

**PAGES  
MISSING**

# CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

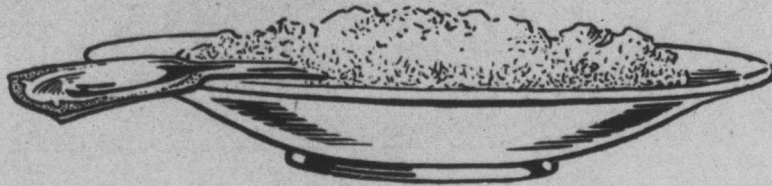
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, APRIL 20th, 1917

No. 16

## RICE



IT may safely be said that Rice offers your customers more real food value for the money than any other product. The prohibitive prices of potatoes and the general high cost of foodstuffs have done much to enhance the popularity of Rice as a staple article of diet.

TAKE advantage of this by constantly featuring and suggesting Rice to every customer. Rice makes an ideal substitute for the expensive potato. Tell the housewife about it. Get her into the "Rice habit."

*Stock up with "Mount Royal Mills" brands.*

**Mount Royal Milling & Mfg. Company**

**D. W. Ross, Agents, Montreal**

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CANADIAN GROCER

# GIVE THEM THE BEST

St. Lawrence



Sugars

This old and popular brand is still growing in favor.

Merchants will consult their own best interests by giving their customers the best sugars on the market.



## The unbeatable goodness of Royal Acadia Sugar

is something to bank upon for customer satisfaction and good, generous profits.

Most good housewives will readily acknowledge its absolute purity, for it is one hundred per cent. sweet and entirely dependable all the time. Are you a Royal Acadia Grocer?

*Every Grain is Pure Cane.*

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

# Borden's *and* Big Business



Borden's have been  
favorites for over  
Fifty Years

The one follows the other as a general rule. Dealers who feature Borden Products will tell you that they are a mighty good line to push, giving that absolute customer-satisfaction which always spells bigger business and better profits.

Now is a particularly opportune time to start things going by featuring a representative display of Borden's in your windows, show case, shelves, etc.

Look over your stock to-day and see if it doesn't need replenishing.

THE  
**Borden Milk Company,**  
LIMITED

"LEADERS OF QUALITY"  
MONTREAL

Branch Office, No. 2 Arcade Building, Vancouver

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

# GROCCERS

**An Opportunity** to protect yourself against the impending shortage of food-stuffs.

**When Buying** jams, jellies, pickles, etc., in glass insist that the packages are sealed with Anchor Caps.

**They are** absolutely air and liquid-tight; they are the best protection now on the market against mold and contamination. They prevent leakers. Housewives are demanding goods packed under Anchor Caps, as they preserve the sweet purity of every product on which they are used.

**Communicate** with us; we will gladly furnish information regarding Anchor Caps.

Anchor Cap & Closure Corporation  
OF CANADA, LIMITED

FACTORY AND  
GENERAL OFFICES



50 Dovercourt Road  
TORONTO, ONTARIO

# PAINTS

are profitable sellers in  
General Merchant Stores

And we want every General Merchant to prove this truth by writing for one of our

**Assorted Trial Shipments at the very  
special price of \$2.60 per gallon.**

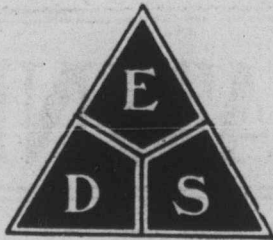
Moore Paints are sold on a straight guarantee of *money-back* if not perfectly satisfactory.

That means real customer-satisfying sales and good profits for the dealer.

*Try this offer for what it is worth. Write us to-day.*

**Benjamin Moore and Co., Ltd., West Toronto**

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



## RED RASPBERRY JAM

**E.D.S. 100% PURE RASPBERRY JAM IS IN A CLASS BY ITSELF.**

**THE DEMAND IS LARGE AND IS BEING CONSTANTLY INCREASED BY OUR CONSUMER ADVERTISING.**

**ORDER YOUR REQUIREMENTS TO-DAY.**

**E. D. Smith and Son, Limited**  
**WINONA, ONTARIO**

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal;  
Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.;  
Donald H. Bain Co., Alberta.

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

## Like the rolling Snowball

**F**IRST of all there is a good profit for the grocer on every bottle. Then comes ever-increasing turn-over, due to a Canada-wide reputation of no less than thirty years' standing. That is why dealers everywhere are making money with

# Shirriff's

## True Vanilla

The housewife demands it because she knows its quality—Shirriff's is 50 percent stronger than Government standard. It is made from the finest Mexican beans by our secret process that covers a whole year. No wonder she wants it! Let her have it. Order a case now.



**Imperial Extract Co.**  
TORONTO

## FINEST CRYSTAL GELATINES

Powdered and Sheet

## FINE LEAF GELATINE

BRITISH MANUFACTURE

# GELATINES

**OURY, MILLAR & CO.**  
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

**F. S. Jarvis & Co.**  
18 TORONTO ST., - TORONTO

## A Scientific Cleanser

The cleaning of toilet bowls requires the application of chemistry. After many experiments, a compound was produced to accomplish the result.



## Sani-Flush

solves the problem of cleaning toilet bowls. It is scientifically made for this one purpose. It removes stains and incrustation from all portions of the surface, the trap as well as the visible parts.

**Sani-Flush** will not injure the porcelain bowl or pipe connections.

**HAROLD F. RITCHIE & CO., LTD.**  
10-12 McCaul Street, Toronto, Ontario

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

# N. C. R.

—A system that makes money by saving money

## 2—By saving your customers' time

The new National Cash Registers quicken service in every kind of store.

They furnish a detailed record of every transaction in a second of time.

Automatically they record the nature, date, amount of every transaction. They furnish your customer with a printed, unchangeable receipt, which insures accuracy on the part of your clerks.

They do these necessary things instantly.

Thus they save the time of your customers, because no time is lost in waiting for their receipt and change.

They also give your clerks more time—store-service is speeded up.

Your customers are thus induced to spend more money with you because their

time is not wasted in waiting before or after a purchase.

This quick service influences customers also to take more parcels with them—they do not grow anxious to move on to the next counter or store.

Now is a good time to install one of our machines that will make more money for you by saving your customers' time.

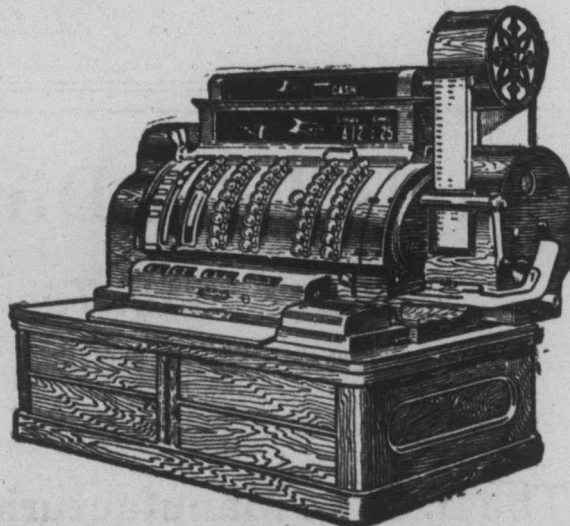
This is but an incidental part of the service they perform.

Write us to-day—We will gladly give you full information.

**The National Cash Register Co.**

of Canada, Limited

Christie Street - - Toronto, Ontario



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





EVERY HOME NEEDS  
**KEATING'S**

To have Keating's is to sell Keating's. It is the universal insecticide: fatal to every form of insect life, but harmless to human or animal life:

**Flies Ants Bugs**  
**Fleas Wasps Roaches**  
**Mosquitoes Beetles Moths**

No insect can live once it comes into proper contact with Keating's, and as even the most tidy home cannot escape the unwelcome visit of some member of the bug family, so the careful housewife will keep a tin of Keating's constantly on hand for immediate use.

Made by **THOMAS KEATING**, London, England  
Established 1788

Sole Agents for Canada

**Harold Ritchie & Company, Limited**  
McCaul Street, TORONTO

**Windsor**  
**Cheese**  
Made in Canada  
**Salt**

**IF**  
**Your Local Distributor**  
**Cannot Supply You—**

Railway embargoes, car shortages, and other abnormal conditions entirely beyond our control have left some of our local distributors unable for the present to supply demands for Windsor Cheese and Dairy Salts.

In order to prevent inconvenience being caused to Cheese Factories and Creameries, we will make shipment by local freight, on receipt of advice that Windsor Salt cannot be obtained.

Dealers are requested to advise us by mail if this special service is required.

**THE CANADIAN SALT**  
**COMPANY, LIMITED**

WINDSOR, ONT.

**Windsor**  
**Cheese**  
Made in Canada  
**Salt**

Furnivall's may be confidently recommended to every lover of high quality jams, for its quality is unsurpassed. Selected Fruits, Pure Cane Sugar and efficient manufacturing methods combine to make Furnivall's the peer of all preserves.

*Are you selling it?*

**FURNIVALL-NEW, Limited**  
Hamilton, Canada

**Furnivall's**  
FINE  
FRUIT  
**PURE JAM**

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto.  
Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.



**Maple Leaf Dirt Chaser**

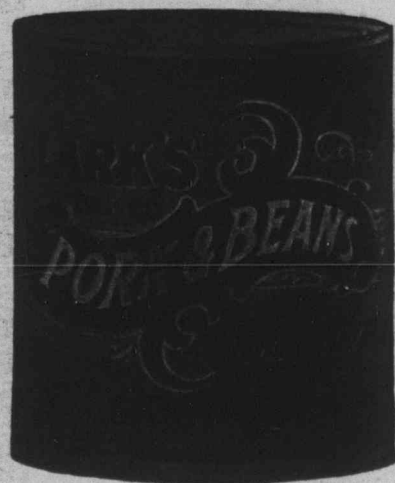
*Cleans Bath Tubs, Sinks*  
*and all Enamel Ware.*

MANUFACTURED BY

**The B. & L. Manufacturing Co., Limited**  
Sherbrooke, P.Q.

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

# CLARK'S



The Beans Canadians like.

The Beans the best grocers sell.

THE QUALITY BEANS.

