the high point of the peak holders were asking 5c for Cubas, which were sold at 47/8c in the latter part of the week before declining to their present level of 43/4c. In spite of this weakness, undertone of market is still very firm, and the fact that late reports are to the effect that New York refiners are taking all offerings at going price adds to strength of this feeling. The usual

## Markets in Brief

### QUEBEC MARKETS.

#### PRODUCE AND PROVISIONS—

Advance in pork products.  
New lards down 2c.  
Little new cheese coming in.  
Poultry still scarce.

#### FRUIT AND VEGETABLES—

Oranges up high.  
Bananas scarce.  
Onions scarce and high.  
Florida tomatoes take sudden drop.

#### FISH AND OYSTERS—

Fish active and frozen stocks short.  
Haddock decline.

#### FLOUR AND CEREALS—

Embargo made intense situation.  
Oats firm and cereals unchanged.  
Feeds easier.

#### GENERAL MARKETS—

Sugar up 15c, and up to so strong.  
Dried fruits weaker.

### ONTARIO MARKETS.

#### FISH AND OYSTERS—

Shortage in frozen lines.  
Firm and advancing levels.  
Haddock and cod strong.  
Oysters in good demand.

#### FLOUR AND CEREALS—

Feeds up a dollar.  
Oats stronger and higher.  
Wheat recovering slightly.  
No change in flour.

#### FRUIT AND VEGETABLES—

Strawberries dearer.  
Navel oranges up.  
Demand for Spanish onions.  
No change in potatoes.  
Celery slightly lower.

#### PRODUCE AND PROVISIONS—

Pork products advancing.  
Butter situation unchanged.  
New lards down again.  
No change in cheese.  
Dressed poultry higher.

#### GENERAL GROCERIES—

Sugar up once more.  
Tea firm in London.  
Prunes somewhat easier.  
Molasses very firm.

### MANITOBA MARKETS.

#### FLOUR AND CEREALS—

Wheat market quiet.  
Flour unchanged.  
Demand below normal.  
Embargo affects exportation.  
Feeds very quiet.

#### FRUITS AND VEGETABLES—

Manitoba potatoes not offered.  
Cabbage jumps to 2¼c lb.  
Decline in California lemons.  
Grapefruit much cheaper.  
Carrots advance to 2c.  
Tomatoes arriving freely.

#### FISH AND POULTRY—

Scarcity of haddies feared; price 10c lb. this week.

Turkeys scarce; live 19c.  
Little live poultry offering.

#### PRODUCE AND PROVISIONS—

Eggs coming down.  
New lards at 23c.  
No American eggs left.  
Hogs make another record.  
Butter market still weak.  
Cheese is unchanged.

#### GENERAL GROCERIES—

Sugar advances to \$8.05.  
Weak dried fruit market.  
Prunes will be cheaper.  
Raisins comparatively firm.  
More advances in spices.  
Syrups moving out well.  
Coffee still advancing.

# CANADIAN GROCER

disparity between United States and Canadian prices exists, so that the latter's price of \$7.35 is less than the U. S. one of \$6.90 in view of duties and other costs.

Cuban crop is reported to be in strong hands, so that it is moving more freely and only with the market. Weather has improved, so that primary conditions are much better.

Wholesalers are buying fairly well, but their sales to retailers are restricted to those of small lots that are going into immediate use, as dealers evince an aversion to making heavy buys at present prices.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	.....	7 35
20 lb. bags	.....	7 45
2 and 5-lb. cartons	.....	7 60
Extra Granulated Sugars—		
Parrels	.....	7 70
50 lb. boxes	.....	7 90
25 lb. boxes	.....	8 10
Yellow Sugars—		
No. 1, 100 lb. bags	.....	6 95
Dark yellow, 100 lb. bags	.....	6 75
Bright yellow, bbls. only, cwt.	.....	7 20
Powdered Sugars—		
Parrels	.....	7 50
50 lb. boxes	.....	7 70
25 lb. boxes	.....	7 90
Paris Lump—		
100 lb. boxes	.....	7 95
50 lb. boxes	.....	8 15
25 lb. boxes	.....	8 25
Crystal Diamonds—		
Parrels	.....	7 95
100 lb. boxes	.....	8 05
50 lb. boxes	.....	8 15
25 lb. boxes	.....	8 25
Cartons	.....	8 55
Half cartons	.....	9 05
Crystal Dominoes, cartons	.....	8 65

**MOLASSES AND SYRUPS.**—Molasses have advanced 2c under the stimulus of what is in some quarters described as a tremendous demand, a continued and increasing bareness of stocks that greatly enhances the value of those already on hand, a high sugar market, and an increasing first cost. It is pointed out that at best the first cost today would be 48c, to which must be added 1c for Montreal handling in store, 1c to take it out and deliver and to stand breakage and leakage, 1c in interest charges before sale money is paid, and 3c a gallon overhead charges. All offerings are promptly snapped up on this market as feature of scarcity becomes more general. Some of the largest handlers of molasses here have no stocks on hand, and no large quantity is reported from any quarter. Recent further advances in raw sugar and refined has aided strong feeling here. Government discussions on state of market are adding to local speculation as to probable outcome of present state of affairs.

Manufacturers of corn syrup state that they cannot cope with the demand that has arisen on top of the shortage already in existence. Starch syrups are in extra good demand, which is thought to have been influenced by the molasses shortage. A shortage in glucose is affecting the supply available for syrup manufacture, and thus affecting the market at its base. Prices remain unchanged and firm.

	Price for	Choice,
	Fancy,	Island of Montreal.
Barbadoes Molasses—	0 55	0 47
Punchecas	.....	.....

Barrels ..... 0 58  
 Half barrels ..... 0 60  
 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.

**Corn Syrups—**  
 Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls. 0 04½  
 Pails, 83½ lbs., \$1.95; 25 lbs. 1 40  
 Cases, 2 lb. tins, 2 doz. in case ..... 2 65  
 Cases, 5 lb. tins, 1 doz. in case ..... 3 00  
 Cases, 10 lb. tins, ½ doz. in case ..... 2 90  
 Cases, 20 lb. tins, ¼ doz. in case ..... 2 85

**Cane Syrups—**  
 Barrels, lb., 4½c; ½ bbls. 0 06  
 Cases, 2 lb. tins, 2 doz. in case ..... 3 60

**DRIED FRUITS.**—There is a weaker feeling apparent in market undertone this week as a result of the inclusion of dried fruits in the British embargo, and the general volume of trade passing shows a falling off. Prunes, raisins, canned and dried fruits are barred by the new order. The immediate effect of most interest to this market is the cessation of American shipments to Great Britain, thus causing a weakness to crop up in California primary market, which may later be felt here. Prunes are weaker on the Coast, and show a corresponding drop here, having declined ½c all round. They are in good demand at prices quoted. California raisins are quiet, with no great demand noticeable. Currants show added strength as result of further advances in primary markets. Date market is stronger, and Halloween dates are up, having advanced ¼c, and are now 7½c per lb. Evaporated apples are weaker, and are offered to the trade to-day at 9½c, as against the old price of 11½c. It is felt that the full effects of the embargo will not be felt here for some time, when an easier feeling may be expected.

	Per lb.
Apples, choice winter, 15-lb. boxes	0 09½
Apples, choice winter, 9-lb. boxes	0 09
Apples, choice winter, 5-lb. boxes	0 15
Apples, choice winter, 3-lb. boxes	0 11½
Peaches, choice	0 08
Pears, choice	0 13½

DRIED FRUITS.	
Canned Peels—	
Citron	0 22 0 23
Lemon	0 20 0 21
Orange	0 19 0 20
Currants—	
Filiatras, fine, loose, new	0 11½
Filiatras, packages, new	0 12½
Dates—	
Dromedary, package stock, old, pkg.	0 09
Figs, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 07½ 0 09
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10 0 11
Cal. fancy, table, 10 lbs.	1 50
Prunes—	
39 to 40, in 25-lb. boxes, faced	0 11 0 12
40 to 50, in 25-lb. boxes, faced	0 10 0 10½
50 to 60, in 25-lb. boxes, faced	0 10 0 10
60 to 70, in 25-lb. boxes, faced	0 09½ 0 09
70 to 80, in 25-lb. boxes, faced	0 09 0 09
80 to 90, in 25-lb. boxes, faced	0 08½ 0 08
90 to 100, in 25-lb. boxes, faced	0 08 0 08
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscatsels, loose, 3-crown, lb.	0 08½ 0 09
Muscatsels, 4-crown, lb.	0 09½ 0 09
Cal. seedless, 16 oz.	0 12½ 0 12
Fancy seedless, 16 oz. pkgs.	0 10½ 0 11
Choice seedless, 16 oz. pkgs.	0 10½ 0 10½
Valencia, select	0 11
Valencia, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

**SPICES.**—General features are unchanged, with erratic upward tendencies foremost. Peppers have had quiet week, and are showing shade less strength as result. A good volume of wholesale

trade is passing, and there is a tendency in certain quarters to stock up in sympathy with the rising market. Retailers, however, are buying only as needed, and high prices have tended to curtail prices somewhat. Nutmegs and mace are firm, scarce and unchanged. Herbs are firmer, and turmeric shows signs of activity. Cassias and cloves are unchanged.

The new British Government measures have added greatly to uncertainties of situation in increasing difficulties of importers and delaying and restricting shipments.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 19	0 23
Cassia	0 29	0 30	0 35
Cayenne pepper	0 30	0 30	0 35
Cloves	0 30-0 32	0 30	0 30
Cream tartar—55 to 60c			
Ginger, Cochin	0 22	0 22	0 29
Ginger, Jamaica	0 25	0 90-1 00	0 31
Mace	0 80	0 80	1 00
Nutmegs	0 45-0 45	0 45	0 80
Pepper, black	0 28	0 85-0 97	0 26
Peppers, white	0 35	1 15-1 20	0 37
Poultry spice	0 22	0 95-1 20	0 29
Pickling spice	0 16-0 18		
Turmeric	0 21-0 23		

Lower prices for pails, boxes or ballers when delivery can be secured.  
 Cardamom seed, per lb., bulk ..... 2 00 2 50  
 Caraway—  
 Canadian ..... 0 13  
 Dutch ..... 0 20 0 22  
 Cinnamon, China, lb. .... 0 11½ 0 16  
 Mustard seed, bulk ..... 0 19 0 23  
 Celery seed, bulk ..... 0 36 0 46  
 Shredded coconut, in pails ..... 0 21 0 25  
 Pimento, whole ..... 12-15

**RICE AND TAPIOCA.**—Market remains unchanged in all its principal features, except that demand for rice is probably not as strong as it was, and a slightly easier feeling in market has resulted. Undertone of market is still hopeful and expectant of an advance that is based on the primary and freight conditions and the higher range of prices prevailing there in comparison with local market. Last year's contracts still show tendency to offset this feeling. Prices remain the same.

Tapioca continues strong, unchanged in its other features, inclining more and more to a feeling of strength that is based on good demand, light stocks and scarcity of shipments received from outside points. Prices have not as yet shown effect of this tendency, and demand is sufficient to keep stocks well cleaned up with some inquiries unsatisfied.

	Per cwt.
Bangkok Rices—	
Bangkok, "B"	4 20
"C.C."	4 10
India bright	4 35
Lustre	4 40
Fancy Rices—	
Manila, Patna	4 30
Pearl	4 75
Imperial Glace	5 40
Sparkle	5 00
Crystal	5 00
Snow	5 30
Ice drips	5 30
Java Onyx	6 50

Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—		Per lb.
Bags, 224 lbs.	.....	0 05½
Half bags, 112 lbs.	.....	0 05½
Quarter bags	.....	0 08 0 09
Velvet head Carolina	.....	0 09 0 10
Sago, brown	.....	0 06½ 0 07
Tapioca—		
Pearl, lb.	.....	0 09 0 10
Seed, lb.	.....	0 09 0 10

**NUTS.**—Added firmness is feature of market, and business continues good on a rising market, which has tended to discourage actual consumption of nuts. Walnuts are 15c to 16c, and Grenobles

# CANADIAN GROCER

are stronger. There is a shortage in shelled walnuts, and the Sicilian, which was expected to bring over a shipment, is now reported to have none on board. Sicily filberts are stronger, and shelled filberts have advanced 2c. Shelled pecans in Texas have gone up 4c. Shelled almonds are up on cables and showing strength here, although no actual advances are reported other than the return of Tarragonas to their old price level that prevailed previous to their recent decline of 1c. Almonds are so high now that some doubt is expressed as to the practicability of the further advances made necessary by the cable advances. The new Brazil nuts are being offered at from 15c to 16c, and are proving of good quality.

Almonds, Tara, new	0 16	0 16 1/2
Grenobles	0 16	0 16 1/2
Marbots	0 13 1/2	0 14
Shelled walnuts, new, per lb.	0 35	0 36
Shelled almonds, 28-lb. boxes, per lb.	0 40	0 42
Sicily filberts	0 14 1/2	0 15
Sicily filberts, shelled	0 32	0 34
Pecans, large	0 17 1/2	0 18 1/2
Brazil nuts, new	0 15	0 16
Peanuts, American, roasted	0 08 1/2	0 12 1/2

TEA.—Market remains unchanged in its salient features, with an accentuation of some factors, such as a strengthening of the upward tendency of prices. On the other hand, a diminution of the large volume of sales lately passing is recorded in some quarters, although this development is not common to the trade, and in some quarters a fair tone is reported, particularly in country districts. Market is very strong in spite of this tendency to dullness, and there are no indications of prices going down locally any more than on primary markets, except in isolated cases that have no bearing on the general situation. Very little tea is coming forward at present on this market, as stocks were fairly ample as result of alarm over shipping conditions, budget probabilities, and the high primary prices, the last of which still prevail.

COFFEE.—Tone of market is still ruled by leading factors of earlier part of the year. Market retains its strength, and volume of sales reported continues good, with supplies continuing to come after due allowance has been made for normal and expected interruptions that develop from time to time as result of present abnormal freight conditions. A more healthy undertone is noticed in this line than in some others, which are more easily affected by the adverse influences of fast changing market.

DRIED VEGETABLES.—Ruling conditions remain the same, with no price changes to record other than a 1/4c advance in white beans, which are now offered at \$4.50 per bushel as result of an increased Lenten demand. Peas are slightly easier, although no actual changes in price have occurred. Business is quiet and steady, with a small volume of trade passing at nominal prices.

Beans—		
Canadian, 5-lb. pickers, per bushel	4 20	4 35
Canadian, hand-picked	4 80	5 00
Canadian, 5-lb. pickers	4 20	4 40
Yellow eyes, per bushel	4 20	4 40
Lima, per lb.	0 08	0 08 1/2
Peas, white soup, per bushel	3 00	3 25
Peas, split bag, 95 lbs.	4 00	4 00
Barley, pot., per bag	3 00	3 00
Barley, pearl, lb.	0 04 1/2	0 05

CANNED GOODS. — Firmness is a feature of some lines and a better demand has developed for canned salmon, and prospects for low prices on new pack are not very good. Sardines are stiffer, and the feeling is much stronger, but there is no advance on the market. Undertone of market is good on most lines, and those recently advanced show no signs of weakening.

## Ontario Markets

Toronto, March 23.—The feature of the markets once again is the advance in sugars. These are up a further 15c. This puts them on the basis of \$7.41, by a long way the highest point since the outbreak of war. The advances occurred here sympathetic to New York, where there is a tense situation in raws. This matter is gone into fully in this issue elsewhere, but it cannot be too strongly emphasized that locally the price of refined is still apparently low for the quotations on raws. This does not mean that further advances are looked for. They are not—immediately. But speculation in raws has so tightened their price that the refiners, even at recently increased levels, are still selling at a comparatively low figure.

Navel oranges, though coming in fairly freely, were increased in price this week. This is largely due to a very strong demand. Navels have been low all season, compared with some years, and have done a big business. Floridas are also firmer.

New-laid are gradually getting lower, and a further drop of 1c was registered this week. No doubt the influx of American eggs has been a factor in sending price on local stuff down. Chicago eggs can be laid down here at 24 1/2c. Ontario deliveries have been much better recently. Consumption is very heavy.

Flour market is dull these days, not voluntarily, but because scarcity of freights has put a crimp in export business. Domestic demand is only fair to middling. There is not much change in cereals. Mill feeds, just as we write, have advanced a dollar each in shorts and middlings. The reason is that mills have been grinding little, and not enough to take care of demand. Hence, though demand is not heavier than usual, an advance is registered.

SUGAR.—Once more there is an advance of 15c to record. This makes the basis \$7.41. There have thus been five

successive advances since the beginning of the month. These are—March 2, 10c; March 3, 10c; March 8, 10c; March 14, 15c; March 16, 15c. That is, a total of 60c per hundred advance within the month of March. There was a 10c advance late in February. Sugars are now much higher than at any time since the outbreak of war, and indeed than at any time in years. Probably now there will be a lull for a time at any rate, though sugar men point out that price of refined is still below what it should be, judging by the quotations on raws. Further advances, though not immediately, are not unlikely. Two or three new factors develop: one is the heavy buying which Russia is now doing in raws. A second is that general crops, despite the would-be optimism of planters, are short. Thirdly, and perhaps most important, there is a lot of speculation going on in raws in the States. Heretofore, as one local dealer put it, "when you bought sugar, you bought sugar. Now you buy supposed values in sugar."