## PORK AND BEANS

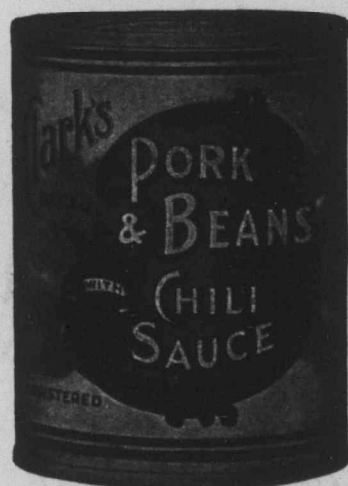
PLAIN, CHILI AND TOMATO SAUCE

are

READY SELLERS  
STEADY SELLERS

and

BUSINESS BUILDERS



REPLENISH YOUR STOCK NOW.

W. CLARK LTD.

MONTREAL



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

# Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



# MIKADO

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

## Increase your candy profits

Carry the right lines. Show your customers  
proof of your sound judgment and good taste  
by featuring

### MOIRS

XXX

## CHOCOLATES

*in bulk and fancy packages*

These delicious confections make an irresistible  
appeal to lovers of good candy, and grocers  
featuring them find their profits are well  
secured.

Give Moirs a tryout and see how they sell.

## MOIRS LIMITED

HALIFAX, CANADA



When you sell

# HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made  
in Canada from Canadian materials  
by Canadian employees.

## H. J. Heinz Company

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

## EGGS PAY A BIG PROFIT

When graded according to the *Star System*. It costs in time not over 5c per case and nets you approximately \$1.00. How many eggs do you handle yearly? Can you afford not to grade? Don't say it can't be done for right now thousands of your Brother Grocers are doing it.

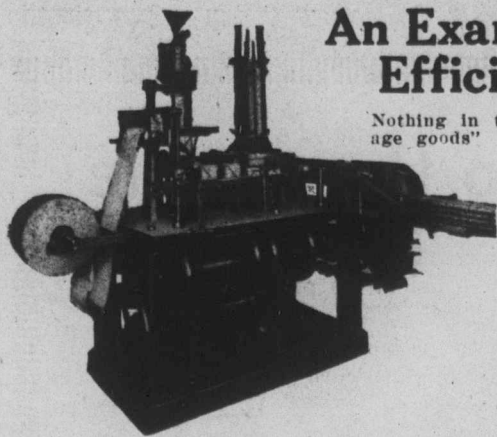
There are other features of the *Star System* equally interesting.

If you are in business for profit write us for our booklet No. 210. It tells all about it.

**STAR EGG CARRIER & TRAY MFG. CO.**  
1620 JAY STREET ROCHESTER, N. Y.



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



### An Example of Efficiency.

Nothing in the form of "package goods" is more safely insured against deterioration than Jell-O is.

Every grocer nows a great deal about Jell-O, of course; how good the desserts are that are made of Jell-O, how easily they are made and how popular they are. But it may not be generally known that Jell-O is put into the packages by little automatic

machines which perform the whole operation, from making the waxed-paper bag and putting the

## JELL-O

into it, to closing and sealing the carton containing it. And while it is inserting the filled bag in the carton it includes with it a beautiful little folder full of Jell-O recipes. The entire operation from start to finish is performed in two seconds.

There are eighteen of these wonderful machines in the Jell-O factory, and they have a capacity of more than one million packages of Jell-O every four days.

Talk about efficiency! Any package put up by any one of these machines may be thrown into water and left there for days without producing a trace of dampness in the contents, which are always clean and sweet.



The Genesee Pure Food Company of Canada, Limited  
Bridgeburg, Ontario  
MADE IN CANADA



A pure,  
full strength Soda for your  
customers

That quality counts with a vast majority of housewives is conclusively shown by the steady demand for Cow Brand Soda. The neat, attractively labelled packages arrest the attention and make selling easy. Try it.

Church & Dwight, Limited  
Manufacturers - - MONTREAL

Every customer will appreciate this big value



The best cleanser on the market — a big full weight can — unrivalled for cleaning, scouring and polishing, 10 cents worth for 5 cents — isn't that an attractive selling proposition?

And that is not all. As an added attraction we offer *handsome premiums for Babbitt trade-marks*, an idea that's calculated to keep stocks moving briskly.

Try Babbitts. You'll like its selling value from the start.

Agents:

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

A very little salesmanship on your part will result in a sale of

# OCEAN BLUE

and remember that the first is always the introduction to many succeeding sales of OCEAN BLUE.

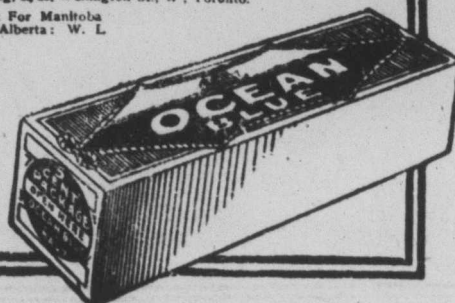
Order from your Wholesaler.

HARGREAVES (CANADA), LTD.

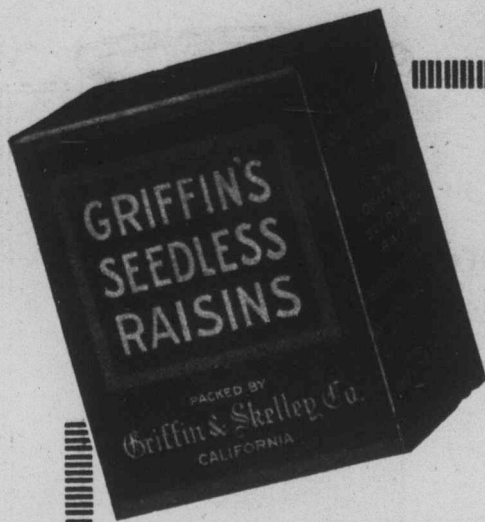
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba  
Saskatchewan & Alberta: W. L.  
Mackenzie & Co.  
Ltd., Winnipeg,  
Regina, Saska-  
toon, Calgary &  
Edmonton.

For British Col.  
and Yukon:  
Creeden & Avery  
Rooms 3 and 4,  
Jones Block 407,  
Hastings Street,  
West, Vancouver.



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



### Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

## California to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

### Griffin & Skelley's Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

*Get your copy of*

**MACLEAN'S MAGAZINE**

*for MAY*

*At all Newsdealers*

*15c. A COPY*

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

MANITOBA  
SASKATCHEWAN

*Wholesale Grocery Commission  
Brokers*

ALBERTA  
WESTERN ONTARIO

## H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

### F. D. COCKBURN

**Grocery Broker & Manufacturers' Agent**  
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.  
149 Notre Dame Avenue East, Winnipeg.

Tell the Advertiser where you saw his Advertisement.

### THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg  
We can make a success of your Agency. Our **STORAGE, DISTRIBUTING and FORWARDING** facilities are unexcelled.  
Correspondence solicited.  
"Always on the Job."



## WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both **WHOLESALE** and **RETAIL**.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

**TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.**

## SCOTT-BATHGATE COMPANY, Ltd.

*Wholesale Grocery Brokers and Manufacturers' Agents*  
149 Notre Dame East, WINNIPEG

Mention This Paper When Writing Advertisers



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES (CONTINUED).

## The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

### C.H. GRANT CO.

Wholesale Commission Brokers  
and Manufacturers' Agents

509 Merchants Bank, Winnipeg

We have several good accounts, but can give you results on yours.

One Inch Space  
\$1.00 Per Issue  
on Yearly Order.

This space would cost you only \$1.00 per issue for one year.

## MANUFACTURERS AND SHIPPERS

We wish to communicate with firms who are looking for representation in the **PRAIRIE PROVINCES**. We have offices in **Winnipeg, Calgary and Moose Jaw**.

*We are interested mainly in staples in car lots, but have the facilities for warehousing if necessary.*

Write to Post Office Box 3031, Winnipeg

### The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

*N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.*

Published by

The MacLean Publishing Co., Limited  
143-153 University Avenue, Toronto, Ontario

### C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers  
and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING  
WINNIPEG



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ONTARIO

**POTATOES  
WHITE BEANS  
DRIED APPLES**

What have you to offer?  
State quality and quote  
lowest price.

**WHITE & McCART, LIMITED**  
309-310 Board of Trade Building  
TORONTO ONTARIO  
Phone Main 2319

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

**DRIED AND EVAPORATED  
APPLES.**

Apple Waste and Chops, Specialties.

**H. W. Ackerman**  
BELLEVILLE ONTARIO

**OPEN FOR AGENCY FOR THE  
CITY OF OTTAWA**

*Satisfaction Guaranteed.  
Best of Reference.*

**M. M. WALSH**  
310 BAY ST. OTTAWA

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

Manufacturers' Agents  
and Importers

51-53 Wellington St. W., Toronto

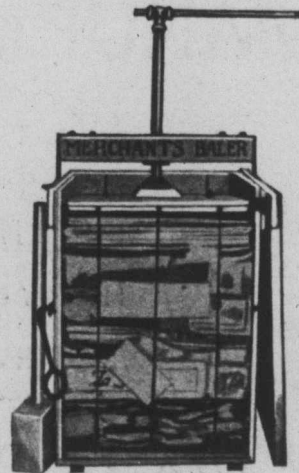
**Raisins**  
Special Price on Spot  
**Thompson Seedless**  
SAMPLES IF WANTED

**W. H. Millman  
& Sons**

Wholesale Grocers' Brokers  
TORONTO

**Merchants Baler**

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

**Stephenson, Blake & Co.**

Manufacturers

60 Front St. West, - Toronto

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

Established 1885

**SUGARS FRUITS**

**The HARRY HORNE CO.**  
Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug  
Sundries and Confectionery.

We carry stocks in our own Warehouse  
(when necessary).

We employ a steady staff of salesmen.  
(Get in touch with us)

**Hamblin-Brereton  
Co., Limited**

Wholesale Grocery and Confectionery  
Brokers

TORONTO WINNIPEG CALGARY

**COVERING PORCUPINE  
DISTRICT**

Agent with headquarters in Timmins, calling on  
mines and retail trade, wants number of other  
lines to handle. On the job all the time.  
Address A. L., Box 85, Timmins, Ont.

If you have a business  
to dispose of, or are in  
need of efficient help,  
try a Want Ad. in  
CANADIAN GROCER  
and let it assist you in  
filling your needs.

This space \$1.00  
per insertion on  
yearly order.

Kindly mention this paper when  
writing to advertisers.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC.**

**ROSE & LAFLAMME  
LIMITED**  
Commission Merchants  
Grocers' Specialties.  
**MONTREAL TORONTO**

*Buyers and Sellers of*  
**All Kinds of Grains and  
Seeds**  
**Denault Grain and Provision Co.  
LIMITED**  
**SHERBROOKE, P.Q.**

**QUEBEC'S RESPONSIBLE BROKERS**  
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.  
**BEANS AND CORN A SPECIALTY.**  
**ALFRED T. TANGUAY & COMPANY.**  
Commission Merchants and Brokers,  
91 DALHOUSIE ST. QUEBEC CITY

**OATS, PEAS, BEANS, ETC.**  
handled in any quantities to best advantage by  
**ELZEBERT TURGEON**  
Grain and Provision Broker  
**MONTREAL, P.Q. QUEBEC, P.Q.**  
Selling Agent for  
The Maple Leaf Milling Co., Ltd., Toronto

**G. Gagne** Grocery Broker  
and Manufacturers' Agent  
We have a connection in Quebec City  
and throughout the province.  
**111 Mountain Hill Quebec City**

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

## SMALL'S STANDARD BRANDS MAPLE AND SUGAR SYRUPS — MOLASSES, MAPLE BUTTER AND CONFECTIONERY

### NOTICE

Certain merchants have intimated that they are inclined to deal with manufacturers who agree or offer to pay costs in case of Government fines. All are privileged to do this. However, we feel that packers of Mushroom Brand only can afford to make this offer. Small's Standard Brands are of 80 years' standing, appraised and valued at a half million dollars. Should any dealer substitute or misrepresent same in making sales, and as a result be subjected to a prosecution and fine, we will not only refuse to reimburse, but will be obliged to proceed to reimburse ourselves to extent of damage and wrong done our brand. However, in no single instance has Small's Standard Brands failed to meet Canadian Inland Revenue requirements. Materials entering Small's Standard Brands are tested prior to packing, then plainly and strictly labelled in conformity with Canadian Pure Food Regulations. We will continue to protect our brands and merchants may protect themselves by handling same from annoyance and fine, and from what is of far greater importance, the stigma that the prosecution surely inflicts.

**PRICES TO-DAY ARE:**

	24 Pt. Glass	12 Qt. Glass	24 Pt. Tins	24 Qt. Tins	12 1/2s Tins	6 1s Tins	2 5s Galls.
SMALL'S STANDARD Pure Maple Syrup	\$4.90	\$3.95	\$5.45	\$9.75	\$9.35	\$8.65	\$8.30
Pure Sugar Syrup	4.00	3.00	4.40	7.60	7.40	6.70	6.10
Pure Table Syrup	3.60	2.80	3.90	6.60	6.25	5.60	5.10

May be had at  
All Jobbers throughout the World.

Canadian Trade supplied by  
**SMALL'S LIMITED, MONTREAL**  
We have siding. Car orders escape Montreal cartage.



Why You Should Feature

# KING GEORGE'S NAVY



## How about your tobacco case?

Is it stocked with lines the men show preference for?

Your display is not complete without a "line-up" of *KING GEORGE'S NAVY*. Every chewer knows it—its sweet palatability makes fast friends of the most critical.

Your wholesaler will send you a small trial supply. Ask him.

Handled by  
the Wholesale  
Trade

Rock City Tobacco Co., Ltd.



## It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

**Gleba Polish Company**

Oshawa, Ontario



## Your customers want Marsh's Grape Juice

It's up to you to supply them. Every sale will add to your reputation and to your profits. And sales are quick and steady when Marsh's is in front.

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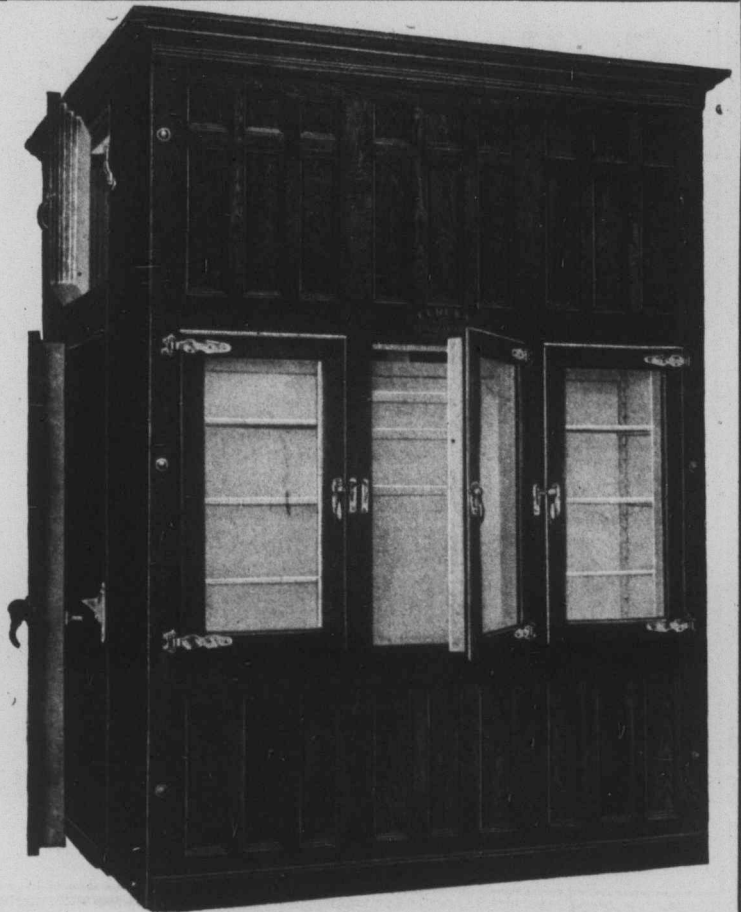
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# CANADIAN GROCER

Vol. XXXI.

TORONTO, APRIL 20, 1917

No. 13

## How Will Free Wheat Affect Canada?

General Feeling That Farmer Will Profit—Will Not Influence Export Business, But Will Have Some Effect on Home Trade — Probable Effects Indicated by Action of Ontario and Western Markets.

**T**HE policy of removing the tariff on wheat, and by so doing putting Canada's wheat trade under the operation of the Wilson Underwood Bill which went into effect in the United States in 1913, and provided for the admission free of wheat and wheat products from countries adopting the same attitude toward the United States, has been one of the dreams of the Western farmer. This dream has now come to pass.

Unfortunately this particular subject has become so much the sport of the different political parties that it is difficult to extricate the actual effect of such a change from the maze of political complications that surround it.

The Order in Council passed under the provisions of the War Measure Act, presents a long array of reasons why this act is particularly opportune just at this juncture. Among the points noted are, the serious effect of war conditions on wheat products, especially of the lower grades, due to the curtailment of British demand for this grade of goods, and also to the general scarcity of tonnage for handling these products; and the fact that prices in the United States were higher than in Canada.

By the passage of this Order in Council, Canadian wheat and wheat products will enter the United States Duty free in place of having to face an American tariff of 10 cents per bushel on wheat, of 45 cents per barrel on flour, and on semolina and other products of wheat 10 per cent. ad valorem.

### How Will Change Effect Canada?

Just what effect will this have on Canada? The farmer naturally expects to profit by the change. It is estimated that there are a hundred and fifteen million bushels of wheat still in Canada. Taking from this amount the estimated quantity in elevators and reserved for seed purposes there are probably still 45,000,000 bushels still in the farmers'

hands, that with this new market freely opened for them, should it be felt mean millions in the pockets of the farmers of the country.

### What Will Be Effect on Prices

What will be the effect on the prices of wheat products for consumption in Canada? The representative of one of the largest milling companies, speaking in regard to this matter, gave it as his opinion that as a result there would come a material increase in prices. Minnesota mills he stated had been crying for wheat and would unquestionably under the new regime make a strong bid for Canadian business. Unquestionably he thought it would have a disturbing effect on Canadian trade, though it was not possible at this early date to more than guess as to what would be the nature of this disturbance. He pointed out however, that there was not more than enough wheat on the continent to carry it over to the next harvest, and that this new move did not add anything to the available supply, while it certainly would divert a very considerable quantity across the line, with the more than probable result of increasing prices.

### Does Not Expect Material Increase in Price

J. E. Anderson of the Lake of the Woods Milling Company, when queried on the subject did not think that the changed situation would have a very material effect on flour prices, though it was natural to expect an advance in wheat immediately following the action. The reason given why the action of the Canadian Government would not have more far reaching effects was that the flour situation in Canada was largely governed by conditions in Liverpool, which was influenced in turn by all world markets. Consequently the changed situation in Canada could not be expected to have any great effect.

D. A. Campbell was of the opinion

that the changed condition would not materially affect the farmers' prices in a normal year, but in years like the present when there is a fairly high percentage of inferior grain, the new market opened in the United States was of very considerable importance.

### Export Trade in Wheat Not Influenced

Regarding the export trade of wheat, there is a general feeling that this will be in no way influenced by the change. That business now is practically entirely in the hands of the British Government, and remains a stable quantity.

While even these opinions of men conversant with every phase of the grain business, must of necessity be based on conjecture, there are certain indications that have actually transpired, and are worthy of note.

### Some Actual Effects Noted

Following the announcement of the Government action in the matter of free wheat, Ontario flour advanced 50 cents a barrel, while Ontario wheat also advanced 10 cents a bushel. By the changed conditions Ontario wheat and wheat products have a chance to enter some of the larger New York state markets, and this broadening market was at once reflected in price quotations.

In the West where wheat was naturally due for a decline, it held firm. Cash wheat showed an advance of  $\frac{3}{8}$  and May option remained about steady. This is significant in the face of the behavior of the Chicago wheat market.

Cash wheat in Chicago declined about 13 cents a bushel, under the excited trading caused by Canada's action. The Canadian market has usually reflected on any such activity on the American market, so that the fact that the Winnipeg market remained firm is actually equivalent to an increase of some 10 cents a bushel. In other words, the condition of wheat in Canada has improved to about the extent of the American tariff limitations that have ceased to be operative.

It is the consensus of opinion of those who are versed in the subject that this is about the extent to which any changes will go.



Interior of the R. E. Powell Store, Elgin Street, Ottawa.

## Changing Locations, and Holding Trade

Can a Store Change its Location Without Suffering a Loss of Customers?—The Question Forcibly Answered in the Case of the R. E. Powell Store, Ottawa—How a Store was Centralized Without Losing Its Trade.