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 41
20 lb. bags	7 51
10 lb. bags	7 56
2 and 5-lb. cartons	7 70
Nova Scotia refined, 100-lb. bags	7 31
New Brunswick refined, 100-lb. bags	7 35
Extra Ground Sugars—	
Barrels	7 81
50 lb. boxes	8 01
25 lb. boxes	8 11
Powdered Sugars—	
Barrels	7 61
25 lb. boxes	8 01
Crystal Diamonds—	
Barrels	9 05
100 lb. boxes	9 06
50 lb. boxes	9 16
Cartons (99 to case)	9 71
Cartons (50 to case)	9 71
Crystal Dominoes, carton	9 06
Paris Lumps—	
100 lb. boxes	8 06
50 lb. boxes	8 06
25 lb. boxes	8 26
Yellow Sugars—	
No. 1	6 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

SYRUPS AND MOLASSES.—Molasses is very firm, and likely to go higher. This, it must be emphasized once again, is not a big molasses market. Notwithstanding that, quotations, where they are made, are all subject to confirmation, and prices are very strong, likely, indeed, to go higher. Trouble chiefly is in the high price of sugar and the lightness of molasses stocks; chiefly the latter. Freights are hopeless between West Indies and Canada, and despite absurdly high rates, shippers don't seem able to get their stuff across to Canada.

There is no change in the cane and corn syrups markets. Buying proceeds apace, in ordinary quantities.

Com Syrups—	
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2
Pails, 38 1/2 lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, 1/2 doz. in case	2 90
Cases, 20 lb. tins, 1/4 doz. in case	2 85
Corn Syrup—	
Barrels, lb., 4 1/2c; 1/2 bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 65
West India, bbls.	0 34

TFA.—The Indian auction in London last Monday was up another 1/4c. Tuesday's cable is not here yet, but the Ceylon auction was very firm last week.

CANADIAN GROCER

There is a good deal of speculation in England just now on whether or no the budget will include a further tea duty, and that doubtless is having its effect on the tea market. Colombo and Calcutta cables report those primary markets to be very firm. Constantly advancing freights are one potent cause, and this has meant anxiety, though this last week has seen a number of boats come from the East. Good quality teas are very scarce indeed. These high prices are indicative of the scarcity of good quality stuff.

**DRIED FRUITS.**—Most lines are having exceptionally good sales now. Peaches, prunes and apricots are all selling well, and wholesalers are finding their stocks going down rapidly. There is no change at all in prices, though all quotations are quite firm on heavy demand.

First prices were named at the Coast last week on 1916 crop apricots. Apparently these were given out more with the idea of feeling the buying pulse than anything else, as little business was done. British embargo talk is hitting any chance of early business in these and other lines at the Coast.

Prunes show little change at the Coast. Locally they are strong. Demand is consistently good, without any particular feature.

Raisins and currants are somewhat dull at present. The latter are kept quite firm by prevailing scarcity in primary markets.

Apples, evaporated, per lb.	0 10%	
<b>Apricots—</b>		
Std., 25's, faced	0 12	0 12%
Choice, 25's, faced	0 13 1/4	0 11
Extra choice, 25's, faced	0 14 1/2	0 15
Fancy, 25's, faced	0 15 1/2	0 16
<b>Candied Peels—</b>		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 22 1/2	0 23 1/2
<b>Currants—</b>		
Filiatras, per lb.	0 13 1/4	0 14 1/4
Amalas, choicest, per lb.	0 14 1/4	0 15 1/4
Patras, per lb.	0 14	0 15
Vostizas, choice	0 14 1/4	0 15 1/4
Cleaned, 1/2 cent more.		
<b>Dates—</b>		
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09 1/4
Package dates	0 07 1/2	0 09
Hallowees		0 07
<b>Prunes—</b>		
30-40s, California, 25-lb. boxes	0 13	0 13 1/4
40-50s, 25-lb. boxes	0 10 1/4	0 11
50-60s, 25-lb. boxes	0 09 1/4	0 10
60-70s, 50-lb. boxes	0 09 1/4	0 09 1/4
70-80s, 50-lb. boxes	0 08 1/4	0 08 1/4
80-90s, 50-lb. boxes	0 08 1/4	0 08 1/4
90-100s, 50-lb. boxes	0 08	0 08 1/4
25-lb. boxes, 1/2 cent more.		
<b>Peaches—</b>		
Choice, 50-lb. boxes	0 07 1/4	0 07 1/4
Std., 50-lb. boxes		0 06 1/4
Choice, 25 lbs., faced	0 07 1/4	0 07 1/4
Extra choice, 25 lbs., faced	0 07 1/4	0 08
Fancy, 25 lbs., faced	0 08 1/4	0 09
<b>Raisins—</b>		
Valencia, Cal.	0 09	0 09 1/4
Seeded, fancy, 1 lb. packets	0 10	0 10
Seeded, choice, 1 lb. packets	0 09 1/4	0 10 1/4
Seeded, choice, 12 oz.		0 08
Seedless, 16 oz. packets	0 11 1/4	0 12
Seedless, 12 oz. packets		0 10
Raspberries, black, dried, 25-lb. boxes	0 40	0 42

**NUTS.**—There is no new feature of any kind. Orders are limited and business moves very quietly without anything interesting to mark it specially.

Orders are for all lines in more or less equal quantities.

<b>In Shell—</b>		Per lb.
Almonds, Tarragona	0 15 1/4	0 16 1/4
Brazils, medium, new	0 16	0 18
Brazils, large, washed, new	0 20	0 22
Chestnuts, peck	1 75	2 00
Filberts, Sicily, bags 110 lbs.	0 14	0 14 1/4
Peanuts, Jumbos, roasted	0 13 1/4	0 14 1/4
Peanuts, hand-picked, roasted	0 11	0 11 1/4
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18 1/2
Walnuts, Grenoble	0 14 1/4	0 15 1/4
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 12 1/4	0 13 1/4
<b>Shelled—</b>		
Almonds	0 45	0 46
Filberts		0 35
Peanuts	0 11	0 11 1/4
Pecans	0 60	0 65
Walnuts, new, halves	0 38	0 40
Broken	0 31	0 32

**BEANS.**—Quotations remain unchanged, though they are disposed to be a trifle more easy as the days go by. The great scarcity is in good quality stuff, alike in beans and peas. Second grade is more plentiful, but demand for these is slackening somewhat.

Beans, choice primes, bush	4 25	4 50
Beans, hand-picked, bushel		4 75
Peas, blue, bushel	3 25	3 50
Split, lb.	0 06	0 06 1/4

**SPICES.**—A steamer is due in New York now with supplies of peppers, and it should ease the tense situation existing in them somewhat. Other lines are all firm, cassias and gingers in particular displaying strength. Stocks in Canada of all lines are light, and a heavy demand causes strength all round.

<b>Spices—</b>	Compound, per lb.	Pure, per lb.
Allspice, ground	0 19	0 16-0 18
Allspice, whole		0 15-0 15
Arrowroot		0 15-0 20
Bay leaves		0 20
Bicarb. soda		0 03 1/4
Caraway seeds		0 25
Cassia, whole		0 25-0 32
Cassia, ground	0 16-0 18	0 25-0 34
Cayenne		0 30-0 35
Cayenne, Jap. chillies		0 45-0 50
Celery seed		0 45-0 50
Celery salt		0 30-0 35
Celery pepper		0 30-0 35
Cinnamon, Batavia		0 30-0 40
Cloves, whole		0 35-0 45
Cloves, ground	0 18-0 22	0 25-0 45
Coriander seed		0 12-0 13
Cream of tartar	0 25-0 30	0 50-0 55
Curry powder		0 30-0 35
Ginger, Cochin	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole		0 25-0 30
Ginger, African, ground		0 14-0 15
Mace		0 85-1 00
Mustard, pure		0 25-0 30
Mustard seed		0 20-0 25
Nutmegs, brown, 64s, 55c; 80s, 45c; 100s		0 35-0 40
Nutmegs, ground, bulk, 30-35c; 1 lb. tins		0 37-0 42
Pastry spice		0 25-0 30
Paprika		0 35-0 40
Peppers, black, ground	0 14-0 18	0 25-0 30
Peppers, black, whole		0 24-0 29
Peppers, white, ground	0 19-0 24	0 35-0 42
Peppers, white, whole		0 30-0 35
Pickling spice		0 15-0 22
Sage		0 45-0 50
Saltpetre (chili)		0 10
Thyme		0 25
Turmeric		0 30-0 22

**RICE AND TAPIOCA.**—Primary market on tapioca is up another 1/2c, and still firm. There is no change in the local situation, though it is very firm, and stocks are low. Rice shows no change, though freights are hampering shipping.

<b>Rice—</b>		
Rangoon "B", per cwt.		4 28
Rangoon "OC", per cwt.		4 15
Rangoon, fancy, per cwt.	4 38	6 58
Patna, fancy	0 07 1/4	0 09
<b>Tapioca—</b>		
Pearl, per lb.	0 09	0 10
Seed, per lb.	0 09	0 10

**CANNED GOODS.**—All lines are selling well. There is a rumor that tomatoes are to be advanced 5c on April 1, but so far this is unconfirmed. It may, of course, be a sort of preliminary jest for April the First!

Manitoba Markets

Winnipeg, March 23.—The most startling feature of the market is the extraordinary advance in sugar, which has reached the \$8.05 mark, and is going higher unless the freight situation in Cuba is relieved. It is predicted that sugar will reach 10c mark inside of sixty days, unless conditions change. Embargo placed by Great Britain on certain American goods has had effect of weakening the dried fruit market, and lower quotations are expected on prunes and various other California lines. Bicarbonate of soda advanced 1/4c last week, and all baking powder materials are going up. Jelly powders will all likely advance in sympathy with sugar and gelatine.

The freight situation on both oceans is having serious effect on business all over Canada, and is sending quotations on some lines sky-high. One jobber states that they are practically tied up with everything that cannot be got on the North American continent, on account of scarcity of boats. A well-known manufacturers' agent stated this week that the man who bought ahead was the man who was going to win out. Jobbers must buy 90 days ahead if they want the stuff. Apart from the freight situation on water, railway conditions in the United States are bad, and there is difficulty getting stuff out. Railway conditions in Western Canada are much improved, and a big demand is expected on all lines of groceries for the spring.

As in case of many lines of California fruits, olives this year ran short of large sizes, and small varieties are higher in price, and large sizes are somewhat cheaper. Quotations differ little from those of year ago, the advance amounting to about 10 per cent., which covers the added 7 1/2 per cent. duty imposed by the Finance Minister in February of last year.

**SUGAR.**—Last week-end New York market advanced again, and Canadian refiners followed immediately, bringing the price for B.C. sugar up to \$8.05 and Eastern to the same point. This makes an advance of 25c in two or three days. The opinion is freely expressed that retailers will be paying 10c for sugar inside of sixty days unless freight situation improves. As far as lines outside of the American continent are concerned the country is practically tied up. There do not seem to be any boats available for shipment from Cuba, and what there are, are being used for war purposes. Exorbitant figures are being charged; whereas it used to be possible to charter a boat from Halifax for \$9,000, they are now paying \$90,000. The local demand

# CANADIAN GROCER

continues hand-to-mouth, but buying is likely to be more general as soon as the trade realize that there will probably be an advance even further.

	Per cwt. in sacks.
<b>Sugar, Eastern—</b>	
Standard granulated	8 05
Extra ground or icing, boxes	8 83
Extra ground or icing, bbls.	8 70
Powdered, boxes	8 70
Powdered, bbls.	8 20
Hard lump (169-lb. case)	9 00
Montreal yellow, bags	7 65
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	8 00
Halves, 50 lbs., per cwt.	8 10
Bales, 20 lbs., per cwt.	8 10
Powdered, 50s	8 75
Powdered, 5s	9 05
Icing, barrels	8 70
Icing, 50s	8 85
Cut loaf, barrels	8 80
Cut loaf, 50s	9 05
Cut loaf, 25s	9 30
<b>Sugar, British Columbia—</b>	
Extra standard granulated	8 05
Bar sugar, bbls.	8 20
Bar, sugar, boxes	8 45
Icing sugar, bbls.	8 40
Icing sugar, boxes	8 65
H. P. lumps, 100-lb. cases	8 90
H. P. lumps, 25-lb. boxes	9 15
Yellow, in bags	7 85

**SYRUP.**—As the season is now on, all lines of syrups are moving well. There are no changes in quotations, although some people seem to think that cane syrup may go higher on account of the high sugar market.

<b>Corn Syrup—</b>	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 08
10s, per case, 1/2 doz.	2 96
20s, per case, 1/4 doz.	2 97
1/2 barrels, by the lb.	4 14
<b>B. C. Cane Syrups—</b>	
2-lb. tins, 2 doz. to case, per case	3 85
5-lb. tins, 1 doz. to case, per case	4 15
10-lb. tins, 1/2 doz. to case, per case	3 85
20-lb. tins, 3 tins to case, per case	3 75

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, 1/2 bbls., per gal.	0 57
New Orleans	0 36

**DRIED FRUITS.**—What was feared last week has taken place—that is, the British Government has placed an embargo on goods from this continent, which will be in force up to October at least. This embargo applies more or less to Canada, but point is that the embargo has seriously affected market for California fruits. Practically every line has been affected, the only one not seriously affected being raisins, and it is bound to affect raisins more or less. Local prices have not been affected so far, and as it will take five weeks for new stocks to reach here, it will probably be that time before there is any serious decline in local quotations. If the embargo is called off in October, the effect on prunes and raisins will not be so very marked. In the meantime, however, there is bound to be a decline in prunes, and many other lines of California dried fruits. The turn in the situation has not affected local buying very much, as jobbers are pretty well stocked up, and the decline so far is not sufficient to warrant stocking more heavily. There is also a probability of the market becoming much easier. There is another situation, which is having a serious effect on this market—that is, that an overplus of large sizes, in prunes especially, exists. Small sizes have been scarce this year, but choice, extra choice and fancy are very plentiful, and the

difference in quotations between small and large sizes is much smaller than in former years; that is, high-grade stuff is being sold at a smaller advance over low-grade stuff. In many lines of California fruits this year the orchards ran to larger sizes.

<b>Dried Fruits—</b>		
Evaporated apples, choice, 50's	0 10 1/2	
Evaporated apples, choice, 25's	0 10 1/2	
Pears, choice, 25's	0 12 1/2	
Apricots, choice, 25's	0 13 1/2	
Apricots, choice, 10's	0 14 1/2	
<b>Peaches—</b>		
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 08 1/2	
<b>Currants—</b>		
Filiatras, per lb.	0 10 1/4	
Filiatras, fresh cleaned	0 11 1/4	
1 lb. package Amalias	0 12	
2 lb. package	0 24	
<b>Dates—</b>		
Hallowee, loose, per lb.	0 06	
Hallowee, 12-oz. pkgs.	0 08 1/2	
Fard dates, 12-lb. boxes	1 25	
<b>Raisins, California—</b>		
16 oz. fancy, seeded	0 16 1/4	
16 oz. choice, seeded	0 08 1/2	
12 oz. fancy, seeded	0 06 1/4	
12 oz. choice, seeded	0 08 1/2	
<b>Raisins, Muscatels—</b>		
3 crown, loose, 25's	0 09 1/2	
3 crown, loose, 50's	0 08 1/2	
<b>Raisins, Sultanas—</b>		
California, 50's, fancy bleached	0 16 1/2	
California, 25's, fancy bleached	0 17	
16-oz. pkgs.	0 17 1/2	
<b>Raisins, Cal. Valencias—</b>		
25-lb. boxes	0 09	
50-lb. boxes	0 09 1/2	
<b>Prunes—</b>		
80 to 100, 25s	0 08 1/2	
80 to 90, 25s	0 08 1/2	
70 to 80, 25s	0 09	
60 to 70, 25s	0 09 1/2	
50 to 60, 25s	0 10 1/2	
40 to 50, 25s	0 11 1/2	
30 to 40, 25s	0 12 1/2	

**DRIED VEGETABLES.**—The bean situation remains about the same. Beans are going up at the Coast, and the same goods cannot be bought now at nearly the same figures.

<b>Beans—</b>		
Choice, white, 3-lb. pickers, per bush.	4 50	
Fancy, hand-picked, bushel	4 60	
<b>California Lima Beans—</b>		
80-lb. sacks	0 07 1/2	
<b>Barley—</b>		
Pot, per sack, 98 lbs.	3 20	
Pearl, per sack, 98 lbs.	4 35	
<b>Peas—</b>		
Split peas, stock, 98 lbs.	6 15	6 25
Whole peas, bushel	3 05	
Whole peas, 1 lb. pkgs., case	3 30	

**RICE.**—It is not expected that any change will be made in quotations to the trade just now, as most jobbers have contracted well ahead. It is a fact, however, that on account of the freight situation, prices are very high at the Coast. All jobbers report the demand good.