SOME time ago, R. E. Powell, of Ottawa, was running three stores—one on Wellington street, one on Elgin street, and one on Somerset, and doing a substantial business in them all. He adopted this idea because at that time it seemed a good idea to have feeders all over the city gathering in the business in their several localities.

Within the last few months, however, Mr. Powell has given up two of his stores, and is devoting all his time and energy to the one store on Elgin street.

It must be confessed that it was not quite a voluntary move on Mr. Powell's part. The Wellington street store was situated on land that the Government hankered for, and though Mr. Powell showed no inclination to sell, he was eventually compelled by the effective means of expropriation to change his mind.

### Feared Effect of Change

At first he confesses he was inclined to fear that the closing of this store, which was in a good part of the city and served a fine class of trade, would have a disastrous effect on his business. There being nothing else to do, however, he made the best of it, and started enlarg-

ing the Elgin street store to take charge of the stock of both stores. Months passed, and the falling off in business that Mr. Powell had feared failed to materialize. Totalling up the gross business done, a reasonable time after the change he discovered that if anything the business had improved.

There was only one reason to account for this happy state of affairs, and that was that with a curtailment of the demands upon his time he was able to give a more personal attention to the store, and this attention had resulted in an improved service that had more than counterbalanced any disadvantage that came from leaving an old and established stand.

### Centralizing Energies on One Store a Success

Once this point firmly fixed itself in Mr. Powell's mind, he became convinced that a still further centralization would be not a detriment but an actual advantage. Therefore, the Somerset street store was sold, and Mr. Powell began to devote the whole of his working day to the care and oversight of his one store. It is easily seen what a saving of valu-

able time there is in having all your energies centralized in one place.

Of course the change in the system of business entailed a considerable change in the store itself. There was the stock of the Wellington street store that must be provided for, and it was no small stock. To meet this demand Mr. Powell by removing some partitions, practically threw two stores into one and now his Elgin street store measures 106 feet in depth, and every inch of that space is completely filled, with bright, well-cared-for saleable merchandize.

### Some Happy Innovations

With these changes Mr. Powell was enabled to institute some improvements that made for better service generally. For instance, at the back of the store there is a large, well-ventilated storage room with a doorway opening out onto a side street. In this way the trouble and dirt of handling stock right through the store, that is the misfortune of so many merchants, is entirely done away with. It is unloaded directly into the storeroom where it is stored away with the minimum of handling, and the maximum of care.

At the rear of the store, too, there is a doorway to the side street. Through this door all deliveries are despatched, and thus the body of the store is kept clear from all delivery boxes, and gives an impression of orderliness and tidiness to the store. Opposite the storage room is what Mr. Powell describes as a cool room, for the storage of more perishable lines. It is kept at a moderate temperature by the outside air in winter and by an ingenious system of ventilation in the summer time.

## Salt Manufacturers Explain Their Difficulties

Entertain Winnipeg Wholesalers to Luncheon and Tell Them Why They Are Unable to Deliver the Goods With Greater Dispatch.

**W**INNIPEG, April 19, (Special).—For a long time the trade in Western Canada have realized that there was something wrong with the supply of salt in this country. Prices have gone up repeatedly, and word has gone forth that deliveries were difficult to make on account of labour conditions in Eastern Canada. Things got so serious that three large Eastern salt manufacturers in Canada went to Winnipeg last Friday, April 13th, and held a luncheon at the Royal Alexander, to which they invited representatives from the wholesale houses, as well as the brokers representing them in Winnipeg. The manufacturers were E. G. Henderson of the Canadian Salt Co., Windsor; L. A. Leach of the Western Salt Co., Courtwright, and C. H. Rodgers, general manager of the Dominion, Salt Co., Sarnia.

The guests sat down to an excellent meal, at the conclusion of which Mr. Rodgers announced that they had felt for some time that the trade in Western Canada did not fully understand the difficulties under which they had been operating their salt wells during the past year. It was with a view of explaining these difficulties, which had not been small, that they had asked the wholesalers of the city to meet them that day. Mr. Henderson, he said, would act as their spokesman and explain the situation.

### A Unique Occasion

Mr. Henderson said that this was a unique occasion, as it was probably the first time manufacturers had entertained the wholesalers to a luncheon of this kind. If manufacturers could only meet wholesalers like this oftener there would not be half the misunderstandings there were.

They were probably asking, "What did you ask us to meet you for? There must be something back of it." There was nothing at the back of it, except that they thought this was the best way to explain the situation. After all, their success was bound up with the wholesale trade. Their product was only a small proportion of what was used by every

In permitting the providing of some of these conveniences, the enforced centralization was of general benefit to the store but this benefit was dwarfed in comparison with the one idea that the change made very clear. That it is not the location of a store that matters. That people will not as a rule change an established custom unless it is for their advantage so to do, and that a painstaking service is the greatest element in binding customers to a store.

family, and only a fleabite of the business done by the wholesale dealers. Therefore, without the wholesaler they could do nothing.

### Reason for the Luncheon

"You are probably saying to yourselves," said Mr. Henderson, "it is all very well to tell us your troubles, but give us the goods. You must know that we can only do a certain amount with the labor we have. We are not only contending with scarcity of men, but with inefficient men, and the wages we are paying were unheard of before. During the last few months, there has been an

increase in wages of 60 per cent. and the cost has been double on account of the inefficiency of the labor we have been using. Then there is the question of getting cars. Never in all my railway experience have I heard of such a situation as exists. There is an embargo one day, and off the next. Then the embargo is placed somewhere else; so that we do not know where to ship. The most serious question, however, is the question of fuel. We are paying six times more for fuel than we did two years ago.

### Not Discriminating

"There has been a feeling that we were discriminating against the West, whereas as a matter of fact, we have delivered ten per cent. more to the West of late than we have done for fifteen months; on the other hand, our shipments to the East have decreased. We are doing our best for the West, for we recognize that the heavy demand will come from out here. For these reasons we are asking you to be patient with us."

Mr. Rodgers followed, with a few words, remarking that it was often necessary to disregard routing specified, to send salt the best way they could. They were often told that if instructions had been followed that the salt would have arrived. However, they did their best under the circumstances.

Mr. Leach said that in his fifteen years experience, he had never seen conditions like those prevailing to-day.

After the toast to the King had been honored, the meeting dispersed.

## Mail Order Solution

Western Retailers Are Seeking for Ways in Which to Combat Evil—Combination Deliveries Suggested by Winnipeg Man as One Help Towards Solving Problem—Also Recommends Cash Business.

**T**HE question of whether it is practicable to run a cash business, and the menace of mail order houses, are two matters again being considered seriously by Western dealers. Robert Gillespie, head of Robert Gillespie Co., Winnipeg, who has just returned from a business trip to the Coast, told our Western editor on his return, that quite a number of retailers had asked him what was the best remedy for mail order competition. He says he was asked this by both retail and wholesale trade. He advised a cash business, and a combination system for deliveries. He believes that if dealers could come to terms, and reduce their cost on deliveries to the lowest possible point, that they would be near a solution of their difficulty. Mr. Gillespie tells of one dealer whom he met, who submitted figures to him regarding his turnover and cost of doing business. He found that the man was spending 7½ per cent. on deliveries, which, Mr. Gillespie said, was far too much in the retail business. This was the case of a country merchant who was probably being called on the telephone by his customers every little while

for one or two articles, which he had to send out, not having regular deliveries such as they have in the larger cities. No grocery business, said Mr. Gillespie, could stand a charge of 7½ per cent. for deliveries.

Mr. Gillespie stated that while the mail order menace did not affect grocers so very much, it was hurting general stores, and these merchants were often guilty of keeping their stores in such shape as to be unable to compete with the mail order house. The goods they carried were too staple and the range of their goods was not large enough to meet requirements of the trade, even in groceries. It was true they kept a good supply of staples, but people in the country sometimes demanded something fancy. He gave an instance to show the attitude of some country dealers. He entered one store and found the proprietor sitting with his feet up, reading the newspaper. He asked him to walk over and view his samples at the hotel, adding that he would not be under any obligation to buy; but the man replied that he was too busy. Mr. Gillespie pointed

(Continued on page 25.)



# CANADIAN GROCER

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Vol. XXXI.

TORONTO, APRIL 20, 1917

No. 16

### EDITORIAL BRIEFS

GERMANY'S foes are gathering. During the past week, the little Republic of Panama, and Bolivia and Brazil have joined the ranks against her, and Chili and Argentine are swaying on the verge of similar action. The days of the Hun are numbered.

\* \* \*

DIAMOND JIM BRADY, one of the last survivors of the picturesque spenders that have helped to make New York's "Great White Way" a marvel to the rural visitor, has passed to his reward. His claim to remembrance will rest more largely on the Brady Institute in Baltimore, which he founded, than in his vagrant peregrinations on Broadway.

\* \* \*

CANADIAN failures during the first quarter of this year total 370, according to Dun's report. The liabilities involved are \$5,921,327, with assets of \$4,152,230. This is a better showing than has been made since 1913, showing, that despite the war and the attendant disturbed conditions, business is gradually improving.

\* \* \*

REPORTS from London, England, indicate that for all the food scarcity that is being talked of there, prices are far from having reached the figures that are common occurrences on this continent. It is generally conceded that food prices across the water are about a third cheaper than here in Canada and the United States.

\* \* \*

A DESPATCH from Houlton, Maine, the centre of the potato belt, dated April 13, states that potato prices have advanced \$2.00 per barrel during the week. The price there is now \$8.00 per barrel. It is stated that less than 500,000 bushels remain in the county and dealers are predicting higher prices. We

would not grow nervous over this despatch. There are still plenty of potatoes available in Canada.

### THE TIME TO ACT

A SOLEMN warning must be addressed to men in the retail business who do not operate on the strictly cash basis—and that means the big majority—on the need for activity in regard to collections. It is not an easy matter to get in money at the best of times; it is almost impossible when money is scarce. The point is that at present the country is prosperous, so prosperous that no person should find it difficult to square off outstanding indebtedness. A strong systematic collection campaign now should nearly wipe the books clean. This applies at any rate to city customers. Farmers may not be as well placed at present but, if the retail grocer takes advantage of his present opportunity, he can clear off his city book debts.