<b>Rice and Tapioca—</b>		
No. 1 Japan, per lb., 100-lb. bags	0 05 1/4	
No. 2 Japan, per lb., 100-lb. bags	0 04 1/4	
Siam, per lb., 100-lb. bags	0 04 1/4	
Patna, per lb., 100-lb. bag	0 06 1/4	
Carolina, per lb., 100-lb. sacks	0 08 1/4	
Sago, pearl, sacks, per lb.	0 06 1/4	0 06 1/4
Tapioca, pearl	0 06 1/4	0 06 1/4

**COFFEES.**—The market remains firm, and there has been an advance of about 1/4c during the past ten days. The transportation situation is becoming very acute, and prospects are for still higher prices.

<b>Coffee—</b>		
Green, choice, No. 7 Rio	0 14	
Green, choice, No. 5 Rio	0 15	
Green Santos	0 18 1/4	
Roasted Santos, in bulk (sacks)	0 17 1/4	
Roasted Santos	0 23	0 25
Maracaibo	0 21 1/4	
Chicory, lb., by bbl.	0 09 1/4	
Chicory, lb., 14-lb. tins	0 12 1/4	

**SPICES.**—Peppers have been advanced and are as high as they have been for many years. Cheaper grades of Cassia have advanced 4-4 1/2c per lb. Allspice has advanced 2c per lb. Gingers 2-5c per lb. according to grade,

cloves 4c per lb. and pickling spices 2c per lb. There are prospects of a big shortage on pickling spices. Mustards have advanced 4c. Celery seed is scarce, and hard to get. Cayenne has advanced 2c per lb., and ground nutmegs advanced about the same. The shortage of nutmegs in the United States is becoming acute.

Allspice, ground	0 11 1/4	0 14 1/4
Cassia, ground	0 17 1/4	0 20 1/4
Cream of tartar, 98% guaranteed	0 50	0 53
Cloves, whole	0 26	0 28
Cloves, ground	0 27	0 29 1/2
Ginger, Jamaica, ground	0 22 1/4	0 23 1/4
Nutmegs, ground	0 23 1/4	0 25
<b>Pepper—</b>		
Ground, black	0 26	0 27 1/4
Ground, white	0 33 1/4	0 37

**TEA.**—Local importers report an advance of about 5d per lb. on Ceylons from the lowest point ruling last August and Sept. Part of this advance is accounted for by an advance in freights. The majority of jobbers are holding off at present moment and the retail trade booked up pretty well in Jan. and Feb. in anticipation of a duty. No advance has yet been made in package teas here.

**CANNED GOODS.**—There is nothing special to report here. Jobbers are still at lower figures than canned goods can be bought. All lines are moving much better than they were a month ago.

## BRITISH COLUMBIA MARKETS

By Wire

Vancouver, March 23.—All grades of sugar have advanced on this market during the past week. To-day's price was \$8.25 per hundred an increase of 35 cents since the first of March. The supply of eggs is falling off and there is prospect of an advance of one cent over the present rate of 25 cents for strictly fresh. New Zealand butter (prints) is at 39. Plenty of fresh green vegetables arriving on the market.

<b>Produce and Provisions—</b>		
Butter, creamery, per lb.	0 32 1/2	0 37 1/2
Butter, New Zealand, lb.	0 39 1/2	0 40
Cheese, per lb., large, 20% twins	0 21	
Cheese, Stilton, lb.	0 23 1/4	
Eggs, local fresh	0 25	7 00
Grapefruit, Florida, case	0 25	
Lard, 5's, per case	8 55	
Lard, 5's, per case	8 45	
Lard, 10's, case	8 40	
Lard, 20's, each	10 80	
<b>General—</b>		
Almonds, shelled, lb.	0 42 1/2	
Beans, Lyton, per lb.	0 06 1/4	
Cream of tartar, lb.	0 55	
Beans, Lyton	0 06 1/4	
Figs, 12-16 oz. pkgs., per box	0 80	
Figs, 50-60 oz. pkgs., per pkg.	2 25	
Cocoanut, lb.	0 18 1/4	
Cornmeal, ball	3 00	
Flour, best patents, per bbl.	6 80	
Grapefruit, Flo., case	6 00	
Honey, Idaho, 24 lbs.	4 50	
Lemons, box	4 75	
Potatoes, Ashcroft's, per ton	30 00	35 00
Potatoes, local, ton	20 00	
Rolled oats, ball of 80 lbs.	2 80	
Onions, Oregon, cwt.	1 50	
Oranges, new, navel, box	2 40	3 40
Rice, 50's, sack	1 90	
Sugar, standard gran., per cwt.	3 25	
Sugar, yellow, per cwt.	7 00	
Walnuts, shelled, lb.	0 45	
Walnuts, Manchurian, lb.	0 14	0 15
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 80	
<b>Canned Goods—</b>		
Apples, gals., 6-case	1 82	
Beans, 2's	2 10	
Corn, standard, per 2 doz. case	2 15	
Peas, standard, per 2 doz. case	2 10	
Plums, Lombard, 2's, case	1 90	
Peaches, 2 1/4's, case	4 00	
Strawberries and raspberries, 2's, case	4 50	
Tomatoes, standard, per doz., case	2 30	

CANADIAN GROCER

Salmon—	
Sockeye, 1's, 4 doz. case	9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00
Dried Fruits—	
Apricots, per lb., 11c; Apples, lb.	0 12
Prunes, 70-80, 25's, lb.	0 08
Currants, per lb.	0 12
Raisins, seeded, lb.	0 40 1/2
Peaches, per lb.	0 08 1/2
White figs, per lb.	0 07 1/2

ALBERTA MARKETS (CALGARY)

By Wire

Calgary, March 23.—Sugar again advanced fifteen cents. Potatoes, threes, are now three dollars. Gallon advanced one cent pound. Higher prices on jams expected. Brooms, starch, rice, beans, cocoanut are all good buying, at to-days prices. Small size prunes are apparently scarce but it is thought top prices on prunes have already been reached. Cooking apples are \$1.75 to \$2. Bananas are five cents.

General—

Beans, small white Japan, lb.	0 07 1/2
Flour, No. 1 patent, 98's	3 25
Molasses, extra fancy, gal.	0 75
Rolled oats, ball	2 05
Rolled oats, 80's	2 05
Rice, Siam, cwt.	4 50
Potatoes, local, per bush.	0 60
Sago and tapioca, lb.	0 07 1/2
Sugar, pure cane, granulated, cwt.	8 65
Shelled walnuts, finest halves, lb.	9 15
Shelled walnuts, broken, lb.	8 30
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 35
Butter, No. 1, dairy, lb.	0 25
Lard, pure, 3s, per case	9 25
Lard, pure, 5s, per case	9 25
Bacon, smoked backs, per lb.	0 23
Bacon, smoked bellies, per lb.	0 24
Canned Goods—	
Tomatoes, 3s, standard, case	3 00
Corn, 2s, standard, case	2 35
Peas, 2s, standard, case	2 45
Tomatoes, gala, case	2 40
Apples, gala, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 00
Raspberries, 2s, Ontario, case	4 00
Salmon, finest sockeye, tails, 6x1s, ca.	10 00
Salmon pink, tails, 6x1s, per case.	4 50
Lobster, 1/2s, per doz.	3 00
Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11 1/2
Peaches, choice, 2s, per lb.	0 07 1/2
Apricots, choice, 2s, per lb.	0 10
Prunes, 70-80, 25s, per lb.	0 14
Sultana raisins, Cal., extra fancy.	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	2 00
Apples, cooking, box	1 75
Bananas, lb.	0 05
Grapefruit, Florida, case	5 00
Oranges, navel, case	3 50
Onions, R.C., ton	50 00
Lemons, case	4 50

ALBERTA MARKETS (EDMONTON)

By Wire

Edmonton, Alberta, March 23.—There are few changes in staple market in Edmonton during week. Sugar remains on basis of \$8.55 bulk hundred granulated. First grade patents flour are now \$3.20; second, \$2.90. Many lines of chemicals carried by grocers have advanced ten per cent. New laid eggs are coming in rapidly bringing price down to seven dollars case. Manilla paper is quoted at five and a half cents; paper advances having effect on bags and butter paper. Tapioca and sago advanced one cent a pound. Appearances indicate that March is best month this year.

General—

Beans, Japan, lb.	0 08
Flour, ton	30 40
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 55
Rolled oats, 20's, 70c; 40's	1 35
Rolled oats, ball, 33.05; 80's	2 45

Flour, fancy patents, 98-lb. sack	3 20
Flour, seconds	2 90
Rice, Siam, per cwt.	4 15
Shorts, per ton	22 40
Sugar, standard gran., per cwt.	8 55
Sugar, yellow, per cwt.	8 15
Walnuts, shelled, lb.	0 40
Produce and Provisions—	
Cheese, lb.	0 21
Bacon, lb., 20c; bellies, lb.	0 22
Butter, creamery, per lb.	0 30
Butter, dairy, No. 1, 32c; No. 2.	0 23
Eggs, extra, per doz.	0 23
Eggs, No. 1	0 22
Eggs, No. 2	0 20
Lard, lb., pure	0 15 1/2
Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 40
Plums Lombard	2 25
Peaches	3 55
Strawberries, \$4.15; Raspberries	4 00
Tomatoes, standard, per 2 doz.	2 45
Salmon, sockeye, 1 doz. tails, case, 1s	9 65
Salmon, pinks, case	4 14
Cohoes, 1's, \$5.50; humphacks, 1's.	4 45
Lobster	2 25
Dried Fruits—	
Currants, per lb.	0 13 1/2
Prunes, 70-80, 25's, lb.	0 09 1/2
Evaporated apples, 50's, lb., 10 1/2c; 25's, 10 1/2c; 35's	0 12

SASKATCHEWAN MARKETS

Regina, March 23.—Sugar market is firm and has advanced fifteen cents on March 14 and fifteen cents on March 16. Price at Regina \$8.44. General advance in all lines of candy. Imported sardines are higher. Cocoanut worth 23c now. Fresh eggs are 27c; lard prices all up and will be higher. Oranges are worth \$3.75 to \$4.75. New Zealand onions are 5c. Oregons 4 1/2c; rhubarb forty-five lbs., \$4.75. Potatoes are up to \$1.15; lemons to \$5.50. Paper has advanced to 7 1/2c.

Produce and Provisions—

Butter, creamery, per lb.	0 33
Butter, dairy, No. 1	0 26
Cheese, per lb.	0 14 1/2
Eggs, new laid	0 27
Eggs, fancy, storage	0 22
Lard, 1's, per case	9 91
Lard, 6's, per case	9 85
Lard, 10's, per case	9 80
Lard, 20's, per case	3 25

General—

Beans, Ontario, white, per bush.	4 50
Coffee, whole masted, Rio	0 17
Cream of tartar, lb.	0 50
Cocoanut, lb.	0 23
Cornmeal, ball	2 80
Flour, 98's	2 25
Rolled oats, 80's	2 45
Rice, per cwt.	4 35
Onions, R.C., 100 lbs.	3 00
Sugar, standard, gran., per cwt.	8 44
Sugar, yellow, per cwt.	7 64
Tapioca and sago, lb.	0 07 1/2
Walnuts, shelled, 47-49c; almonds	0 45

Canned Goods—

Apples gala, case	1 80
Beans	2 25
Corn, standard, per 2 dozen	2 23
Peas, standard, per 2 dozen	2 10
Plums Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 60

Salmon—

Sockeye, 1's, 4 dozen case	9 55
Sockeye, 1/2's	12 35
Cohoes, 1's	6 40
Humphacks, 1's	4 60

Fruits and Vegetables—

Apples, Washington, bbl.	1 75
Celery	0 14 1/2
Cranberries, per bbl.	10 80
Grapefruit, case	4 00
Lemons	5 50
Navels	4 00
Potatoes, bushel, R.C.	1 15
Rhubarb, 45 lbs.	4 75

Dried Fruits—

Apricots, per lb.	0 12
Citron peel, lb.	0 24
Lemon peel, lb.	0 17
Orange peel, lb.	0 17 1/2

NEW BRUNSWICK MARKETS

By Wire

St. John, March, 23.—Difficulty in securing stocks is a problem worrying the Maritime Province merchants these days. Lack of shipping has hampered imports and recently congestion on railways due to large quantities of govern-

ment supplies being handled and recent snowstorms impeding transportation have made it difficult to secure ocean tonnage is demonstrated in molasses situation. Prices now 51 to 52c. Many dealers totally unable to supply even at this unheard of figure. Sugar is again advancing to new level quoted. Lard still advancing pure, 16 to 16 1/2c and compound 13 1/4 to 13 1/2c. American pork is firm but anticipated advance not effected. Flour stationary for the first week in a long time. Cheese is slightly firmer at 19 to 19 1/2. Potatoes scarcer but price unchanged.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22
Bacon, toll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	29 00
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 32
Eggs, new laid	0 32
Eggs, case, per doz.	0 17
Lard, compound, per lb.	0 13 1/2
Lard, pure, per lb.	0 16
Cheese, new	0 19

Flour and Cereals—

Cornmeal, gran.	6 00
Cornmeal, ordinary	1 80
Flour, Manitoba, per bbl.	7 35
Flour, Ontario	6 80
Flour, buckwheat, western, 98-lb. bag	3 50
Rolled oats, per bbl.	6 25

Fresh Fruits and Vegetables—

Apples, bbl.	4 00
Lemons, Messina, box	3 50
Lemons, Cal., box	5 00
Oranges, Cal., case	3 50
Oranges, Florida, case	3 50
Potatoes, bbls.	4 75

Sugar—

Standard granulated	7 47
Imperial Empire	7 33
Bright yellow	7 20
No. 1 yellow	7 00
Paris lumps	8 25
Beans, white, per bush.	4 00
Canned pork and beans, per case	3 00
Molasses, Barbadoes, gal.	0 61
Cream of tartar, per lb., bulk.	0 48
Currants	0 12 1/2
Rice, per cwt.	5 75

A WONDERFUL HELP

Editor Canadian Grocer:—Your paper is a wonderful help to me, especially in advertising and window trimming. I would not like to be without it.

A. E. WARE,

Huntsville, Ont.

ALLIES PURCHASING AGENTS

The Trade and Commerce Department, Ottawa, has published the following list of purchasing agents for military purposes for the allied Governments:

International Purchasing Commission, India House, Kingsway, London, Eng.

French.—Hudson Bay Co., 56 McGill Street, Montreal; Captain Lafoulloux, Hotel Brevoirt, New York; Direction de l'Intendance, Ministere de la Guerre, Bordeaux, France; M. De la Chaume, 28 Broadway, Westminster, London.

Russian—Col. N. Golejewski, Military Attache, Room 904, Flat-iron Building, New York City, N.Y.



# THROUGH OTHER SPECTACLES



## THE SPRING CATALOGUE

From Uxbridge Times

This is the season of the year when the big retail houses issue their spring catalogues. In order to secure the minimum of postal charges the T. Eaton Co. despatched a man to Uxbridge last week, and mailed what seemed to be a carload of catalogues from the local office. They would cover the country for 20 miles around, at the lowest parcel post rates. The postage on these catalogues was 6c each, and it is reasonably safe to say that 2,000 were mailed from here. If this is correct \$120 was paid to the local office for postage alone. Add to this the enormous cost of printing the catalogues, then consider what the same firm pays for advertising in Toronto papers for this section, and see what a tremendous bill it would be. Within a radius of twenty miles from Uxbridge we estimate this firm will spend over \$2,000 per annum. Is it any wonder they attract so much trade? This item would represent as much as all the merchants in Uxbridge, Sunderland and Cannington spend on advertising in any one year. It is the problem of the local merchant to offset the business going to Toronto. If the farmer or townsman is shown he can procure the same goods at home for as little money, he should patronize home stores. The local dealers help to pay the taxes, keep up the churches, and the charitable institutions of the country and towns.

## DO WE WANT A BANKRUPTCY ACT

From the Credit Men's Journal

Our Association has gone on record as opposing a Bankruptcy Act established along lines where the cost of operating will eat up most of the assets.

Our objections are:

That at the present time we have Assignments Acts in the Provinces, which have worked out fairly satisfactorily, practically the only two objections being that no provision is made for compelling a debtor to assign, and that the Acts in the various provinces are not uniform:

That there would have to be Bankruptcy Courts formed and officers and judges appointed in numerous districts to deal with insolvency matters:

That this would be very cumbersome and expensive in the working out of estates and realization of the assets:

That the fact of every important step having to be approved by the court would retard the winding up of estates. This is amply demonstrated in the Province of Quebec as compared with the prompt handling of estates in other Provinces:

That the fact of having to make these applications to the court would necessitate the employment of solicitors to attend such applications—more expense.

We have submitted to the Minister of Justice that if any change is to be made, we would suggest a National Assignment Act, incorporating the best features of the present Provincial Assignment Acts and having a clause covering applications for compulsory assignments when the debtor has been proved as having committed acts of insolvency and carrying with it the discharge of an honest debtor.