Then there is the consideration of the future. Canada is prosperous now but no one can say what lies before us. It would be an act of foresight if nothing else, to get all outstanding money in now.

### FREE WHEAT

FREE wheat, which has been a political handball for nearly a generation, has actually become a fact under the authority of the War Measures Act. It was passed as a matter of present advisability. Whether it will become a permanent measure, for in the nature of things acts passed under this authority will cease to be operative, when the necessity that called the War Measures Act into being has ceased to exist. It would therefore seem that the idea of Free Wheat is being given a try out.

By the removal of the Canadian Tariff on Wheat, this Canadian product comes automatically under the operation of the Wilson-Underwood tariff bill of 1913 which provides for a free tariff on these commodities, to get all outstanding money in now.

Unquestionably the Western Farmer will be delighted with the change. Dollar wheat was his first dream, Free Wheat his second. Both dreams have come true. Just what effect it will have on Canadian Trade is hard to say. A considerable surplusage, especially on poorer grades of wheat products, not suitable for government contracts, has been accumulating in the country. It is felt that there will now be a market for this, across the line where prices up to the moment have been higher for that class of goods than in Canada. If Canada's export to the United States can maintain this high figure, it will of course, mean higher prices for the consumer in Canada as well as for the farmer. There is also another possibility, that the advent of this supply will depress the American price to a level with that in Canada. Even in that event benefit would accrue to the farmer. He would have a market for his product that is lacking at present.

# Enlist in the Army of Production

**T**HE all-important, all-engrossing consideration to-day is to win the war. Every other interest must be subordinated. Every man in Canada must be prepared to do individually what he can toward that end and to fulfill any function that may be assigned to him in any plan of concerted action. Unless this idea of individual participation is universally adopted, Canada's contribution will fall short.

It can be stated authoritatively that to-day the Munitions problem has been solved. Enough guns and shells are being turned out to keep the armies at the front supplied for any emergency. All that is necessary is to maintain the production of munitions at the present level. The entry of the United States into the war will further consolidate the situation in that respect. The augmented assistance of Uncle Sam in the production of the deadly implements of war will provide a margin of safety, or, at the least, a source of supply to fall back upon should unforeseen needs arise.

The problem that is left to be solved then is that of production. The statement presented on this page on "The Need for Food Production," presents the problem in clear and forceful manner. The world, never very well secured in the matter of surplus food, is facing a food crisis. Not only has the withdrawing from the soil of scores of millions to enter wartime activities reduced the available supplies of food, but a still more serious factor, crop failures, has come into play. To-day the world faces the prospect of famine, actual death-dealing famine unless the means can be found to increase production, to wring from the soil a larger portion. And it must be borne in mind that, in Canada, this means *Increased Production with smaller help*. It is a problem that can be solved only by the immediate relinquishment of personal aims and selfish considerations. Every man must be prepared to do his part.

It is gratifying that the leading men of the country have grasped the significance of the crisis we are facing. It would be still more gratifying to find the governments

taking hold and providing the machinery by which the problem could be solved. This, of course, may come. In the meantime, however, foresighted men are banding together and laying plans for doing what is possible.

It was first planned to have each city man spend three weeks on the farm, utilizing his holidays in that way. This plan, however, presented serious flaws on close

inspection. It appeared very doubtful if much good would be done. The average city man would be just overcoming his greenness by the time his term was up; and then the process would start all over again, for the farmer, with another amateur "hired man." At any rate, considerable skepticism grew up with regard to this plan. As a general working basis this idea is now being abandoned in favor of what seems a much more feasible proposition. It is now proposed to release a certain number of city men for work on the farms. Instead of sending six men for three weeks each, one man will go for the whole summer and the other five will carry on the burden of his work between them during his absence. By following this idea it might be possible to organize bodies of men to be released for farm work running into the thousands.

Such is the present scheme. In order to put it into immediate operation steps are being taken to organize both farm and city. A better plan may ultimately be evolved, but it looks as though the problem could be solved on the lines now laid

down, and it is clearly the bounden duty of every man to throw his weight behind it. The appeal necessarily is to the business classes. Support must first be enlisted among the employers—the manufacturers, wholesalers and merchants—and that obtained, the co-operation of the men will not be hard to secure. At the present moment it is the duty of each employer to figure what he can do in the face of this world crisis. Can he get along with less help? Can he spare one, two, three men from his staff, and, by speeding up the

(Continued on page 39)

## THE NEED FOR FOOD PRODUCTION.

1. Lloyd George, in a letter addressed "To all workers on land," says:

"The line which the British Empire holds against the Germans is held at home as well as abroad. If it breaks at any point it breaks everywhere. In the face of the enemy the seamen of our Royal naval and mercantile marine and the soldiers gathered from every part of our Empire hold our line firstly. You workers on land must hold your part of our line as strongly. Every full day's labor you do helps to shorten the struggle and bring us nearer victory. Every idle day, all loitering, lengthens the struggle and makes defeat more possible. Therefore, in the nation's honor, heed! Acquit yourself like men, and as workers on land do your duty with all your strength!"

2. David Lubin, American representative to the International Institute of Agriculture at Rome, reports officially to Washington that in October last the Institute estimated the world's available food stocks would last until August, when the 1917 crops would come into the market. The stock-taking of March 31st shows a deficit of 130,000,000 bushels of wheat, oats, barley and corn, and though Great Britain and her Allies will pull through another five months, it is beyond question that, unless a greater acreage is put to crop in 1917 than in 1916, there will be world hunger before the 1918 crop is harvested.

As a result of the extraordinary condition revealed by David Lubin, President Wilson immediately appointed Herbert C. Hoover, Chairman of the Belgian Relief Committee, as Food Controller for the United States, and began a propaganda for greater production.

3. Under date of April 10th, Ogden Armour stated that unless the United States wishes to walk deliberately into a catastrophe the best brains of the country, under Government supervision, must immediately devise means of increasing and conserving our food supplies. Armour advocated a federal guarantee to the farmers of \$1.50 a bushel for wheat, Government supervision of fertilizer prices to bring greater yields, strict economy in all households, and the cultivation of every available acre. The food shortage, he said, is world-wide. European production is cut in half, the Argentine Republic has suffered droughts. America must wake up!

4. The failure of the wheat crop in the Argentine Republic, which is ordinarily a great wheat-export nation, has resulted in an embargo being placed upon the export of wheat from that country.

5. American fall wheat is reported to be 65% normal crop. Even with favorable weather, the crop is likely to be the smallest in the last thirty-five years.

6. Reports from Ontario on the condition of fall wheat are decidedly discouraging.

7. The land under cultivation in Ontario in 1916 was 365,000 acres less than in 1915.

8. There is an average of not more than one man per hundred acres on the farms of Ontario at the present time, and the forecast for 1917 is that the cultivated acreage for 1917 will be greatly less than that of 1916.

9. Bread has gone to 24c per four-pound loaf in England, for the first time since the Crimean War.

10. Lord Davenport, British Food Controller, proposes taking authority to search the houses of Great Britain to prevent food hoarding.

11. One ton of foodstuffs grown in Canada is worth to the Allies two tons grown in the Argentine or India and four tons grown in Australia; ocean tonnage has decreased alarmingly, and one steamer can carry as much from Halifax to Liverpool as two steamers from the Argentine or India, or four steamers from Australia. For this reason, a double duty is imposed on Canada to produce.

12. To explain this food shortage, and to emphasize the duty to produce, it should be borne in mind that at least sixty million men and women have been withdrawn from the ordinary walks of life to prosecute the war, either as combatants or as munition workers, etc.

# Letters Relating to Bookkeeping

The Vital Importance of Daily Cash Balance—Time-Economy is a Valuable Factor to All Small Merchants—Departmentizing in Small Store

By Henry Johnson, Jr.

**R**T. A., in letter quoted last week, said: "When you speak of having a daily cash balance, you make it necessary to count all cash every day? We have been doing this about twice a month!"

Of course, as I wrote last week, I have a lot of respect for a business which has been continuous for 56 years; yet I cannot understand either the habit of counting the cash only every two weeks or the excuse for such practice. And yet again; it seems to me that the job of daily counting up the cash cannot be laborious in any except a very large business. And finally; this task is the one most vital fundamental of any system of accounting, no matter how great or small; no matter whether complete or incomplete.

I would not take so much space to discuss it except for the fact that I am astonished to find such condition existing in any business; and I wonder if, by any chance, the practice is common. Anybody know?

## An Attentive Student

Evidently my series of bookkeeping articles had not run long before my old friend, named below, noticed them; so he writes me the following interesting letter:

### The Home Store

John Lewis

Southern Pines, N.C., Jan. 15, 1917.

My dear Mr. Johnson:—I am glad to see that you are again to write for the **CANADIAN GROCER**. I have read and reread the series you wrote for it some years since.

I am interested in your series on bookkeeping and wish you would consider nothing too elementary. I have examined the Harvard and Federal Trade Commission's systems hastily and am just now trying to apply them. The woman I employ, in order to get time to do other things, is a graduate of a business college and has done some office work, but I doubt whether she can get such mastery in a short time so that it will pay me to employ her in the winters, even at the comparatively small sum she gets, to do this work. The efficiency of any system for the small dealer doing from \$7000 to \$10,000 business, hinges in a large measure on that. He may not be able to do that work himself without neglecting customers and he cannot pay high-priced help without adding

too much to the cost of doing business. Then if the system does not give him the needed facts, it is worthless. This woman had never done anything with the cash register or with duplicate or triplicate sales slips, hence some of her difficulties. Indeed, with all of us, while the cash register has made us more careful, it has been impossible to get things to balance a great deal—most—of the time. We are using National 442. This woman thinks we are making a mistake in trying to take care of the charge accounts with the register—it gives us too many things by departments it is almost necessary to use the register. The enclosed (a sales-check; obverse regular; reverse printed for insertion of amount in any three departments) shows you how I manage this. My customers did not want the tickets.

I use duplicating books in connection with this. So I made a case and gave each regular customer a book and the duplicate is always left in the book. I made another case for transients and have a book for each letter of the alphabet. In the transient the original is left in the alphabet book and the duplicate in the collection book until it is paid or included with the statement at the end of the month. This is the most satisfactory I have found yet but it has some serious drawbacks. To overcome the impossibility of placing this case in the safe I have the accounts audited every day and the amount due from each customer is then entered in a roll book—the space in a time book is too narrow for dollars and cents. This book is placed in the safe every night and in case of fire an honest man would probably pay, though no original entry would be obtainable; and the insurance adjuster would be likely to take the same view of matters.