The Chief Justice has been good enough to promise that any proposed Act will be submitted to the Association for our consideration.

## EFFICIENCY IN SELLING

From American Artisan

Some would-be-clever newspaper paragrapher has defined an ideal salesman as a man who can sell things not needed to those who do not want or cannot afford them.

It would hardly be possible to compose a definition of an ideal salesman which is as

far from the correct as is this one, for the one point that the ideal salesman keeps in mind all the time is that a true sale is one which gives full value in quality, use and satisfaction to the purchaser, and surely if the person cannot afford to buy the article or does not want it, there can be no satisfaction on his part, even though he may be importuned into purchasing the article.

No. True salesmanship consists in so emphasizing the good points of the article that the prospect comes to an appreciation of the greater comfort, convenience, luxury, pleasure, ease he or she may secure by its possession. This creates desire on the part of the prospect, and the truly efficient salesman makes certain that proper consideration is given to the cost, so that the prospect may carefully weigh the advantages that come with the ownership against the outlay of money which the purchase involves. Not until all this has been settled satisfactorily in the mind of the possible customer will the "ideal" salesman consider his work well done.

It is true that in many instances, for instance, the writing out of an order or a sales check and presenting it to the customer for signature, is seized upon as a means of closing the purchase, but the "ideal" salesman never does that except when he is fully convinced that the customer is thoroughly satisfied as to the merits of the proposition, and is simply in the attitude of indecision which so many of us habitually fall into, because we dislike to make a decision.

The "ideal" salesman knows and acts upon the rule that in order to have a sale truly satisfactory there must be a mutual benefit—to the purchaser and to the seller—which must be recognized at the time of the sale, so the "ideal" salesman does not sell things that people do not want nor those which they cannot afford.

## CONSIDERATION DUE THE TRAVELER

From Men's Wear Review

The attitude of the merchant toward the traveling salesman should be based on business principles. The merchant should accord to the representative of the manufacturer and jobber the same consideration and attention that he in turn expects from his customers.

This is not always found to be the case. A contemporary cites the following incident to show what the traveling man has sometimes to contend with. The senior partner of a big importing house, being not altogether satisfied with the returns of a junior traveling representative, called the young man into his room and asked him to give a demonstration of how he tried to sell merchandise. The traveler did so in a manner, respectful, dignified and convincing, but the proprietor thought that he could improve upon it, so he told the salesman to sit at his roll-top desk and play the part of a retailer, while he went outside to act the drummer. The chief, outside the room, knocked at the office door. No answer. He knocked again and louder. Still no answer. So he opened the door and walked in, to find his erstwhile salesman with his feet on the roll-top desk and a pipe in his mouth. "Get out o' here!" he shouted to the supposed salesman. "But you don't know what I ——" "I don't want to know! I don't care what you've got, or who you are!" blared the man at the desk. "You're the sixteenth salesman who's called here to-day, and that's enough for me. Git!"

This anecdote may be tinged with a certain degree of exaggeration, but it is nevertheless true that the traveling man frequently has to face indifference and even discourtesy. It is in the interests of the retailer to at least give the traveler a hearing. He may have something worth while to sell and, in any case, is a fellow salesman and as such deserving of friendly consideration.

## HOW ADVERTISING TENDS TO REDUCE SELLING COST

From Printers' Ink

"The most important function of advertising is in causing greater concentration in industry," said Edward A. Filene, of the famous Filene store, in Boston, in a recent address before the members of the Los Angeles Advertising Club. "Large advertising tends to concentrate business into larger units, and this is a good thing, because it tends to reduce the cost of selling. The cost of doing business at retail in this country to-day is simply disgraceful—and this is not the individual retailer's fault, either. It simply means that we are inefficient about it—there are all sorts of wastes and dislocations in the process of getting goods from the manufacturers into the hands of the consumers. I believe in large advertising because I know that it reduces the cost of doing business, and therefore gives the goods to the consumer more cheaply. I don't mean, however, that retail business must develop only along the line of the department store—there is just as much opportunity to concentrate in the selling of a specialty. Filene's is a specialty shop doing a \$10,000,000-a-year business.

"Retail advertising at present is done very badly, it seems to me, in spite of the fact that we are training ourselves to do better work and through the medium of advertising clubs and similar organizations to know more about it. We educate the public to expect special bargains at reduced prices when the moon is in some particular quarter, or at the full—and yet our fixed costs, our expense of doing business, remain the same, day in and day out. Our institution has done away with special sales and bargain inducements altogether, and we find that it works, in the long run, to our very great advantage. Though I believe that most men are good at heart, and will do the right thing if they are intelligent enough to see what it is, we business men have fallen into a habit of conventional misstatement in our retail advertising which we first endure, then pity, then embrace—and finally forget that it is wrong.

"If we don't get returns from our newspaper advertising it is largely our own fault. People won't respond to advertising if they have no faith in the paper they read. We foolishly and wastefully encourage disbelief in advertising by allowing the newspapers to print our ads alongside those of patent-medicine quacks, get-rich-quick schemers, 'massage parlors,' and so on. It isn't enough to have a majority of the ads in the paper honest—you can't tolerate an egg which is nineteen-twentieths good!

"Advertisers have no business to try to interfere in the editorial policy of the newspapers in any way whatever. When they do so, they simply destroy the confidence which the readers have in the paper, both the news and advertising columns. It doesn't matter what the editorial policy is, it can't hurt any legitimate advertiser—if it is an honest policy. I think the endeavor to get publicity in the form of news articles is absolutely wrong. If the facts involved constitute real news, the papers will publish them anyhow; and if they are not real news, we have no business to try to force them into the paper. The attempt to shape the editorial policy of the newspaper results in the formation of a vicious circle—it hurts the readers and hurts the advertisers and, finally, it hurts the city. If there are things that are wrong anywhere, the sooner the light of publicity is shed upon them the better. You can't stop an epidemic of typhoid or yellow fever by covering up the facts."





# FRUIT AND VEGETABLES



## Navel Oranges and Spanish Onions Higher

Sharp Advances in Oranges in All Markets—Strawberries Scarcer and Higher—Florida Celery Somewhat Lower—No Change in Potato Situation

### MONTREAL

FRUIT.—Market undertone is firm and steady with oranges the feature of the week as presaged in last week's report. Following advance in primary market navel's have gone up 75c, and are now being offered at from \$3.25 to \$3.75 per crate. Other oranges show stronger feeling as result of this movement. Apples are unchanged in the main but show a weaker tendency in some cases of from 25c to 50c per bbl. Good qualities continue in good demand, but are scarce and hard to get. Lemons are a little easier and have been shaded 10c to 15c per crate in recent sales but otherwise are unchanged in their general features. Bananas are scarce at from \$2 to \$2.50 and light receipts continue to be a ruling factor of the situation. The state of the weather is adding to difficulties of local situation in its restriction of demand in some lines.

Apples—	
Fameuse, No. 1's	7 00
McIntosh Reds	6 00
Starks	5 00
Spys	7 00
Ben Davis, No. 1	4 25
Ben Davis, No. 2	3 75
Russets, No. 1	6 00
Russets, No. 2	5 00
Greenings	5 00
Raldwins	4 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	12 00
Cranberries, Nova Scotia, bbl.	8 00
Grapefruit, 46-54-64-80-96	2 50
Lemons—	
California	2 75
Verdelite	2 75
Messina, 300 size, box	2 50
Oranges—	
Navels	3 25
Jamaica, 126-200-216	2 50
Porto Rico, 126-150-250-288	2 50
Mexican	2 25
Pineapples, 18-24 and 30-36	5 50
Strawberries, Florida, box	0 47

VEGETABLES.—Market is quiet with unchanged general features and some changes in prices that tend to fluctuate with deliveries and changes in the weather, which in combination with high prices is having a bad effect on business. General run of prices is unchanged and even where they do occur are largely day to day changes that are highly affected by local developments. Beets and parsnips are up 25c per bag, and are now offered at \$1.50 per bag, and are very scarce at that. Cauliflower is firmer than last week and potatoes remain just about the same with demand that is restricted to actual needs as a result of the high prices ruling. Florida celery is coming in stronger and causing an Easter feeling to prevail. Florida tomatoes are the big

feature of the week with a drop caused by heavy receipts and a cold weather demand that entails a direct loss to the importers. They are down so that the best of them are now only worth \$3.25 per crate. They are arriving in good quantities, but the quality is not what it should be and is having an effect on demand aside from the cold weather. Spinach remains firm and high in the absence of new supplies. Spanish onions are high and scarce.

Good quality onions are all scarce and strong, although the market is amply supplied with wasty and frozen stock which is being offered at a lower price.

Artichokes, bag	1 50
Beets, bag	1 50
Beans, wax, N.Y., per basket	4 00
Beans, green, N.Y., per basket	4 00
Brussel sprouts, qt.	0 15
Cabbage, Montreal, per bbl.	2 00
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflower, crate, single, doz. bunches	3 50
Cauliflower, Canadian, doz.	1 00
Celery, Cal., crate	3 00
Celery, Florida	3 00
Celery roots, doz.	0 80
Cucumbers, fancy, Boston, doz.	1 75
Egg plant, N.Y., doz.	1 75
Endive Can., per lb.	0 20
Garlic	0 20
Horse radish, per lb.	0 15
Leeks, bunch	0 25
Head lettuce, Boston, box	1 75
Curly lettuce, box 4 doz.	2 40
Lettuce, Florida, head, hamper	2 75
Mint, doz.	0 60
Mushrooms, 4-lb. basket	2 00
Oyster plant, doz.	0 80
Onions—	
Montreal, 100 lbs., bag	4 00
Spanish, crate	6 50
Parsnips, bag	
Parsley, Canadian, doz. bunches	0 60
Parsley, Bermuda	1 35
Potatoes—	
Montreal, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 00
Green Mt.	2 00
Sweet, hamper	1 75
Rhubarb, per doz.	4 00
Spruce, New York, bbl.	1 00
Turnips, bag	1 00
Turnips, bag, Quebec	1 25
Tomatoes, hothouse, lb.	0 35
Tomatoes, Florida, 6 basket crate	2 50
Watercress, Boston hothouse, doz.	0 75
Watercress, Canadian, doz.	0 40

### TORONTO

FRUIT.—Strawberries are now getting to be very scarce, and their price has advanced sharply from 40 to 60 cents a box. Very few are coming forward now, and it is not expected there will be many more. Oranges continue to come in fairly freely, but price on navels is up 25 cents to \$4: some seconds go for half a dollar less. Floridas are also selling a little higher. Tangerine are very scarce now and sell for \$3 the half strap. They have had a fairly good run all season. Pines from Porto Rico are up to \$5.50 and \$6 a case. Demand is unusually heavy just now. Generally speak-

ing, the demand for fruits is off a little just now. Orders are fewer in number and lesser in extent.

Apples, No. 2, bbl.	3 50	3 75
Apples, No. 3, bbl.	2 50	3 00
Apples, snow, bbl.	3 00	3 00
Apples, 8 ties, bbl.	4 00	6 50
Apples, Baldwins, bbl., No. 1	3 00	5 00
Apples, Greenings, bbl.	3 00	5 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 25	0 35
Apples, B.C., box	2 00	2 50
Bananas, per bunch	2 00	2 50
Cranberries, bbl.	12 50	
Grapefruit—		
Florida, case	3 50	4 00
Cuban, case	3 00	3 50
Oranges—		
Florida, case	3 50	4 00
Navels	3 25	4 00
Marmalade, case	3 25	
Kings, case	5 75	6 00
Lemons, new, Calif., box	3 25	3 30
Lemons, new, Messina, box	3 00	3 25
Limes, per 100	1 00	
Pears, Cal., case	4 50	5 00
Pineapples, Florida	5 50	6 00
Strawberries, Florida, box	0 55	0 60
Tangerines, half-strap		3 00

VEGETABLES.—There are several price changes this week, of importance. Asparagus, selling by the dozen is \$9: by the bunch 85 cents. French artichokes are firmer on a better demand. New carrots are higher at 75 to 90 cents with a good, firm demand. Florida celery is a trifle lower, on better supplies coming. California shows no change. Imported mushrooms advanced sharply, as high as \$2.75. Parsley also moved up to the tune of about 20 cents. Potato situation shows no change unless it be that new potatoes are fetching \$10 a barrel. Head lettuce now demand with leaf and is quoted at \$4 to \$4.50.

Asparagus, doz.	9 00	9 25
Artichokes, doz.	1 25	1 30
Cabbage, new, case	3 00	3 25
Beets, Canadian, bag	0 60	0 70
Carrots, new, doz. bunches	0 75	0 90
Cauliflower, case	4 00	4 50
Celery, Cal., case	6 50	6 75
Celery, Florida, case	2 75	3 00
Cucumbers—		
Hothouse, doz.	2 25	2 50
Onions—		
Choice, Canadian	2 75	3 00
American, 100-lb. bag	3 75	4 00
Spanish, large case	6 00	6 25
Green, doz., bunches	0 10	0 50
Lettuce, leaf, doz.	4 25	4 50
Lettuce head, hamper	4 00	4 50
Mushrooms, imported, 6 qt.	2 25	2 75
Parsnips, bag	0 75	0 90
Parsley, doz.	1 15	1 25
Penners, green, case	3 00	4 00
Potatoes—		
N.B. Delawares, bag	1 90	2 00
British Columbia, bag	1 75	
Ontario, bag	1 85	
New, bbl.	10 00	
Sweet, kiln-dried, hamper	1 35	
Radishes, doz.	0 40	0 50
Rhubarb, doz.	0 75	1 00
Spinach, bbl.	3 50	3 75
Sprouts, qt.	0 75	0 75
Tomatoes, hothouse, lb.	0 30	0 35
Turnips, bag	0 40	0 45

### WINNIPEG

FRUIT AND VEGETABLES.—Manitoba potatoes are practically off the

(Continued on page 40.)



# PRODUCE AND PROVISIONS



## Pork Products Up: Eggs Lower

Lard Prices Show Advance; So Do Bacons—New Laid Decline on Better Supplies Coming—No Change in Butter—All Dressed Poultry Levels Higher

### MONTREAL

**PROVISIONS.**—Increasing strength of pork products has resulted in further advances in lard, lard compounds and cooked meats as indicated as likely in these columns last week. The rising market has combined with the approach of the Easter season to stimulate buying on the part of the trade. Pure lard in tierces is now 15c and compound lard tierces 13 $\frac{1}{4}$ c, and other sizes in proportion. Cooked meats have advanced one cent. and boiled hams are now quoted at 31c per lb., roast hams at 32c. and shoulders boiled and roasted at 26c and 27c per lb. respectively.

Supplies are ample in most lines but the undertone of market is good; market for dressed hogs remains the same and a fair trade is being done in dressed stock and prices remain firm.

<b>Hams—</b>		
Small, per lb.	0 21	0 21
Medium, per lb.	0 20	0 21
Large, per lb.		0 19
<b>Backs—</b>		
Plain, bone in	0 24	0 24
Boneless	0 23	0 23
Peameal	0 23	0 23
<b>Bacon—</b>		
Breakfast, per lb.	0 23	0 23
Roll	0 17	0 17
Shoulders, bone in	0 15	0 15
Shoulders, boneless	0 16	0 16
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 31	0 31
Hams, roast, per lb.	0 32	0 32
Shoulders, boiled	0 26	0 27
Shoulders, roasted		0 27
<b>Dry Salt Meats—</b>		
Long clear bacon, 50-70 lbs.	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
Long clear bacon, 80-100 lbs.	0 14 $\frac{1}{2}$	0 14 $\frac{1}{2}$
Flanks, bone in, not smoked	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
<b>Barrelled Pork—</b>		
Heavy short cut mess	27 00	27 00
Heavy short cut clear	27 50	27 50
Clear fat backs	30 00	30 00
Clear pork	28 00	28 00
<b>Lard, Pure—</b>		
Tierces, 350 lbs. net	0 15	0 15
Tubs, 50 lbs. net	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
Tins, 50 lbs. net	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
Pails, wood, 20 lbs. net	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
Pails, tin, 20 lbs. gross	0 15	0 15
Cases, 10 lb. tins, 60 in case	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
Cases, 5 and 5-lb. tins, 60 in case	0 16 $\frac{1}{2}$	0 16 $\frac{1}{2}$
Bricks, 1 lb., each	0 17 $\frac{1}{2}$	0 17 $\frac{1}{2}$
<b>Lard, Compound—</b>		
Tierces, 375 lbs. net	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$
Tubs, 50 lbs. net	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$
Tins, 50 lbs. net	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$
Pails, wood, 20 lbs. net	0 14	0 14
Pails, tin, 20 lbs. net	0 14	0 14
Cases, 10-lb. tins, 60 in case	0 15	0 15
Cases, 5 and 5-lb. tins, 60 in case	0 14 $\frac{1}{2}$	0 14 $\frac{1}{2}$
Bricks, 1 lb., each	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
<b>Roggs—</b>		
Dressed, abattoir killed	13 00	13 00

**BUTTER.**—Prices remain firm and unchanged and business quiet with a slightly easier feeling in the market which has not, however, affected volume of trade passing. New makes are coming in, but not in sufficient quantities to materially affect market, as supplies of new are very uncertain in delivery and are just dribbling into

a market of light stocks that does not readily respond to such influence. Receipts, however, are heavier than last week or for the corresponding period of last year.

<b>Butter—</b>		
Finest creamery, September make	0 35	0 35
Finest creamery, fresh made	0 33	0 33
Dairy prints	0 28	0 28
Dairy, solids	0 27	0 27
Separator prints	0 26	0 26
Bakers	0 23	0 23

**EGGS.**—Market has eased off 2c and new laid are now offered at 28c per doz., which is still 5c per dozen higher than a year ago at this time, and with local deliveries much less than a year ago. The bad roads, weather and delayed spring is blamed for the light stocks and high prices of this market and a big influx of eggs is expected with the warm weather. Stocks on hand depend almost entirely upon American supplies for their upkeep. Total deliveries during week were greatly in excess of last week's and of a year ago and it is this increase from American points that tends to make the easier feeling that continues to prevail in this market.

<b>Eggs, case lots—</b>		
New laid, stamped	0 28	0 28

**CHEESE.**—Market is very firm and unchanged in its essential features, although English prices have advanced to 102s. on white, and 104s. on colored cheese, an all round advance of 2s., which has further stiffened market here. Stocks are light and mostly in the hands of powerful interests so that buyers are forced to pay top prices. New make is being offered to the trade by the manufacturers at from 17 to 17 $\frac{1}{2}$ c per lb.

<b>Cheese—</b>		
1915 make	0 19	0 20
Stilton	0 21	0 21

**POULTRY.**—Market is very firm with an acute condition developing with regard to supplies although last week's prices remain unchanged and steady in face of a restricted demand that goes hand in hand with the prevailing high prices. Present market is the highest and supplies and stocks the scarcest in years in this market. Although not actually heavy the demand is good in comparison with the prices that rule. Supplies of fresh killed coming forward are very limited as farmers have pretty well disposed of surplus stocks and old stocks of frozen birds are very light. Five-

pound live fowl bring from 22c to 23c and smaller stuff from 18c to 21c.

<b>Poultry—</b>		
<b>Frozen stock—</b>		
Turkeys	0 26	0 26
Fowl, large	0 20	0 21
Fowl, small	0 16	0 19
Ducks	0 20	0 20
Geese	0 17	0 18
Roasting chicken, milked, 4 lbs. or over	0 21	0 22
Roasting chicken, ordinary	0 18	0 18
Spring broilers, dressed, pair	0 75	1 00
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Pigeons, pair	0 25	0 30
<b>Live stock—</b>		
Fowl, 5 lbs. and over	0 22	0 23
Fowl, small	0 18	0 21
Turkeys	0 22	0 25
Ducks	0 25	0 28
Geese	0 16	0 16
Chicken	0 15	0 18

**HONEY.**—Market is steady at unchanged prices and better demand that has felt that the stimulus of some Western buying that has caused stocks to move more freely than usual at this season, although they remain ample for the needs of the market.

<b>Honey—</b>		
Buckwheat, tins	0 09 $\frac{1}{2}$	0 09 $\frac{1}{2}$
Strained clover, 60-lb. tins	0 12	0 12
Strained clover, in 10-lb. tins	0 12 $\frac{1}{2}$	0 12 $\frac{1}{2}$
Strained clover, in 5-lb. tins	0 12 $\frac{1}{2}$	0 12 $\frac{1}{2}$
Comb honey, white clover, per section	0 16	0 16
Comb honey, buckwheat, per section	0 13	0 13

### TORONTO

**PROVISIONS.**—There has been increasing firmness displayed in the pork and all kindred products and prices on bacons are up a full cent. All lard prices, too, show a slight increase. Cooked meats remain steady—they appear to be suffering from a good demand which exists for fish at present.

<b>Hams—</b>		
Light, per lb.	0 19	0 20
Medium, per lb.	0 20	0 21
Large, per lb.	0 15	0 17
<b>Backs—</b>		
Plain	0 25	0 25
Boneless, per lb.	0 28	0 28
Pea meal, per lb.	0 28	0 28
<b>Bacon—</b>		
Breakfast, per lb.	0 22	0 25
Roll, per lb.	0 17	0 18
Shoulders, per lb.	0 17	0 18
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots	0 16	0 16 $\frac{1}{2}$
Long clear bacon, small lots	0 16 $\frac{1}{2}$	0 16 $\frac{1}{2}$
Fat backs, lb.	0 13 $\frac{1}{2}$	0 14
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 27	0 29
Hams, roast, per lb.	0 27	0 29
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	26 00	27 00
Short cut, per bbl.	27 00	29 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb.	0 14	0 14 $\frac{1}{2}$
Tubs, 60 lbs.	0 13	0 13 $\frac{1}{2}$
Pails	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$
Tins, 3 and 5 lbs., per lb.	0 14 $\frac{1}{2}$	0 14 $\frac{1}{2}$
Bricks, 1 lb., per lb.	0 15	0 15
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb.	0 12 $\frac{1}{2}$	0 13
Tubs, 60 lbs., per lb.	0 13	0 13 $\frac{1}{2}$
Pails, 30 lbs., per lb.	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$

## CANADIAN GROCER

Hogs—		
Live .....	9 50	9 75
Dressed, abattoir killed .....	14 00	14 25

**BUTTER.**—Undertone of market is firm. Storage supplies have been requisitioned to a certain extent and fresh stuff is none too plentiful. It is said that both creamery and dairy will be short pretty soon, creamery particularly. Deliveries already are smaller. Demand, however, is not very heavy, and anyway not heavy enough to move levels up. The strong American situation continues, but apparently has no effect on this market.

Creamery prints, lb. ....	0 34	0 36
Dairy prints, choice, lb. ....	0 28	0 32
Dairy prints, lb. ....	0 25	0 27
Bakers .....	0 23	0 24

**EGGS.**—New laids are now down to 28 to 29 cents; in cartons, a cent to 2c higher. This is a decline for the week of one cent. Supplies have increased materially during the week, and though consumption is heavy the American egg—so cheap, as it is—is holding the balance and forcing our prices down. Chicago is laying eggs down here, in cartons, at 24½ cents.

Eggs—		
New laids, specials, in cartons .....	0 30	0 31
New laids .....	0 28	0 29

**CHEESE.**—Prices show no change for the week. A firm situation exists in Canada, and it is strengthened by cables from England reporting further advances. New make comes on apace, while old cheese is hard to get.

Cheese—		
New, large, per lb. ....	0 19	
New, twins, per lb. ....	0 19½	
Old, large, per lb. ....	0 19½	
Old, twins, per lb. ....	0 19½	
Old, triplets, per lb. ....	0 20	

**POUTRY.**—All levels are a cent or two cents higher for dressed stuff, fresh arrivals being poor for the demand. Chicken is especially in favor. All poultry is being taken from storage in large quantities to cope with demand, and notwithstanding this levels had to be advanced.

Poultry—	Live	Dressed
Old fowl, pound .....	0 16-0 18	0 17-0 19
Old turkeys .....	0 18-0 19	0 20-0 23
Ducklings .....	0 11-0 14	0 16-0 20
Turkeys .....	0 18-0 20	0 23-0 27
Chickens .....	0 16-0 18	0 20-0 23
Chickens, milkfed .....	0 17-0 20	0 25-0 26

**HONEY.**—No new feature shows itself. We have re-arranged quotations somewhat so as, more fully, to cover all lines and grades.

Honey—		
Buckwheat, bbls., per lb. ....	0 07	0 07½
Buckwheat, tins, per lb. ....	0 07½	0 08
Clover, 50 lb. tins, per lb. ....	0 13½	
Clover, 10 lb. tins, per lb. ....	0 14	
Clover, 5 lb. tins, per lb. ....	0 14	
Comb, No. 1, doz. ....	2 50	3 00
Comb, No. 2, doz. ....	2 00	2 40

### WINNIPEG

**PRODUCE AND PROVISIONS.**—Eggs have been coming in fairly well, but not as heavy as was expected, owing to the cold wave. Last week end retailers were paying 23c and 24c for candled. There are no American eggs left on the market, these having been all cleaned up. With more seasonable weather, we expect heavier deliveries from now on, and a big slump in price can be expected. Live hogs are firm at

\$10.10 and are even as high as \$11.00 in Calgary. Receipts have been a little more liberal during this past week, and the trade can look for a slump here before very long. The butter market still has a weak undertone, but the demand is very good. Little change is expected in butter just now. In the cheese market there is nothing new.

Hams—		
Light, per lb. ....	0 20	0 21
Medium, per lb. ....	0 18	0 19
Large, per lb. ....	0 15	0 16
Bacon—		
Breakfast, per lb. ....	0 21	0 22
Breakfast, select, lb. ....	0 26	0 26
Backs, per lb. ....	0 22	0 25
Dry Salt Meats—		
Long clear bacon, light .....	0 15½	
Cooked Meats—		
Hams, boiled, per lb. ....	0 28	0 29
Shoulders, boiled, per lb. ....	0 23	0 24
Barrelled Pork—		
Mess pork, bbl. ....	27 00	
Lard, Pure—		
Tierces .....	0 14½	
Pails .....	2 97	
Cases, 10s .....	9 15	
Cases, 5s .....	9 23	
Cases, 3s .....	3 30	
Cartons .....	0 16	
Lard, Compound—		
Tierces .....	0 12½	
Tubs, 5s, net .....	6 35	
Pails, 20s, net .....	2 60	
Butter—		
Creamery .....	0 35	
Rest dairy .....	0 28	
Cooking .....	0 20	
Eggs—		
New laids .....	0 23	
Cheese—		
Ontario, large .....	0 20¼	
Ontario, twins .....	0 20¼	

### FRUIT AND VEGETABLES

(Continued from page 38.)

market, and dealers are offering Albertas and British Columbias, the former at \$1 and the latter at \$1.25. Cabbage have jumped to 2½c; California lemons dropped to \$4.50 per case, and grapefruit are now quoted at \$4. Florida tomatoes are arriving more freely, and are quoted as low as \$4.50 per case. Carrots are up to 2c per lb.

Fresh Fruits—		
Grapefruit, case .....	4 00	
Strawberries, Florida, quart .....	0 00	
Ontario apples, bbls. ....	5 00	7 00
R.C. box apples, No. 1s .....	2 00	
R.C. box apples, No. 2s .....	1 75	
Washington box apples .....	2 50	
Navel oranges, case .....	3 25	4 00
California lemons .....	4 50	5 50
Bananas, bunches .....	2 50	3 50
Jersey cranberries, box .....	4 50	
Malaga grapes, kegs .....	15 00	
Vegetables—		
Cabbage, per lb. ....	0 02½	
Peppers, per basket .....	0 75	
Mushrooms .....	0 90	
Carrots, per lb. ....	0 02	
B.C. potatoes .....	1 25	
Alberta potatoes .....	1 00	
Sweet potatoes, hamper .....	2 25	
Garlic, per lb. ....	0 25	
Tomato, bushel .....	0 40	
California head lettuce, case .....	4 50	
California cauliflower, doz. ....	3 50	
Valencia onions, cases .....	7 50	
Red Globe onions, lb. ....	0 04	
Head lettuce, doz. ....	1 00	
California celery, doz. ....	1 50	
Florida tomatoes, case .....	4 50	5 50

### CONGESTION IN SYRUP SHIPMENTS

The following from Hansard, March 16, on shipment of syrups from the West Indies will be of interest to many in the trade:

Hon. J. D. Hazen (Minister of Marine): The right hon. leader of the opposition made inquiry of me yesterday with regard to the service being rendered by the line of steamers, subsidized by the Canadian Government, which run from St. John and Halifax to the West Indies

and I told my hon. friend that I would endeavor to get the information for him. I asked the Deputy Minister of Trade and Commerce this morning to read my right hon. friend's remarks and mine in yesterday's Hansard and send me a statement with regard to the matter. I have the statement here in the form of a letter from Mr. O'Hara, the Deputy Minister.

The Royal Mail Steam Packet Company is the company that runs this line of steamers between Halifax and St. John and the West Indies. (Reading.)  
Ottawa, Ont., March 16, 1916.

Dear Mr. Hazen:

I have read in Hansard of yesterday the remarks of the Right Hon. Sir Wilfrid Laurier upon the subject of the shipment of syrups from the West Indies, and also your reply.

The information you gave to Sir Wilfrid is correct, but, in the absence of Sir George Foster, I may add, that the Minister of Trade and Commerce has been aware for some time of the congestion existing in connection with the service of the Royal Mail Steam Packet Company to the West Indies. This congestion exists both ways. Neither Canadian exporters or importers are able to get the space they demand, and Sir George has been doing everything he possibly could to relieve the situation, even to cabling the Admiralty to release some of the ships commandeered from the Royal Steam Packet Company, without success.

The company states that 70 per cent. of their tonnage is now in the hands of the British Government. Canadian exporters of lumber, flour, and other food-stuffs have been complaining of the small amount of space available, as have complaints come from Canadian importers and West Indian exporters of their inability to get sufficient space for sugar and molasses.

The difficulties are heightened by reason of the fact that there are no tramp steamers available for the molasses trade, which steamers always largely divide the traffic with the Royal Mail Steam Packet steamers. The Royal Mail Steam Packet Company are giving the best service Canada has ever had to the West Indies. They are performing the service under subsidy, with the vessels required, and so far as we know are doing all they can with the space at their disposal to accommodate the shippers, at either end, to the capacity required.

I may say that the Royal Mail Steam Packet Company have ever shown a sincere desire to meet this department in every request we have made of them, even though such requests at times exceeded the limits of their contract.

Yours faithfully,

F. C. O'HARA,  
Deputy Minister.



# FISH AND OYSTERS

## A Few Fresh Fish Arriving

Stocks of Frozen Cleaned Up, So That Prices Are Merely Nominal — Lobster Levels 'Way Up—Prices of Pickled Lines Steady.

### MONTREAL

FISH.—Trade is active and supplies in all lines continue to show effect of recent decrease in supplies through increasing shortage of stocks. In frozen stock a near famine exists. Prices have advanced generally and are quoted as nominal. A few fresh fish are arriving but the state of the weather prevents any appreciable stocks being received and has even greatly diminished present receipts. Prices in fresh haddock have declined as it is and with an improved fishing other prices will follow suit according to present indications. Frozen lake fish are now pretty well cleaned up. The only lines available are halibut, salmon, herring, mackerel, smelts, dore, whitefish and pike. In pickled lines prices are steady on a normal market. Lobsters continue very high. Bulk and shell oysters are in uniform demand with prices a little stiffer. Smoked fish lines such as Finnan haddie are scarce and advancing in price.

### TORONTO

FISH AND OYSTERS.—The tightness in the frozen fish situation continues. Market is very strong, therefore, for haddock and cod, with prices very firm. The hint of approaching milder weather is a welcome sign. Probably when it comes it will come to stay. The only lines which seem to be readily available are salmon and winter-caught white fish, both of which have a big sale. Halibut is in great demand, but stocks are light; 12 cents is lowest price for medium. All salt and pickled fish continue in excellent demand, with no new feature to the situation. Lobster is practically off the market for the present, price being too high for the dealer. The public will only pay a certain figure for lobster, and wild horses apparently won't draw more than that figure out of them. The retailer knows that, and regulates his buying accordingly.