Then my system takes too much room and the individual customer book is not as convenient as the one book for each clerk. However, I have not been satisfied with anything advertised. I have not seen the National Cash Register Company's Credit file yet and do not know how costly it is, but however efficient I believe, from the drawing, it is too costly for my business.

One great trouble I have found is to get my helpers to send out the slips once they are left behind. My present bookkeeper has been sending out statements without the slips though told to send

them every time. In that case the customer has no itemized account or only a partly itemized account. The best helpers I have had, have given me and my customers trouble here. When customers are sending their checks by mail it is an important omission.

I shall read your lessons with open mind and adopt anything I can from them. My inventory is taken in May when our winter guests have left and the tax lister comes around. By that time I shall be able to read more than once what you have to say about a simple, inexpensive, efficient system for the average retailer, and during the summer, when business is not at all brisk, study how I may profit from your experience.

With Best Wishes,

Your sincerely,

John Lewis.

I insert the letter of this attentive student of business fully as much for what you may get out of it as for anything I can write in reply. Mr. Lewis always is worth listening to.

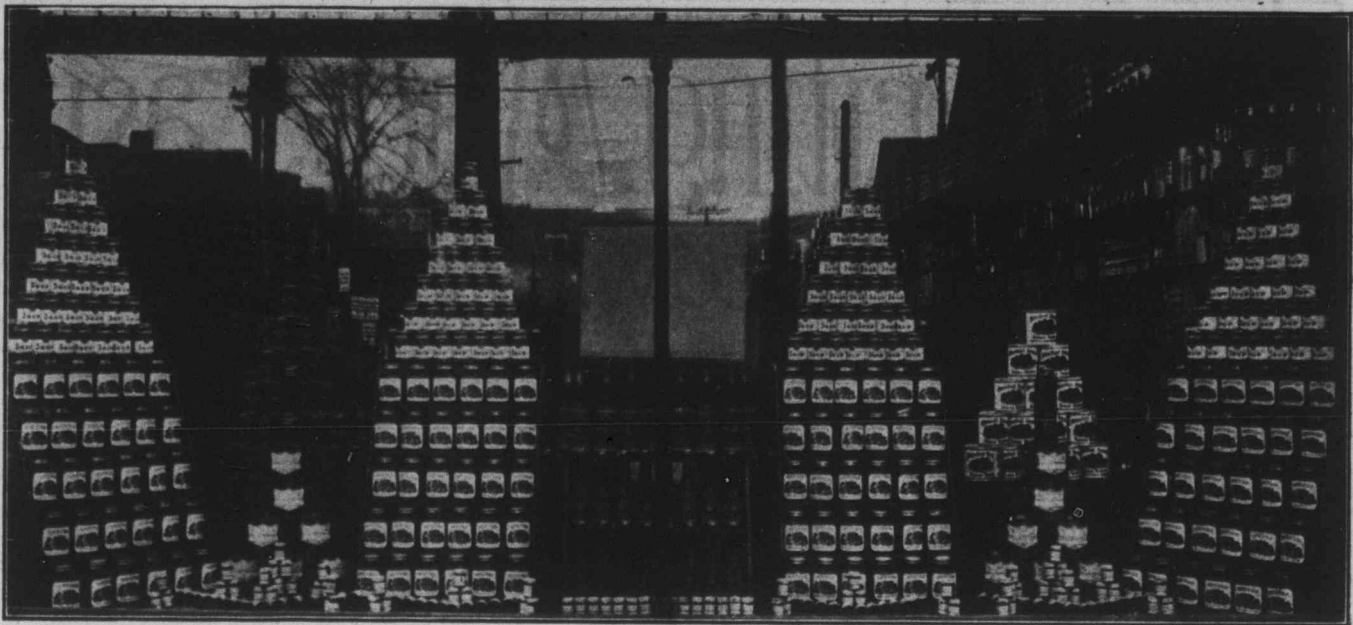
Now, the date on his letter might indicate that I have been slow in according it attention; but I sent a copy of it to the National Cash Register Company, thinking to get from them something valuable, and I have written them a second time without result. So I must do the best I can alone to handle Mr. Lewis's inquiries.

## Federal Trade Commission's System Too Cumbersome

I cannot say that I have studied the Federal Commission's system exhaustively; but it seems too cumbersome to me from a cursory examination. For example: that system provides that a merchant shall have an account with Interest, and a separate account for Discount. That surely is needless and also misleading, for several reasons:

First, interest and discount really belong in the same account. And the order of the writing is peculiarly happy; for interest is a charge and discount is a credit, hence interest belongs on the left hand side and discount on the right.

Second, one of the greatest services accurate accounting can be made to render any merchant is to keep before his eyes, prominently, the facts about what he is paying for money and what he gets out of it—or fails to get. If he pays interest and that goes into one ac-



Featuring an effective selling line. Display of jams in bulk, as illustrated here, should encourage sales.

count, he may fail to note how great a drain that expense is unless the other side of the account is used often, too. If the interest charge runs opposite to the discount credit, the difference between the two sides means so much profit or so much loss. So, if the two are in the same account, a man will wake up sooner or later to the necessity of cutting down on borrowed money.

That is one reason why I do not like Uncle Sam's method as well as my own; though I shall examine further to see if the Old Gentleman has some good ideas to offset this weakness.

**Departmentizing Small Business**

Mr. Lewis purchased a "Get a Receipt" register, evidently. Then he found that his customers did not care to take the tickets. So, instead of just letting it go at that—as most grocers would do—he devised a little departmentizing scheme whereby the tickets could be used. He had the back of the ticket imprinted thus:

Uten. ....	.....	.....
Sta. ....	.....	.....
Gro. ....	.....	.....

When he makes a sale, he takes the ticket the register turns out and on the reverse side he inserts the amounts sold from each of his three divisions—Utensils, Stationery, Groceries. A 95 per cent. sale may be subdivided thus into 25c for a baking tin (Uten); 15c for writing tablet, (Sta); and 55c for sugar and matches (Gro.). I should like to have him tell us how he handles the segregated entries from these slips, of tickets. I do not see how he can work it without taking too much time unless he has an adding machine.

Mr. Lewis's way of handling customers' accounts has the one novel feature of the daily audit and record for the safe. He hints at some serious drawbacks; but I suspect that this means that no system yet devised will handle 100 per cent. of all transactions automatically, and that the man at the top must see that he gets his under any system. I have never found a way to avoid a monthly inspection of "transient," or as I call them, Petty Account, items. Those charges are the ones that require most unremitting attention, care and watchfulness.

**WAGE INCREASE DO NOT BALANCE H. C. OF L.**

A difficult problem which presents itself to-day is how the constantly increasing High Cost of Living can be compensated for by an upward trend in wages which the Labor Department at Ottawa reports as affecting 16,000 employees. Coincident with this latter "cheerful" news, the department reports that the returns of wholesale prices for commodities in general use indicates that the workingman's budget of staple foods for February is up to \$10.46, an increase of 19 cents over January. Reports from Montreal predict further advances in milk prices owing to the demand of the butter and cheese factories who are contemplating a large export trade. A defence of the farmer on this score is based on the information that the price of milk to the consumer has risen only 25 per cent. in the last five years compared with a 75 per cent. increase in the farmer's overhead expenses.

**OTTAWA GROCERS ELECT OFFICERS**

The annual meeting of the Ottawa Retail Grocers' Association was held on April 12 in the Masonic Temple, Ottawa. The election of officers for the ensuing year was the principal business of the evening. The officers elected were as follows:—President, Thomas Bowman; first vice-president, R. Clark Cummings; second vice-president, B. G. Crabtree; secretary, R. H. Beck; treasurer, D. Bell; trustees, A. S. Moreland, A. Phillips, and T. Bowman; auditors, A. E. Kelly and M. J. Ade; executive committee, Geo. H. Stoa (chairman), N. Hurteau, A. G. Johnson, T. J. Nagle, and T. Sheehan; pure food show secretary and manager, F. Burgess.

**MAIL ORDER SOLUTION**

(Continued from page 21.)

out that buyers in the largest stores in Winnipeg were never too busy to look at his goods; at which the man became angry and ordered him out of the store.

As Mr. Gillespie was leaving, the manager of the grocery department left by another door and met him on the street. He told him he was compelled to turn down telephone orders every day because the proprietor refused to carry a sufficient stock to meet requirements.

Speaking on business generally, Mr. Gillespie stated that he found things good everywhere. On the prairie, the effect of the Prohibition was being felt. It was resulting in a heavy demand for confectionery. He found an optimistic feeling in B. C., where the prospects of big shipbuilding orders is creating a spirit of confidence.

Merchants of St. John, N.B., are looking forward to the opening of river soon and the rush of business with up-river points which always follows.

# Cardwriting Made Easy

by R.T.D. Edwards

EDITOR'S NOTE.—With this article, Mr. Edwards enters upon another phase of show card writing. The Edwards series started in CANADIAN GROCER a little over a year ago. To state that it has been a success is putting it mildly. It is quite safe to say that of the many series which have appeared in CANADIAN GROCER, the Edwards series is undoubtedly the best. It has created a wider degree of interest than any other series ever prepared for a Canadian trade paper. Not a few of the best card writers who have developed during the past year, and who now hold good positions, owe much of their success to the Edwards course in this paper.

## SOMETHING NEW FOR THE CARDWRITER

WHEN starting this new series of show card writing articles, it was decided to endeavor to give a new style of lettering for show card purposes, in each lesson. The alphabets will all be good, practical styles of alphabets and though formed speedily, such as can be used by the most exclusive stores.

In order that the pupil may have an opportunity to practise with both pen and brush, the lessons will alternate in using pen and brush lettering. Last month the style of lettering was an upright brush stroke, this month the lesson is executed with a round-writing pen. The use of the pen has been demonstrated and thoroughly explained in previous lessons, but for the sake of recent beginners of these lessons, a few words as to their description and method of their letter formation is quite in order.

These pens are made of steel and have a very broad point. Eleven different widths are made, but all that a cardwriter needs is about two or three sizes. 1½, 2 and 2½ are the most popular widths. Ink retainers made of brass are sometimes used on these pens to regulate the flow of ink. On account of the war these are not obtainable; however, the pen can be worked successfully without them. These nibs can be obtained for fifteen or twenty cents a dozen.

The pen has a broad point. The heavy stroke of the letter is made by using the pen with its full width and the narrow stroke is obtained by using it sideways with the narrow side of the pen. The principle of the letter formation is more easily understood from practical work.

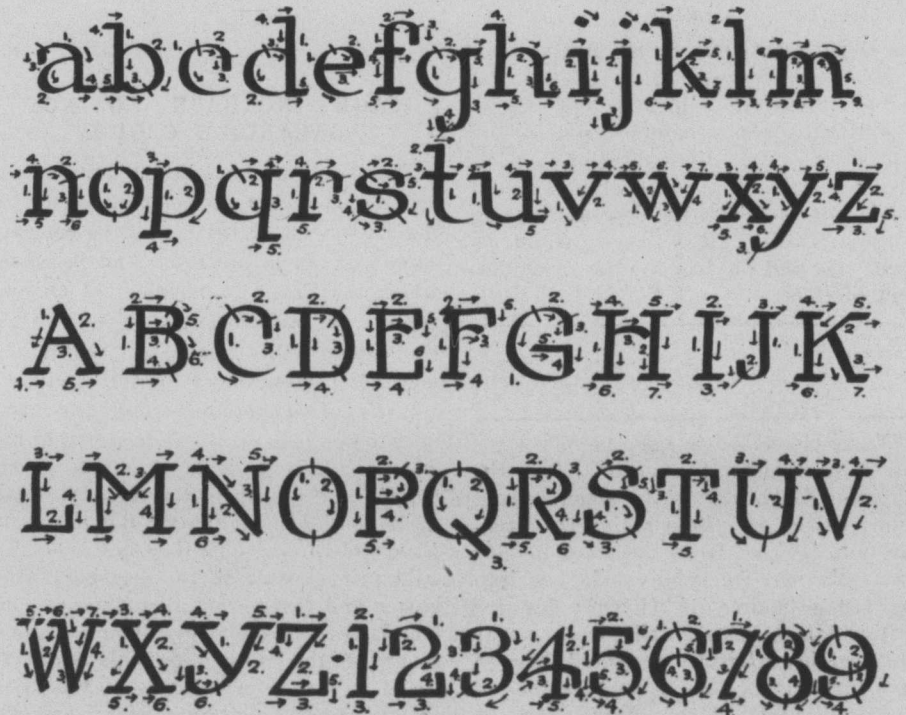
The pen must be cleaned after work is done, or it will become clogged and result in an uneven flow of ink.

Use a good black carbon ink for this pen work, not the kind of show card color used for brush work, but the kind usually used for engrossing. This ink may seem expensive, but it goes a long way and does a great deal more work than the same quantity of brush color.

The alphabet taken up this month cannot be called a Roman letter or an Egyptian style. We will call it a "heavy spurred round-writing pen alphabet." This is an excellent style for all classes of show card work, because it can be formed with a brush, as well as with the pen.

### Spatter Work

As has been stated before in these columns it is not necessary to have an elaborate and expensive outfit to become a proficient cardwriter. There are many little devices which, when executed carefully, are most effective and cost next to nothing.



Heavy Spurred Round Writing Pen Alphabet *R.T.D. Edwards.*

This month we are giving you an insight into one of these which will enable you to make exceptionally attractive showcards with tools you already have at your hand. This work is called "spatter work," and the main tool used is an ordinary tooth-brush. This is not a new idea, by any means, but it is, nevertheless, a good one because the ideas which can be worked out with it are very effective, almost unlimited. The

be thrown in small drops. Various colored ink can be used in order to work out different color combinations. One point to remember in this respect is to

place on the card and weight it down with small slugs or by push pins. Make sure that all the edges hug the card closely.

When all is in readiness, dip the stick into the ink and place the end of the brush near the card. Draw the stick gently across ends of the bristles from the front to the back. This will cause a fine spray to be thrown onto the card. Take care to apply the color evenly. The effect thus obtained is of a stippled ap-

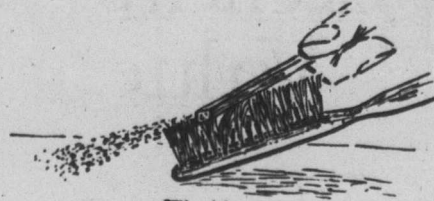


Fig 1



use a different brush for each color, as the tooth brush cannot be washed out successfully because the inks used are either waterproof or made from aniline dyes. For black color use the same ink as you used for pen lettering and for colors, get a good waterproof color or colors used for air brush purposes. These can be secured at art supply shops.

The spatter of ink thrown from a tooth brush cannot be guided as easily as an ordinary lettering brush, so a method must be devised to get the spattered effect in the desired place. This is done by means of a mask or stencil cut out of stiff manilla paper or heavy cover paper. After the stencil is cut it is best to give it a thin coating of shellac. This makes the paper much stiffer.

method is very simple. The idea is to make a stippled or speckled effect on the show card. This is accomplished by dipping a small square-faced stick, about six inches in length, into the ink and rubbing it across the ends of the bristles of the brush, thus causing the ink to

First select the desired pattern, then draw it on the stencil paper and cut out with sharp knife. The knife must be exceedingly sharp to get the best results. A mat cutter's knife is best and is kept in best condition by the frequent use of an oil or wet stone. When the stencil is cut lay it in the desired



pearance. Various colors can be used, according to the color scheme to be worked out—blue for sky, green for trees, etc.

Fig. 2 gives a few of the various ideas which can be worked out for different show card purposes.



Fig 2.

No. 1.—For corner pieces on the show card, is excellent. Four of these should be used on the same card with a pen ruled border. Many various ideas can be worked out for corner designs that make very attractive cards. Different colors may be used.

The various styles of fancy capitals which can be formed are almost unlimited. No. 2 shows the letter "Y" worked up with a shadow, all from the one stencil. After cutting the stencil, place it in desired position and give it a light spatter, then move the stencil a little higher up and to the right and make a heavier spattered impression. Thus you have the letter with a shadow all with the same stencil. The solid black is put on after the spatter work is dry.

No. 3 also shows a simple style of illustrated capital. This stencil is just

Excellent Variety  
of

Canned  
Fruits

A Good  
Substitute for  
Home Makes

a plain round cut out, with the E drawn on with pen or brush, in black. Any desired color may be used for the spatter work.

No. 4 is a spatter drawing of a maple leaf. This is excellent for this time of year, and should be worked up with a leaf green shade. In the fall of the year even better effects can be obtained by combining red and yellow. Care must be taken to see that this stencil lies flat on the card, on account of its various points.

You often make long, narrow, upright cards with little wording on them. These sometimes need an extra touch to finish them properly. In No. 6 and 7 we have what is called end pieces. These should be placed in the centre of the card near the bottom. This gives a finished appearance to the card. Many various designs can be used or color schemes worked out.

No. 8 gives another way in which fancy caps can be made by spatter work with the tooth brush. The long panel is put on first in a light shade. The L is then put on in a darker shade and outlined afterwards.

Excellent  
Value

in

Women's  
Neckwear  
for Spring

Spatter work is useful for giving variations in background for mounted cut out illustrations. Any light color can be used as long as it harmonizes with the rest of the card and cut out. No. 9 shows a plain design. Many others can be formed with good effect.

The bull dog illustration is just a sample of effects which can be obtained. If you do not wish to expend the time in making a drawing such as this, obtain an illustration from a magazine and paste it on stiff paper, and when the paste is dry cut out with sharp stencil cutting knife. Many other drawings can be obtained in the same way and in a very short time. There is one point to be remembered in selecting illustrations for spatter work and that is they must have a good outline which shows the features.

No. 11 shows an effect which can be obtained of different building or sky lines. This one is a dome of a building showing the flag and flag pole. Two

Surprisingly  
Good Values  
which help to  
bring down the  
High Cost  
of Living

stencils are used for this drawing. One for the sky and one for the darker portion of the drawing. The whole is outlined with a pen stroke in black. Use pale blue for the sky and dark blue, brown or black for the remainder.

No. 5 may look quite difficult, but as far as stencil cutting, it is quite simple. First, draw in the entire silhouette with pen and black ink. When this is dry, cover all the card but that portion you wish to spatter. It does not matter if the black drawing is covered up or not, because the spatter will not be noticed on it. Make a small round stencil to get the sun effect as shown.

These few illustrations serve only to give an idea of the many effects which can be obtained with the help of a tooth

We feature  
the Latest  
Styles from  
the World's  
Fashion Centres

brush. These are only the simpler flat stencil work. More complicated work will be taken up in a later lesson.

The finished cards here shown serve to give the reader an idea of how the spatter work looks when ready for use. They also show this month's new style of lettering put into use.

#### A KIND WORD FOR THE TOMATO

In all the talk about back yard cultivation and potato patches, no mention is made of a fruit-vegetable which supplies many culinary gaps, namely, the tomato. It can be used in many appetizing ways, is easy to grow, requires no special gardening, and gives more return for the space occupied than the potatoes. Nor need there be an expensive outlay for seed, for the tomato can be started in small boxes and transplanted after frost is over. An acre of potatoes will yield but 600 or 720 pounds, as compared with a 3,000 pound yield of tomatoes. Modern horticulturists have improved the tomato and it is now the basis of many palatable preparations, and if unripened when frost comes, it can be made into pickle.



## CURRENT NEWS OF WEEK

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



### Maritime Provinces

C. S. Philps, retail grocer, St. John, is seriously ill.

Damage to the extent of \$25,000 was done to the stock of Auld Brothers, wholesale grocers and egg dealers, Charlottetown, P.E.I., in a fire which broke out in their premises on April 13. Insurance to the value of \$29,000 was carried.

Owing to the difficulties arising last spring when the local daylight saving plan was put into effect several weeks before the railways change their suburban timetables, there is a movement on foot in St. John to postpone the introduction of the plan this year until May 20, instead of April 29.

At a public meeting held under the auspices of the Housewives' League of St. John, the speakers placed the blame for much of the high cost of living on the shoulders of the housewives themselves, a marked contrast to earlier meetings at which the grocers and other middlemen were largely held responsible. Economy and carefulness were urged as remedies.