Fish business generally is excellent. Lenten demand is extraordinarily good; butchers say that numbers of people who ordinarily buy meat are now buying fish. Hotel trade is excellent.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.06-.08%	.09

	Montreal	Toronto
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.08%	.09
Haddies, fillets, per lb.	.11	.11
Herring, Ciscos, baskets	1.25	1.50
St. John blasters, 100 in box	1.10	1.25
St. John blasters, per box	1.00	1.00
Yarmouth blasters, 69 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 16-lb. box	1.40	1.40
Kippered herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.11
Red Cohoes, dressed, lb.	.11	.11
Pale qualla, dressed, per lb.	.06-.06%	.06
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08%-.09	.10
Haddock, medium and large, lb.	.10	.10
Market codfish, per lb.	.06	.06
Steak codfish, per lb.	.10	.10
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-.16	.18
Smelts	.11	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.75	3.00
Round pike	.06%	.07%
Grass pike, dressed	.07%	.07%
Swordfish, lb.	.10	.10

### DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinless codfish, 100-lb. case	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, OLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	2 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 60	1 60
Best scallops, imp. gallon	2 25	3 50
Best prawns, imp. gallon	2 25	2 25
Best shrimps, imp. gallon	2 00	2 00
Sealed, best, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75
Rockaways, 100	1 50	1 50
Blue points, small	1 00	1 00
Blue points, large	1 50	1 50

### OLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 60	0 60
Little necks, per 100	1 25	1 50

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	13-14	12-14
Haddock, fancy, express, lb.	7-8	8
Mackerel, medium, each	14-15	14-15
Steak, cod, fancy, express, lb.	8-9%	9-10
Herrings, each	3	3
Flounders	10	3
Flounders, New York	14	14
Salmon, Western	15-16	20-22
Salmon, Eastern	15-16	15-16

### FRESH LAKE FISH.

Carp, lb.	0 12	0 12
Pike, lb.	0 06	0 06
Perch, lb.	0 07	0 07
Suckers, lb.	0 06	0 08
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 12	0 14
Pels, lb.	0 10	0 08
Dore	11-12	0 13

### FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.08-.08%	.08-.10
Whitefish, small tullbees	.07-.07%	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dress or ound, lb.	.06%-.09	.08-.13
Pike, dressed and headless, lb.	.07-.07%	.07
Pike, round, per lb.	.06%-.07	.06-.07

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	11 00	11 00
Sea trout, Labrador, bbls., 200 lbs.	12 00	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, S., bbls., 200 lbs.	20 00	20 00
Mackerel, N.S., half bbls., 100 lbs.	12 00	12 00
Mackerel, N.S., pails, 20 lbs.	3 00	2 00
Herrings, Labrador, bbls.	8 50	8 50
Herrings, Labrador, half bbls.	3 50	3 50
Lake trout, 100-lb. kegs	5 50	7 75
Quebec sardines, bbls.	6 00	6 00
Quebec sardines, half bbls.	3 50	3 50
Tongues and sound, per lb.	0 08	0 08
Scotch herrings, imported, half bbls.	10 00	10 00
Holland herrings, im'td milkers, hf bbls	8 50	8 50
Holland herrings, mixed, half bbls.	8 50	8 50
Holland herrings, mixed, kegs	1 15	70-0 95
Lochfyne herrings, box	1 50	1 50
Turbot, bbl.	11 00	11 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

### WINNIPEG

FISH AND POULTRY.—Turkey is scarce, both live and dressed; the former is quoted at 19c, and dressed 30c. There is little live poultry on the market. Stocks of dressed stuff are practically nil, and quotations are very high. What live stuff is coming in, is being taken up by the Jewish trade at very high figures. Haddies continue scarce, and there are practically none to be had in the city. It is stated there is hardly a carload here. The reason for this is that heretofore haddies were cured in the summer and delivered throughout the year. Last year, it is stated, they were salted in the summer, and everything shipped to England, so that the Canadian trade depended entirely on the fall catch. This accounts for the shortage, and it applies to the whole Dominion. Haddies are quoted at 9½c this week, but they will no doubt be advanced to 10c next week. It was supposed there would be a scarcity of blasters, but they appear to be plentiful here.

Fish—		
Frozen salmon	0 10	0 10
Fresh halibut	0 08%	0 08%
Pickered	0 07%	0 07%
Steak cod, per lb.	0 08	0 08
Lake Winnipeg whitefish	0 09	0 09
Finnan haddie	0 09%	0 10
Kippers, per box	2 00	2 00
Lake trout, per lb.	0 10	0 10
Blasters, per box	2 00	2 00
Salt mackerel, 20-lb. kit	3 00	3 00
Smoked gold-eyes, doz.	0 50	0 50
Oysters, per gal.	2 50	2 50
Oysters, on shell, doz.	0 25	0 25
Poultry, Live—		
Fowl	0 15	0 15
Roosters	0 11%	0 11%
Chickens	0 12	0 12%
Turkeys	0 18	0 19
Ducks	0 13	0 13
Ducklings	0 14	0 14
Geese	0 12	0 12
Poultry, Dressed—		
Ducks, No. 1	0 24	0 24
Fowl, No. 1	0 30	0 30
Turkeys, No. 1	0 30	0 30
Geese, No. 1	0 22	0 22



# FLOUR AND CEREALS



## Railroad Embargo Hampers Grain Trade

The Object is to Clear Up Congestion—It is Certainly Tying Up Shipments — Wheat Levels Firmer and Advancing—Western and Ontario Oats Strong

### MONTREAL

FLOUR.—Prices are unchanged and new embargo is feature of this market and making prices and all other factors of secondary importance to deliveries. The C. P. R. has placed an embargo on all freight from Smith Falls East in order to clear up congestion. Shipments are not accepted so that business suffers in proportion. Wheat market has been firmer and steadier than usual of late, but for the moment this fact is lost sight of in general tie-up of Canadian business as a result of the embargo which has made an already acute freight situation a direct cause in the restriction of business done. Aside from this fact more inquiries and a greater willingness to buy are reported from country districts.

Winter wheat has felt the embargo tie up. Owing to the peculiar conditions surrounding it winter wheat flour has suffered more than other lines as a result of the embargo which it is reported has caused business to fall completely flat in this line although conditions are all in the buyer's favor.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	.....	6 00	
Second patents	.....	6 10	
Strong bakers	.....	5 90	
Winter Wheat Flour—		Car	Small
Fancy patents	.....	5 85	6 10
90 per cent., in wood	.....	5 60	5 80
90 per cent., in bags	.....	2 70	2 75

CEREALS.—Market is quiet and steady with a fair business being done for time of year and the tone of the market ruling steady. Raw oat market has shown firmness but embargo has become feature of importance as well. Prices quoted are normal as there is a lack of uniformity in the recorded prices of recent sales.

Cornmeal—		Per 95-lb. sack.	
Gold dust	.....	2 75	
Rolled Oats—		90's in jute.	
Small lots	.....	2 75	
25 bags or more	.....	2 50	
Packages, case	.....	3 90	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 95s, in jute.			
Rolled Wheat—		100-lb. bbls.	
Small lots	.....	4 00	
Hominy, per 95-lb. sack	.....	2 75	
Corn flour, bag	.....	2 65	
Rye flour, bag	.....	2 65	2 80
Barley, pot	.....	3 00	
Barley, pearl, lb.	.....	0 04 1/2	

FEEDS.—An easier feeling prevails in this market, but it is sporadic in its operation and the tendency is not general on the market. Inquiries are numer-

ous but buyers are hanging back and actual demand is only fair. Lack of country demand is especially noticeable and contributes to irregularity of the market.

Mill Feeds—		Per ton
Bran	.....	24 00
Shorts	.....	26 00
Middlings	.....	29 00
Wheat moulee	.....	34 00
Feed flour, bag	.....	35 00
Mixed chop, ton	.....	32 00
Crushed oats, ton	.....	33 00
Oats, chop, ton	.....	33 00
Barley, chop, ton	.....	32 00
Feed oats, cleaned, Manitoba, bush	.....	0 55
Feed wheat, bag	.....	1 80

### TORONTO

FLOUR.—A partial recovery was made by wheat during the week, last week's quotation of \$1.07 3/4 for No. 1 Northern in store at Fort William being advanced on Tuesday to \$1.09. This gave a fillip to the general grain situation, which flour shared. The market has a long way to go before it recovers its continued weakness of recent weeks.

There is little change in the flour situation. Prices are same as last week; if anything, market tone is rather firmer. Export business is still small, freight situation continuing to play havoc with it. Rates for freight for flour are as high as \$1.10 to \$1.20 just now.

Domestic demand is fair, dealers continuing to buy generally, doubtless waiting for a further drop. Ontario winter wheat flour is firmer.

One depressing factor in the market situation is the large visible and invisible wheat supply. The visible wheat supply in North America at time of writing is said to be 54,000,000 bushels in excess of what it was last year. Couple this with a large invisible wheat supply is bearing levels somewhat, although the oversold condition of the market and adverse crop reports are counter influences, working the other way. It is due to these last, probably, that the wheat market is advancing somewhat.

Manitoba Wheat Flour—		Small	Car
		lots.	lots.
		per bbl. of 2 bags	
First patents	.....	6 70	6 80
Second patents	.....	6 20	6 00
Strong bakers	.....	6 00	5 80
Ontario winter wheat flour, 91 per cent. (Board of Trade quotation)			
		4 30	4 20

CEREALS.—Rolled oats are fairly strong. Western oats firmed up during the week a full couple of cents. Barley is strong on a heavy domestic demand.

The rest of the list shows little interest, buying being desultory.

Barley, pearl, 95 lbs.	.....	4 70	4 90
Buckwheat grits, 95 lbs.	.....	4 60	
Corn flour, 95 lbs.	.....	2 55	2 75
Cornmeal, yellow, 95 lbs.	.....	2 60	
Graham flour, 95 lbs.	.....	3 25	
Hominy, granulated, 95 lbs.	.....	3 00	
Hominy, pearl, 95 lbs.	.....	3 00	
Oatmeal, standard, 95 lbs.	.....	2 75	
Oatmeal, granulated, 95 lbs.	.....	2 75	
Peas, Canadian, boiling, bush.	.....	3 00	
Peas, split, 95 lbs.	.....	6 00	
Rolled oats, 90-lb. bags	.....	2 55	
Rolled wheat, 100-lb. bbl.	.....	3 30	3 50
Rye flour, 95 lbs.	.....	2 80	
Whole wheat flour, 95 lbs.	.....	3 25	
Wheatlets, 95 lbs.	.....	3 50	

FEEDS.—With the exception of a firmness and advance of one cent in Ontario oats, sympathetic to the strength in western, there is little feature. All feeds are rather weaker, domestic demand having slackened.

Mill Feeds—		Mixed cars	
		per ton	
Bran	.....	24 00	
Shorts	.....	25 00	
Special middlings	.....	26 00	
Feed flour, per bag	.....	1 60	1 70
Oats—			
No. 3, Ontario, outside points	.....	0 41	0 42

Since the above was written, shorts and middlings have each advanced one dollar and are now quoted at \$26.00 and \$27.00 respectively.

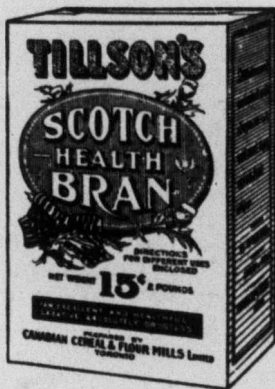
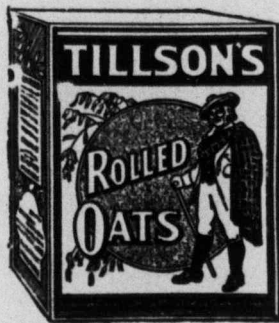
### WINNIPEG

FLOUR AND CEREALS.—At the end of last week there had been no change in any of these markets, all being entirely featureless. Wheat has been doing practically nothing during the past seven days, and flour is, therefore, quiet. The demand for flour and all cereals is less than normal. The same applies to feeds. The export demand is good, but owing to the embargo placed recently by the British Government affecting certain sea ports, some of the mills have found it impossible to move their supplies. Lots of stuff is being held up which should have been shipped long ago, but was impossible owing to freight situation. The embargo does not appear to have affected the market very seriously.

Flour—			
Best patents	.....	6 80	
Bakers	.....	5 80	
Clears	.....	5 10	
XXXX.	.....	4 10	
Cereals—			
Rolled oats, 80 lbs.	.....	1 90	2 00
Rolled oats, pkgs., family size	.....	3 75	
Wheat flakes, case	.....	3 80	
Oatmeal, standard and gran., 95 lbs.	.....	3 00	
Cornmeal, 95 lbs.	.....	2 65	
Feeds—			
Bran, ton	.....	18 00	
Shorts, ton	.....	20 00	
Middlings, ton	.....	20 00	
Mixed chop, ton	.....	30 00	

# Quality—then price

*This is our motto and the standard upon which these Made-in-Canada Cereal Products are built*



**Tillson's Rolled Oats**  
**Tillson's "Scotch" Fine Cut Oatmeal**  
**Tillson's "Scotch" Health Bran**

are the three unequalled selling lines of established merit. A trial order of these will be a step toward bigger business and larger profits.

**Canadian Cereal and Flour Mills Co., Limited**  
TORONTO, ONTARIO

# There is no dead stock in Lytle's "Sterling" lines

Replenish your stock today. Put Lytle's where your customers can see them—include them in your window and counter displays.

The results will convince you that "Sterling" Lines are well worth while. To-day's sales will mean repeat sales to-morrow and all the coming morrows.

It's the quality that does it—that incomparable quality and inimitable flavour which make every "Sterling" Product a leader of undisputed merit.

Let Lytle's "Sterling" Lines stimulate your sales.

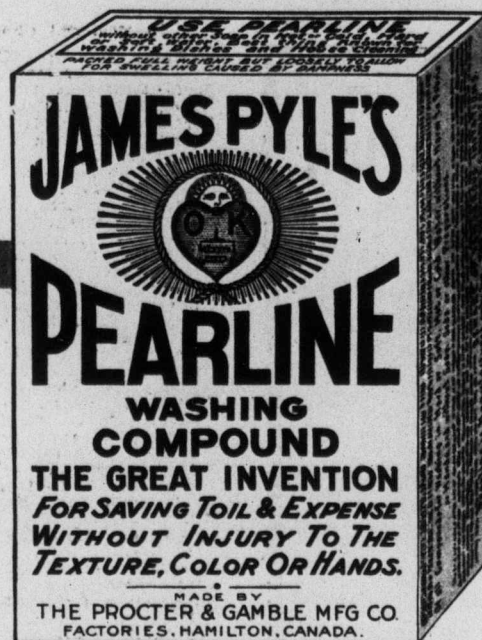
*Order from your wholesaler.*

**The T. A. Lytle Co.**  
Limited  
STERLING ROAD TORONTO

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER		
ROYAL BAKING POWDER		
Size	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
4-oz.	\$ .95	\$ .90
6-oz.	1.40	1.35
	1.95	1.90
WHITE SWAN SPICES AND CEREALS, LTD.		
	Per doz.	
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40	
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65	
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90	
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30	
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60	
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25	
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00	
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50	
DOMINION CANNERS, LTD. JAMS		
"Aylmer" Pure Jams and Jellies 16-oz. Glass Jars.	Per doz.	
Apricot	\$ 2 30	
Assorted	2 20	
Blackberry	2 25	
Blueberry	2 25	
Currant, Red	2 20	
Currant, Black	2 25	
Cherry	2 20	
Gooseberry	2 10	
Plum	2 10	
Plum, Green Gage	2 20	
Pear	2 10	
Peach	2 10	
Raspberry, Red	2 25	
Raspberry, Black	2 25	
Rasp. and Red Currant	2 20	
Rasp. and Gooseberry	2 20	
Strawberry	2 30	
CATSUPS		
	In Glass Bottles Per doz.	
1/4 Pts. Delhi Epicure	\$ 1 20	
1/4 Pts., Red Seal, screw tops	1 00	
1/4 Pts., Red Seal, crown tops	0 90	
Pts. Delhi Epicure	1 90	
Pts., Red Seal	1 40	
Pts., Tiger	1 15	
Ots., Delhi Epicure	2 40	
Ots., Red Seal	1 75	
Ots., Lynn Valley	1 75	
BAKED BEANS, with Pork.		
Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.		
	Per doz.	
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2	
1's Baked Beans, Plain, 4 doz. to case	0 70	
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70	
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70	
2's Baked Beans, Plain, tall, 2 doz. to case	1 05	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05	
2's Baked Beans, Chili Sauce, tall, 2 doz. to cs.	1 05	
Family Baked Beans, Plain, 2 doz. to case	1 20	
Family Baked Beans, Tomato Sauce, 2 doz. to cs.	1 22 1/2	
Family Baked Beans, Chili Sauce, 2 doz. to cs.	1 22 1/2	
3's Baked Beans, Tomato Sauce, flats, 2 doz. to cs., Aylmer only	1 40	
3's Baked Beans, Chili Sauce, flats, 2 doz. to cs., Aylmer only	1 40	
3's Baked Beans, Plain, tall, 2 doz. to case	1 50	
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60	
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60	
"AYLMER" PURE ORANGE MARMALADE		
Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$ 1 10	
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20	
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60	
16 oz. Glass, Tall, Vacuum Top, 2 doz. per case, per doz.	1 60	
2's Glass, Vacuum Top, per doz.	2 80	
2's Tin, 2 doz. per case, per doz.	2 30	
4's Tin, 12 palls in crate, pall	0 40	
5's Tin, 8 palls in crate, pall	0 47 1/2	
7's Tin or Wood, 6 palls in crate, pall	0 65	
14's Tin or Wood, 4 palls in crate, lb.	0 00	
30's Tin or Wood, one pall only, lb.	0 00	
BLUE		
Keen's Oxford, per lb.	\$ 0 17	
In 10-lb. lots or case	0 16	
COUPON BOOKS — ALLISON'S		
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.		
UN-NUMBERED		
100 books and over, each	0 03 1/2	
500 books to 1,000 books	0 03	
For numbering cover and each coupon, extra per book, 1/4 cent.		
CEREALS		
WHITE SWAN Per case		
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	\$ 2 70	
Buckwheat Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70	
Pancake Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70	
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 60	
King's Food, 2 doz. to case, weight 95 lbs.	4 80	
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50	
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00	
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00	
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60	
COCOA AND CHOCOLATE		
THE COWAN CO., LTD.		
Cocoa—		
Perfection, 1-lb. tins, doz.	4 50	
Perfection, 1/4-lb. tins, doz.	2 40	
Perfection, 1/2-lb. tins, doz.	1 25	
Perfection, 10c size, doz.	0 90	
Perfection, 5-lb. tins, per lb.	0 37	
Soluble bulk, No. 1, lb.	0 21	
Soluble bulk, No. 2, lb.	0 19	
London Pearl, per lb.	0 22	
Special quotations for Cocoa in barrels, kegs, etc.		



PEARLINE is among washing powders what Ivory is among soaps—the standard. Housekeepers have relied upon it so many years that whenever they think of washing powder they think of Pearlina.

Because Pearlina is a staple article needed in every stock it is one of the Procter & Gamble products being made at Hamilton, Canada. Carry these P. & G. brands and you will have the standard products that set the pace.

*The Procter & Gamble Distributing Co.  
of Canada, Ltd.  
Hamilton, Canada*

Send for Pearlina advertising matter for use in your store.

Ten cents a box differential on all the following Procter & Gamble products bought in 10 box lots: Ivory Soap, Gold Soap, P. AND G.—The White Naphtha Soap, Pearlina and Sopade. Ask your jobber.



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Arthur Stringer's latest success, "The Anatomy of Love," scheduled to first appear in the June issue of MacLean's, and Arthur MacFarlane's newest mystery story, "Behind the Bolted Door," supply a winning combination for our representative to "roll up" a big **bonus** and commission during the next few weeks.

These two splendid stories will appear in MacLean's first—probably in book form later. These are but two of the many fine features that go to make up entertainment for our readers. This means that **hundreds of people** will subscribe to MacLean's during the next few weeks. There are dozens of subscriptions to be had in your district. Let us tell you how to secure them and how to become an authorized representative.

To take care of the increased demand for MacLean's we must have at once an active representative in every district in Canada. To those **who can qualify**, big money will be paid. The work is light and pleasant—your spare time is all that's needed for a start. It interferes in no way with your regular duties; in fact, the more you work our plan the greater your efficiency in your regular work will be noted.

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Publishing Co., Ltd.**  
TORONTO, CANADA

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ....	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes ....	0 40
Queen's Dessert, 6's, 12-lb. boxes ....	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes ....	0 35
Diamond, 8's, 6 and 12-lb. boxes ....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes ....	0 26
Diamond, 1/4's, 6 and 12-lb. boxes ....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. ....	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes ....	0 38
Milk medallions, 5-lb. boxes ....	0 38
Chocolate wafers, No. 1, 5-lb. boxes ....	0 32
Chocolate wafers, No. 2, 5-lb. boxes ....	0 27
Nonpareil wafers, No. 1, 5-lb. boxes ....	0 32
Nonpareil wafers, No. 2, 5-lb. boxes ....	0 27
Chocolate ginger, 5-lb. boxes ....	0 33
Milk chocolate wafers, 5-lb. boxes ....	0 35
Coffee drops, 5-lb. boxes ....	0 38
Lunch bars, 5-lb. boxes ....	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box ....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box ....	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. ....	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. ....	0 38
Nut milk chocolate, 5c bars, 24 bars, per box ....	0 90
Almond nut bars, 24 bars, per box ....	0 90

**BORDEN MILK CO., LTD.**

**CONDENSED MILK**

Terms net 30 days.

5 Box lots and upward—Freight prepaid up to 50 cents.

	Per case
Eagle Brand, each 48 cans ..	6 65
Reindeer Brand, each 48 cans ..	6 40
Silver Cow, each 48 cans ..	5 90
Gold Seal, Purity, each 48 cans ..	5 75
Mayflower Brand, each 48 cans ..	5 75
Challenge, Clover Brand, each 48 cans ..	5 25

**EVAPORATED MILK**

St. Charles Brand, Hotel, each 24 cans ..	4 00
Jersey Brand, Hotel, each 24 cans ..	4 30
Peerless Brand, Hotel, each 24 cans ..	4 50
St. Charles Brand, Tall, each 48 cans ..	4 60
Jersey Brand, Tall, each 48 cans ..	4 80
Peerless Brand, Tall, each 48 cans ..	4 60
St. Charles Brand, Family, each 48 cans ..	4 00
Jersey Brand, Family, each 48 cans ..	4 00
Peerless Brand, Family, each 48 cans ..	4 00
St. Charles Brand, small, each 48 cans ..	2 00
Jersey Brand, small, each 48 cans ..	2 00
Peerless Brand, small, each 48 cans ..	2 00

**CONDENSED COFFEE**

Reindeer Brand, "Large," each 24 cans ..	\$4 80
Reindeer Brand, "Small," each 48 cans ..	5 50
Regal Brand, each 24 cans ..	4 50
COCOA, Reindeer Brand, each 24 cans ..	4 80

**COFFEE.**

**WHITE SWAN SPICES AND CEREALS, LTD.**

**WHITE SWAN**

1 lb. square tins, 4 doz. to case, weight 70 lbs. ....	0 36
1 lb. round tins, 4 doz. to case, weight 30 lbs. ....	0 34 1/2

**ENGLISH BREAKFAST COFFEE.**

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	0 20

**MOJA.**

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs. ....	0 30

**PRESENTATION COFFEE.**

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. ....	0 27

**FLAVORING EXTRACTS**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 00
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs. ....	2 30
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. bottle, per doz., weight 23 lbs. ....	12 00
32 oz. bottles, per doz., weight 40 lbs. ....	22 00
Bulk, per gallon, weight 16 lbs. ....	10 00

**CRESCENT MFG. CO. CRESCENT MAPLEINE**

Special Delivered Price for Canada

	Per doz.
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c. ....	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. ....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. ....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. ....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00. ....	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3. ....	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. ....	45 00
Half gallons, each, retail each, \$10 ..	7 50
Gallons, each, retail each \$18 ..	14 50

**GELATINE**

Knox Plain Sparkling Gelatins (2-qt. size), per doz. ....	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. ....	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz. ....	1 10

**W. CLARK, LIMITED, MONTREAL**

Compressed Corned Beef, 1/2c, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18.	
Boiled Beef, 1s, \$2.50; 2s, \$5; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$3; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.00.	

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# WETHEY'S ORANGE MARMALADE?

It is making  
a hit.

# TOMATOES of Rare Quality

Peters Celebrated Pack  
from Sunny Florida

Price very low this week. Cost about  
8c. to 8½c. lb. Delivered your store.

**TRY THEM!**

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Wholesalers of High-Class Fruits and  
Vegetables and Fish Dealers.

TORONTO and HAMILTON

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- In Securing a Partner?
- In Disposing of Second-hand  
Fixtures?

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Canadian Grocer's Classified Ad.  
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It should find for you among  
the progressive Grocers of Canada  
at least one individual who is on  
the lookout for just such a propo-  
sition that you have to offer.

CANADIAN GROCER reaches the  
retailer, the wholesaler, the  
manufacturer, the clerk and  
the traveller, just the men to  
whom you wish to sell or from  
whom you would buy.

No Other Paper Reaches  
All These Men.

**RATES:**

(payable in advance)

2c per word, first insertion.

1c per word, subsequent inser-  
tions.

5c extra per insertion when re-  
plies are to be addressed c/o  
Canadian Grocer.

## Canadian Grocer

143-153 University Ave., Toronto

# The Apple Crop

in the famous Georgian  
Bay District is very short  
this year. Write us be-  
fore placing your winter  
order.

## FISH

Salt Trout and  
Herring

Fresh Frozen Trout  
and Herring

## Lemon Bros.

OWEN SOUND, ONT.

## ECONOMY is the Nation's Watchword. PRODUCTION

is equally essential.

But without the strength and  
energy of Health PRODUC-  
TION is impaired and we  
are forced to a state of res-  
traint without the resultant  
SAVINGS which generous  
PRODUCTION and wise  
ECONOMY accomplish.

Therefore look to your  
HEALTH that you may  
produce WEALTH for your-  
self and your Country. All  
M.O.H.'s concede that the  
Health of any Country is  
greatly benefited by the  
generous consumption of  
FRUIT.

Use

## "St. Nicholas" Lemons

## J. J. McCabe

Agent

TORONTO

# B. B. B. Star Brand

Boneless Breakfast Bacon, Sugar Cured and the choicest on the market. Come in now with your orders for Easter stock. Prices will not be lower, they may be higher. Made under Government Inspection.

**F. W. Fearman Co.**

Limited

Established 1854

HAMILTON

# Brooms of Quality

may always be had by ordering our brands. We have them at \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$5.75, \$6.00 per dozen.

FACTORY and MILL Brooms \$3.75, \$4.25, \$4.75 per dozen.

**Walter Woods & Co.**

HAMILTON - WINNIPEG

**BRANTFORD STARCH**  
Ontario and Quebec  
Laundry Starches—  
Canada Laundry—  
Boxes about 40 lbs. .... .06  
Acme Gloss Starch—  
1-lb. cartons, boxes of 40  
lbs. .... .06%  
First Quality White Laundry—  
3-lb. canisters, cs. of 48 lbs. .07%  
Barrels, 200 lbs. .... .06%  
Kegs, 100 lbs. .... .06%  
Lily White Gloss—  
1-lb. fancy carton cases 30  
lbs. .... .07%  
8 in case .... .08  
6-lb. toy trunks, lock and  
key, 6-lb. toy drum, with  
drumsticks, 8 in case ... .06%  
Kegs, extra large crystals,  
100 lbs. .... .07%  
Canadian Electric Starch—  
Boxes, containing 40 fancy  
pkgs., per case ..... 3 00  
Celluloid Starches—  
Boxes containing 45 cartons,  
per case ..... 3 60  
Culinary Starches—  
Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .06%  
Brantford Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .07%  
"Crystal Maize" Corn Starch—  
1-lb. pkts., boxes of 40 lbs. .07%  
20-lb. boxes ¼c higher than 40's)  
**COW BRAND BAKING SODA**  
In boxes only.  
Packed as follows:  
5c packages (96) ..... \$ 3 20  
1 lb. packages (60) ..... 3 20  
½ lb. packages (120) ..... 3 40  
1 lb. 30 } Packages Mixed 3 30  
½ lb. 60 }

**SYRUP**  
**THE CANADA STARCH CO.**  
**LTD., CROWN BRAND CORN**  
**SYRUP**  
2-lb. tins, 2 doz. in case... \$2 65  
5-lb. tins, 1 doz. in case... 3 90  
10-lb. tins, ½ doz. in case.. 2 90  
20-lb. tins, ¼ doz. in case.. 2 85  
Barrels, 700 lbs. .... 3 4  
Half barrels, 350 lbs. .... 4  
Quarter barrels, 175 lbs. ... 4 ¼  
Pails, 38½ lbs. .... 1 95  
Pails, 25 lbs. each ..... 1 40  
3 lb. Perfect Seal Jar, 1 doz.  
in case ..... 2 70  
**LILLY WHITE CORN SYRUP**  
2-lb. tins, 2 doz. in case ... 3 00  
5-lb. tins, 1 doz. in case ... 3 35  
10-lb. tins, ½ doz. in case... 3 25  
20-lb. tins, ¼ doz. in case... 3 20  
(5, 10 and 20-lb. tins have wire  
handles.)

**ST. LAWRENCE SUGAR**  
**REFINING CO.**  
Crystal Diamond Brand Cane  
Syrup  
2-lb. tins, 2 doz. in case... 3 60  
Barrels ..... 0 04%  
¼ barrels ..... 0 06

**THE BRITISH COLUMBIA**  
**SUGAR REFINING**  
**CO., LTD.**  
**ROGERS' GOLDEN SYRUP**  
Manufactured from pure cane  
sugar.  
2 lb. tins, 2 doz. in case... \$3 55  
5 lb. tins, 1 doz. in case... 4 15  
10 lb. tins, ½ doz. in case... 3 85  
20 lb. tins, ¼ doz. in case... 3 75  
Delivered in Winnipeg in carload  
lots.

**CALIFORNIA FRUIT CANNERS**  
**ASSOCIATION**  
**CALIFORNIA RIPE OLIVES**  
**DEL MONTE BRAND**  
Size Mam. Large Med.  
No. 1 Tall Can ..... \$ 4.75 \$ 3.75 \$2.50  
No. 1 Tall Can ..... 2.75 2.25 1.60  
No. 16 Jar .... 3.00 2.25 1.80  
No. 4 Jar .... 1.50 1.25 1.15  
No. 10 Can ..... 14.00 12.00 9.00  
**YUBA BRAND**  
2½ Can ..... \$3.00 \$2.25  
No. 1 Tall Can ..... 1.50 1.20  
No. 10 Can ..... 9.00 8.00  
Picnic Can ..... .90

All prices per dozen—F.O.B.  
Jobbing Points.  
**CANNED HADDIES.**  
"THISTLE" BRAND  
A. P. TIPPET & CO., Agents  
Cases, 4 doz. each, flats, per  
case ..... \$5 40  
Cases, 4 doz. each, ovals, per  
case ..... 5 40

**INFANTS' FOOD**  
**MAGOR SONS & CO., LTD.**  
Robinson's patent barley, ¼-lb.  
tins, \$1.60; 1-lb. tins, \$3.00; Rob-  
inson's patent groats, ¼-lb. tins,  
\$1.60; 1-lb. tins, \$3.00.

**BEAVER BRAND CORN AND**  
**MAPLE SYRUP**  
Quart tins (wine measure),  
2 doz. in case, per case ... 4 70

**STOVE POLISH**  
**JAMES DOME BLACK LEAD**  
2a size, gross ..... 2 50  
6a size, gross ..... 2 40

**NUGGET POLISHES**  
Doz.  
Polish, Black and Tan ... 0 85  
Metal Outfits, Black and Tan 3 65  
Card Outfits, Black and Tan 3 25  
Creams and White Cleanser 1 10

**ORANGE MARMALADE**  
"BANNER BRAND" PURE  
**FRUIT PRODUCTS**  
**JAMS AND JELLIES**  
2's ..... \$2 10  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30's, wood ..... 0 08  
12-oz. glass jar ..... 1 15  
Tumbler, glass, doz. .... 0 95

**MARMALADE**  
2's, per doz. .... \$2 80  
4's, per pail ..... 0 40  
5's, per pail ..... 0 45  
7's, per pail ..... 0 65  
30's, wood, lb. .... 0 08%  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00  
Prices subject to change without  
notice.

**WENTWORTH ORCHARD CO.,**  
**LTD.**  
Hamilton and Toronto.

**Pure Fruit, Jams and Jellies**  
Raspberry and Apple, Strawberry  
and Apple, Peach and Apple,  
Plum and Apple, Gooseberry and  
Apple, Black Currant and Apple,  
Red Currant and Apple: Tum-  
blers, 90c doz.; 12-oz. jars, \$1.20  
doz.; 16-oz. jars, \$1.60 doz.; No.  
2 gold tins, \$2.30 doz.; No. 4 gold  
pails, 40c each; No. 5 gold pails,  
50c each.

**Fruit Pie Filling**  
Raspberry flavor, strawberry  
flavor, peach flavor, plum flavor,  
gooseberry flavor, No. 2 gold  
tins, \$2.30 doz.

**Whole Tomato Catsup**  
½ pints, bottles ..... 0 95  
Pint, bottles ..... 1 30

**Worcestershire Sauce**  
½ pints, doz. .... 0 95  
Pints, doz. .... 1 30

**YEAST**  
White Swan Yeast Cakes,  
per case, 3 doz. 5c pks. .... 1 24  
**IMPERIAL TOBACCO CO. OF**  
**CANADA, LIMITED,**  
**EMPIRE BRANCH.**

Black Watch, 8s, butts 9  
lbs. .... \$ 0 00  
Bobs, 6s and 12s, 12 and 6  
lbs. .... 0 46  
Currency Bars, 12s, ¼ butts,  
12 lbs., boxes 6 lbs. .... 0 46  
Currency, 6s, ¼ butts, 9 lbs. 0 46  
Stag Bars, 6½s, butts, 11  
lbs., boxes, 5½ lbs. .... 0 48  
Walnut Bars, 8½s, boxes 7  
lbs. .... 0 64  
Pay Roll, thick bars, 8½s,  
6 lb boxes ..... 0 68  
Pay Roll, thin bars, 8½s, 5  
lb. boxes ..... 0 68  
Pay Roll, plug, 8½s, 12 and  
7 lb. caddies ..... 0 68  
Shamrock, plug, 7½s, ½  
butts, 12 lb. boxes, 6 lbs. 0 37  
Empire, 7s and 14s, caddies  
15 lbs., ¼ caddies, 6 lbs. ... 0 56  
Great West, pouches, 9s ... 0 72  
Forest and Stream, tins, 11s,  
2 lb. cartons ..... 0 80  
Forest and Stream, ¼s, ½s  
and 1-lb. tins ..... 0 80  
Forest and Stream, 1-lb.  
glass humidors ..... 1 00

## Easter Window Display Contest

**O**F course you have decided to have the usual attractive Easter Window Display this year. You will not let an opportunity slip by for extra business and splendid advertising, such as a fine window of Easter lines would produce.

When you have your display in shape get a photograph of it and enter it in Canadian Grocer's Easter Window Display Contest. This contest is open to all grocers and clerks in Canada, and it is to be hoped as many as possible will come in it.

All that is necessary when you have your display in shape is to call in a good photographer; have him take a picture of it, and mail it to the Contest Editor, Canadian Grocer, at the Toronto Office.

### RESULTS OF SUCH A CONTEST.

A competition of this kind not only helps you sell more goods and gain additional prestige for the store, but it assists every dealer and clerk in the country to produce better windows, to take a greater interest in displays and in general to raise the standard of the grocery business.

Easter comes at the end of Lent. Good Friday is April 21. This is a time when the appetites of many have been sharpened up for the many appetizing foods which they have denied themselves during the Lenten season. It is a time when big sales can be made of goods such as tasty bacon, various lines of cooked meats, cheese, eggs, honey, confectionery, fancy biscuits, etc.

It will thus be seen that the possibilities for a good business around the Easter holidays are large. The public is always, however, in need of suggestions. These must be supplied by the dealer and his selling staff. A good display will go a long way to arouse the interest and attention of customers and of the passerby.

Don't overlook your Easter Window Display and be sure it is entered in Canadian Grocer's contest.

The contest will be divided into two sections, one for grocers and clerks in towns under 10,000 population, and the other for grocers and clerks in cities above that population. The prizes in each class will be: first, \$5; second, \$3; third, \$2, making a total of \$20 for the six best windows supplied.

The contest will be judged from the standpoint of Selling Power, Attractiveness and Originalty, in order named.

In ordering photograph see that you get one about 10" x 8". This will show the goods to best advantage. A snapshot is too small.

Get the picture just as soon as the Easter window is in shape, and send it along to the Contest Editor. Contest closes May 1. Address 149-153 University Avenue, Toronto.

# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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 remittance cannot be acknowledged.

### WANTED

WANTED — SMART YOUNG MAN WITH knowledge of grocery business to solicit orders and assist in store. State salary, experience and references. P. O. Box 108, Oshawa, Ont.

GROCER WITH TWELVE YEARS' EXPERIENCE in retail business and knowledge of crockery. Open for engagement. Married. Box 134, Canadian Grocer.

A BRITISH REFINING COMPANY MAKING butter substitutes, beef lard, vegetable lard, beef suet, etc., need agent or purchasing distributor for Canada. Write: Refiner, c/o Canadian Grocer, University Avenue, Toronto.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.



WANTED—MEN. ARE YOU CAPABLE OF organizing and controlling a subscription sales force? If you are, you are the man we want to get in touch with. We have a plan that will make you "real money." Part or whole time accepted. Drop us a card for full particulars. The MacLean Publishing Co., 143-153 University Ave., Dept. F. Toronto, Ont.


### FOR SALE

FOR SALE — BRANTFORD STERLING bacon slicer, almost new. Morris, 247 Lippincott St.

FOR SALE—GENERAL STORE, CASH BUSINESS, in a live country location, stock \$3,000; turnover, \$15,000. Price and terms right; send for prospectus. Wilton Bros., Kneebill Valley, Alberta.

A want ad. in this paper will bring replies from all parts of Canada.

 **TANGLEFOOT**   
The Non-Poisonous Fly Destroyer  
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

**OAKLEY'S** **KNIFE POLISH**  
20-102-7775  
  
JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS:

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

JENKINS & HARDY  
Assignees, Chartered Accountants, Estate and  
Fire Insurance Agents.  
154 Toronto St. 52 Can. Life Bldg.  
Toronto Montreal

When writing advertised kindly mention that you saw it in this paper.

We are now located in our new and more spacious warehouse at  
**60-62 JARVIS ST.**  
**TORONTO SALT WORKS**  
GEO. J. CLIFF

**A SNAP IN APPLES**  
Varieties: Baldwins, Russets, Talman Sweets, Ben Davis.  
\$1.00 Per Box, F.O.B. Rodney, Ont.  
State if wish shipped by freight or express. Quality guaranteed. Payments 1st of month following.  
GEO. R. WHITTON, RODNEY, ONT.

## Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT.

## EGG FILLERS

Our capacity is three times the total Filler requirements of Canada  
**PROMPT DELIVERIES**  
by us are therefore certain.  
**THE TRENT MFG. CO., LIMITED**  
TRENTON, ONTARIO, CANADA

**ASSIGNEES AGENTS LIMITED**  
154 Simcoe Street TORONTO  
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

**CHIVER'S**  
**JAMS—JELLIES—MARMALADE**  
Are guaranteed absolutely pure and of the highest quality.  
Send us your orders.  
Agents:  
**Frank L. Benedict & Co., Montreal**

When writing advertiser kindly mention that you saw his ad. in this paper.

*Chats with "Old Baba"*

(Canada's 105-year-old Pioneer)

**At the Corner Grocery**



"Good day, Mr. Smith. As the day was so nice and spring-like and my supply of *King George* almost used up, I thought I'd walk down for another half-pound. I notice you keep right on featuring it, too, and I reckon it's worth while, because the satisfaction it gives is bound to mean more business to you. Yes, sir, it's a grand chew, the very finest, and an old experienced chewer like me ought to be some judge y'know.

"You tell me your sales of *King George* are increasing. Well, it goes to show the public like the big value you give them in *King George* Chewing Tobacco."

*Are you a King George dealer?*



**Rock City Tobacco Co., Ltd.**  
Quebec and Winnipeg

**HELP YOURSELF TO A REPUTATION**

by buying a copy of

**THE GROCER'S ENCYCLOPEDIA**

BY ARTEMAS WARD

**Y**OU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the result will be that:

*YOUR BANK ACCOUNT* will profit, for the information acquired will save you money—and

*YOUR REPUTATION* will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

**SOME PRESS COMMENTS**

**THE GROCER'S ENCYCLOPEDIA** is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

**MAKE YOURSELF A PRESENT OF A COPY.**

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

**ONLY \$10.50, DELIVERY PREPAID.**

Send your order to Book Department

**MacLean Publishing Co., 143 University Avenue, Toronto, Canada**

# A New Serial Story to Start Soon

**I**N an early issue the publication will begin of a new serial by Arthur Stringer. Canadians

have followed the spectacular rise of this young writer with great pride, and, when his remarkable story of the west, "The Prairie Wife," ran through Saturday Evening Post something less than a

## The Anatomy of Love

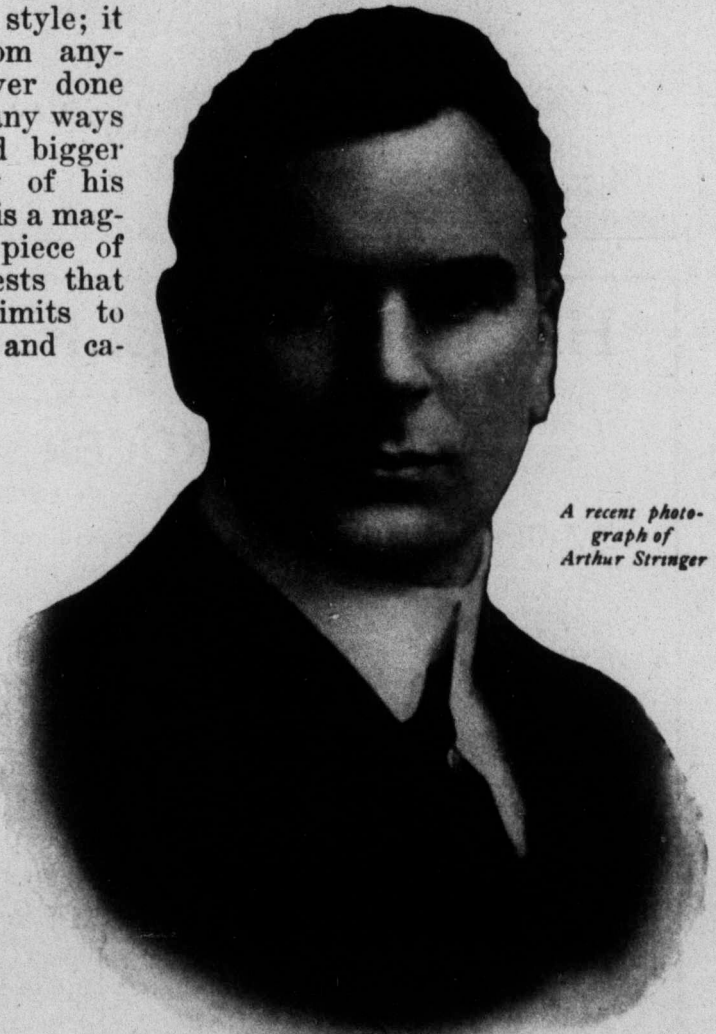
By  
*Arthur Stringer*

year ago, it was felt that he had reached not only the pinnacle of literary fame but the height of his power—for "The Prairie Wife" was undoubtedly one of the finest love stories ever written and a graphic picture of the life of the Western homesteader as well. But Arthur Stringer is only beginning to show his power, and in "The Anatomy of Love" he brings forward an entirely new style; it is different from anything he has ever done before and in many ways is a better and bigger story than any of his past efforts. It is a magnificently done piece of work and suggests that there are no limits to his versatility and capacity.

## Arthur Stringer

is Canadian born and bred. His first journalistic experience was secured in this country, but he decided to try his fortune in the bigger field that offers in the United States and accordingly went to New York. All young writers have their vicissitudes, and Arthur Stringer did not escape the common fate; but success nevertheless was not long in coming. He "broke" into the magazines early and soon became recognized as one of the brightest of magazine short-story writers. During the past few years he has become one of the "head-liners"—the established writers, whose stories are eagerly sought after, and whose names are printed in black type on magazine covers. His work has been found regularly in such publications as Saturday Evening Post, Cosmopolitan, Colliers, Hearsts, Century—and in fact all the leading magazines. He has written a large number of books of all kinds—tales of secret service detectives and counterfeits, rare yarns of adventure, business stories, character stories, love stories. The genius that he displayed in "The Prairie Wife" will be found in a rarer degree still in "The Anatomy of Love."

By securing the right of first publication of "The Anatomy of Love," MacLean's is in a position to offer its readers the finest feature ever presented by a Canadian periodical. This may seem a sweeping claim to make, but no one who knows Arthur Stringer's work well will question it.



*A recent photograph of Arthur Stringer*

A great story by a great Canadian author  
*Will Start in June MacLean's*



# QUALITY IN BUSINESS



The hardest selling problem is to show a customer that first cost is not last cost; that goods cheaper in the beginning almost invariably are dearer in the end.

We buy on quality, because we believe that value lies in quality and not in price.

Our thousands of customers are the proof that this principle is true.



**LAPORTE, MARTIN, LIMITÉE**  
584 St. Paul St. West

Montreal



## INDEX TO ADVERTISERS

<b>A</b>	<b>E</b>	Lever Bros. . . . .	11	<b>R</b>
Anglo-B.C. Packing Co. . . . .	Eckardt, H. P., & Co. . . . .	Lightcap, O. F. . . . .	14	Rennie Seed Co. . . . .
Assignees Agents . . . . .	Eureka Refrigerator Co. . . . .	London Pure Food Show . . . . .	6	Rock City Tobacco Co. . . . .
Atlantic Sugar Refineries . . . . .		Lytle & Co., T. A. . . . .	44	
Aylmer Condensed Milk Co. . . . .	<b>F</b>	<b>M</b>		<b>S</b>
	Fairbanks, N. K., Co. . . . .	Macdonell & Co., A. J. . . . .	9	Shidznoka Ken Tea Guild . . . . .
<b>B</b>	Inside front cover	MacKenzie & Morris . . . . .	14	Smith & Proctor . . . . .
Babbitts . . . . .	Fearman, F. W., Co. . . . .	Maclure & Langley . . . . .	14	Stanway & Co., Geo. . . . .
Balfour-Smye & Co. . . . .	Freeman Co., W. A. . . . .	MacNab, T. A., & Co. . . . .	14	Star Egg Carrier & Tray Mfg.
Benedict, F. L. . . . .		Magor, Son & Co. . . . .	16	Co. . . . .
Betts & Co. . . . .	<b>H</b>	Malcolm's Condensing Co. . . . .		
Inside back cover	Hargreaves (Canada), Ltd. . . . .	Inside back cover		<b>T</b>
Borden Milk Co. . . . .	Heinz, J. J., Co. . . . .	Mathieu, J. L., & Co. . . . .	12	Taylor & Pringle . . . . .
3	Holland Rusk Co. . . . .	McCabe, J. J. . . . .	49	Thum Co., O. W. . . . .
<b>C</b>		Mennen Chemical Co., G. . . . .	12	Toronto Salt Works . . . . .
Canadian Cereal & Flour	<b>J</b>	Millman, W. H., Sons . . . . .	14	Trent Mfg. Co. . . . .
Mills Co. . . . .	Jenkins & Hardy . . . . .	Minto Bros. . . . .	Inside front cover	
43	Jennings Co., A. E. . . . .	Morency, J. L. . . . .	6	
Canadian Shredded Wheat		<b>O</b>		<b>W</b>
Co., Ltd. . . . .	<b>L</b>	Oakey & Sons, John . . . . .	52	Walker, Hugh, & Son . . . . .
15	Lake of the Woods Milling			Watson & Truesdale . . . . .
Channell Chemical Co. . . . .	Co. . . . .	<b>P</b>		Wayne Oil Tank Co. . . . .
2	Outside back cover	Patrick & Co., W. G. . . . .	34	Webb, Harry . . . . .
Clark, Ltd., W. . . . .	Lambe & Co., W. G. A. . . . .	Pennock, H. P., Co., Ltd. . . . .	14	Wethey, J. H., & Co. . . . .
5	Laporte, Martin, Limitée . . . . .	Procter & Gamble . . . . .	45	White & Co. . . . .
Connors Bros. . . . .	Leacock & Co. . . . .			Woods & Co., Walter . . . . .
8	Lemon Bros. . . . .			50
Cowan Co. . . . .				
4				
<b>D</b>				
Dominion Salt Co., Ltd. . . . .				
8				
Duncan & Co., John . . . . .				
16				



# RESULTS



## That Count In Cash

Are you a business producer? Can you get results from your efforts that mean more money? If you are and are ready to consider a plan that will augment your present income from \$5.00 to \$10.00 a week, you are the man we want to represent us in your district. The more time you have the better the pay.

We need bright, brainy, active, hustling young men as district representatives. We will within the next month make hundreds of appointments—why not write at once and make sure of your district? If you are looking for an increase in wages to take care of your many extra summer needs—our plan provides the money for them without interfering in the least with your regular duties.

Many of our representatives devote an average of four hours each day to looking after our subscription business. These men average anywhere from \$10.00 to \$20.00 a week. Would an income like this interest you? Write us to-day: we will gladly send you full particulars concerning our plan, without obligating you in the least—simply say, "Show me how to turn my spare time into money."

**The MacLean Publishing Co., Limited**  
Dept. C.G. TORONTO, ONTARIO

# "DO YOUR BIT"

Do your bit in the upbuilding of Canada's industries by supporting Canadian enterprise.

The high quality and trade-creating possibilities of

## Malcolm's Made-in-Canada Milk Products

are opening up big business for dealers all over the Dominion. Wherever featured these palatable home-made products have never failed to "make good" with the public.

All our lines are accredited leaders in their respective fields, possessing that delicious, natural wholesomeness which wins the whole-hearted approval of the housewife.

Look over the following. Note our prices and send for trial supply.

St. George Brand Coffee, 2 doz. in case .....	\$4.80
St. George Evaporated Milk, 4 doz. in case .....	3.60
Banner Condensed Milk, 4 doz. in case .....	5.50
Princess Condensed Milk, 4 doz. in case .....	4.50

The Malcolm Condensing Co., Limited, St. George, Ont.



# LARGEST MAKERS IN THE WORLD

**Tin Foll**—all descriptions

**Tea Lead**—all gauges and sizes

**Metal Bottle Capsules**—any size,  
color or stamping

**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES  
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

CANADIAN GROCER

**FIVE ROSES FLOUR**

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DON'T MERELY SAY "FLOUR"  
SAY  
"FIVE ROSES FLOUR"



*The only flour publicly and unreservedly guaranteed not bleached—not blonded.*

IT is not enough for a flour to have quality and accessible price. FIVE ROSES brings more than this—it possesses the cumulative goodwill value based on a quarter century's kitchen achievements. More important still, it brings you a tremendous sales-push enjoyed by no other flour in Canada. Distributors unanimously report that FIVE ROSES first sales are ridiculously easy and repeat sales automatic. You can fill this ever-increasing demand in barrels and halves.

ALSO PACKED IN BAGS OF SUITABLE SIZES

**BREAD CAKES**

OUR various offices throughout Canada are maintained for the purpose of closer co-operation with our distributors. Uniformity of quality and service is the distinctive policy of this company in its relations with the trade. Let us help you in filling the FIVE ROSES demand.

**LAKE OF THE WOODS MILLING CO., LIMITED**  
MONTREAL WINNIPEG

*"The House of Character"*  
Toronto Ottawa London Sudbury  
Quebec St. John, N.B. Calgary Keewatin  
Fort William Medicine Hat Vancouver  
Portage La Prairie

Daily Capacity—27,400 bags of 98 lbs.