The business boom in New Glasgow, N. S., arising from the stupendous war activities of the steel plants, is having a marked effect on local conditions. The New Glasgow Chronicle reports, as illustrations of boom times, that a retail grocery business has changed hands at \$10,000, and that Peter Nicholaides and John Dallas have signed a lease for \$2,700 per annum for premises for a fruit and confectionery store.

### Quebec

J. B. Hurteau, Montreal, has sold his grocery stock.

A. Blais 92 Desirer St., has purchased the business of D. Messier, 1 St. Germain St.

A. Marsolais is moving on May 1st to new premises at 264 Sanguinet Street, Montreal.

C. Ritz, Manager in Montreal for the Robin Hood Milling Co., returned to business this week after a brief Easter vacation.

J. E. Hunsicker, Grain and Flour Merchant, Montreal, returned this week from his Easter vacation spent in Waterbury, Vt.

B. Trudell, Tea Buyer for L. Chaput Fils et Cie, Montreal, has returned from a visit to the West as far as Fort William and Port Arthur.

H. S. Gile, Vice-president of the Pheasant Fruit Juice Co., Salem, Oregon visited Montreal during the past week, and proceeded to Ottawa.

Arthur J. Hodgson, of Hodgson Bros. & Rowson, with his wife and family,

have left England, and are expected to arrive shortly in Montreal.

George W. Brown, representing the Henningsen Produce Co., who has been in Montreal for several weeks past, left for his home on Saturday last.

J. A. Tremblay & Co., Victoria Avenue, St. Lambert, have dissolved partnership. M. Martel, one of the partners, has taken over the St. Lambert business.

Strong and Strong, who for many years carried on a grocery business on Lagachetere street, Montreal, are contemplating selling out and retiring from business.

J. Buchard, formerly of the J. A. Tremblay Co., St. Lambert, has bought a grocery business in Verdun, Montreal, at 72 Riel St. formerly Mr. M. Emard's premises.

R. Benoit, grocer, formerly of Bourbonniere St., Maisonneuve, Montreal, has bought the business of Menard and Papineau 2542 Notre Dame St. W., Montreal.

Mr. Rhoades, representing the Poultry Division of the Dominion Government Department of Agriculture, Ottawa, spent the past week end in Montreal on department business.

Mr. Lopez of V. Lopez & Co., New York, was a visitor to Montreal, last Friday, and renewed acquaintances in market circles. On his visit to the city he was accompanied by Mrs. Lopez.

J. A. Chartrand grocer, formerly of St. Leonard Street, Montreal where the city expropriated some property, is re-opening for business at 1317 St. Denis St., the corner below his former store.

Mr. and Mrs. Charles Chaput have returned to Montreal, after a five week's holiday spent at Atlantic City, U.S.A. Charles Chaput is president of L. Chaput Fils et Cie. Wholesale Merchants, Montreal.

Cecil Gordon of J. Alex. Gordon & Co., Brokers, Montreal, who has been on business in England for a few weeks is expected back at any time now accompanied by Mrs. Gordon. He embarked this week.

By an unfortunate outbreak of fire, E. O. Pepin, of Shefford Mountain, Quebec, has lost his maple sugar house and all its contents. Happening in a season which has indications of being a short one for sap, the loss is the more vexing.

The case involving a sum of nearly \$10,000 over a canning contract non-fulfilled, at Picton, Ontario, was settled out of court in favor of the Joseph Ward Co., Wholesaler Merchants, Montreal, pursuers preferring to settle without heavily pressing their claim.

A. A. Ayer of A. A. Ayer & Co., Ltd., Produce Merchants, St. Paul St., Montreal, has been appointed President of the National Brick Company, Laprairie, J. N. Greenshields having retired from that position. Mr. Ayer has recently been spending a few weeks in the States.

Charles F. Jones, cheese buyer, of Ogdensburg, for the past twenty-six years, is considering retiring from active business. His personality has long been recognized as a power in the sphere of his operations, and he did business with from twenty to forty factories, representing in cash transactions annually some \$700,000. He is principally interested in the cheese business as an exporter, and has clients who have been with him from his earliest days in the Canadian trade.

Following are the officers of the Montreal Grocery Clerks' Union, as recently elected:—President Auguste Tessier; first vice-president, Francis Lamerre; second vice-president, Leo Dumolin; treasurer, Albert Pigeon; secretary, J. A. C. Coutu; business agent, A. Masse; auditors, L. Bellerose and L. A. Masse. The members of the organization meet at regular intervals at their headquarters, 109 Ontario Street East. There are now some 900 members all employed, and the organization has sent no fewer than 100 members forth on active service. Matters of interest and importance to all grocery clerks are discussed and considered for the benefit of all concerned at the meetings of the organization.

### Ontario

Scarth Grocery Co., Stratford, have sold out.

Frank Laplante, Toronto, grocer, has sold to C. Ellis.

C. F. Thorne, Toronto, has discontinued his retail business.

W. E. Hargrove, Sombra, has been succeeded by Hargrove & Doan.

M. C. Priest, Jarvis, Ont., has sold his grocery business to Mrs. J. Hellweg.

Louis Imrie has taken over the grocery business formerly operated by Mrs. E. Gibson, Tillsonburg.

A. Wagner, grocer, of Royce avenue, Toronto, was assaulted in his store by an Italian who struck him over the head with a bottle, inflicting a nasty wound.

Galt bakers have increased the prices of bread from 8 to 9 cents a loaf. The increase is due to the increased costs entailed by the ever increasing price of flour.

Line, McDonald & Co., of London, Ont., cigar manufacturers, have sold their business equipment to an American purchaser, who is moving it to the United States.



The firm of Cauthers and Curry have taken over the store lately occupied by A. Topp, Collingwood, Ont., and are carrying on a grocery business at that stand.

Wallace Anderson, Toronto representative of the Acadia Sugar Refining Company, of Halifax, is this week on a Western trip as far as Port Arthur and Fort William.

W. S. Stocks, of Tillsonburg, has sold his grocery business to Charles Stirling, who took possession of the business last week. Mr. Stirling was formerly associated with the Tillson Oats Co.

A. S. May, for more than fifteen years with R. S. McIndoe, manufacturers' agent, Toronto, has gone into the agency commission business for himself, under the firm name of A. S. May & Co., in Toronto. He is located in the Board of Trade building.

Charles W. Robinson, formerly of Tweed, passed away at his home in Cloyne. At the time of his death he was postmaster of that place and also carried on a general store business. Prior to going to Cloyne he for some years conducted a general store in Tweed.

#### Western Provinces

Angus & Davis, Edmonton, Alta., are selling their grocery business.

Nemetz Bros., Watrous, Sask., have sold their Oakner branch to Pechet & Co.

The Great Northern Supply Co., Halford, Sask., have been succeeded by Wesolowski Bros.

L. Bay, of Bay Bros., who have stores at Prussia and Prelate, Sask., was in Winnipeg last week.

The town of Ludars, Man., has organized a Board of Trade. Many of the local merchants appear on the Board of Control.

Watson & Truesdale, Winnipeg, have secured the agency for Crosby Molasses Co., St. John, N.B., for Manitoba and Saskatchewan.

The Canada Starch Company has removed their Toronto office from 53 Front street east to 45 Front street east, where they will in future occupy a fine suite that has recently been rebuilt for their use. They had been located at their previous address for 25 years.

A very disastrous fire occurred in Gladstone, Man., recently, when the mill, warehouse and elevator of the Echo Milling Company was burnt to the ground. Owing to the numerous freight embargoes there was an unusual quantity of grain and flour on hand. Two carloads of grain had been unloaded into the elevator only the day previous to the fire. The loss is estimated at \$150,000, partially covered by insurance. The loss of this industry falls heavily on the city of Gladstone, all the members of the company being residents of that place.

#### CONFERENCE OVER EGG SITUATION

The Canadian Produce Association met in Montreal on Tuesday of this week to consider the export egg situation and

to try if possible to get some assurance from the Government that tonnage would be available to take the eggs to Great Britain if they were stored for that purpose. Under the present shipping situation there would be no chance for the exportation of eggs. If commission men are unable to export them they point out that there will be surplus of eggs in the local market and prices will have to decline. With an outlet through export, prices should be held steadier. Those who attended the conference from Toronto were, H. B. Clemes, R. S. Whyte, E. N. Raney, James Atherton, J. M. Ham, J. M. McLean, John J. Fee, and R. S. Porter, of the Department of Agriculture at Ottawa.

#### PROGRAMME FOR CONVENTION OF SASKATCHEWAN RETAIL MERCHANTS' ASSOCIATION, OUTLINED

The programme for the convention of the Retail Merchants' Association of Saskatchewan on May 8, 9, and 10, has just been announced and promises a session of more than usual interest. The morning of the first day will be taken up with the details of registration and getting acquainted, and the real programme of the convention does not start until Tuesday afternoon when the address of welcome will be delivered by Mayor Davidson, of Saskatoon, and S. D. McMicken, president of the local R. M. A.

Following this there will be an address by Horace Chevrier, President of the Dominion Association of the R. M. A.

A. A. Evans, of Outlook, Sask., president of the Association, will then outline the work that has been accomplished by the Association during the past year, and an opportunity will be given for the discussion of any matters arising out of these addresses.

On Tuesday evening there will be an open session at which the speaker will be W. L. Harris, president of the New England Furniture and Carpet Co., Minneapolis. His subject will be "Some of the Fundamental Principles Underlying the Processes of Distribution."

The Wednesday morning session will be devoted to receiving and considering resolutions, and in the afternoon the second annual meeting of the Retail Merchants' Mutual Fire Insurance Co. will be held, at which the president, J. L. S. Hutchinson, will present the annual report.

Following this there will be a discussion of ways and means of developing the Retailers' Trust Company, a charter for which was obtained from the Provincial Government in 1916.

On Wednesday evening there will be another open session that will be addressed by H. O. Roberts, secretary of the Minnesota Hardware Dealers' Association. The subject of this address will be the timely one of "Cash vs. Credits."

The Thursday session will be devoted to general business of the association, and the convention business will be concluded by the election of officers on Thursday afternoon.

The executive of the association have

their plans well in hand and have made provision for a very interesting session, and it is hoped that there will be as complete an attendance as is possible of all the members of the Association.

#### SOME INTERESTING SUGAR STATISTICS

The Atlantic Sugar Refineries, Limited, of Montreal, has issued a chart of the weekly fluctuations of sugar for the year 1915-1916, compiled by Robert Anderson. The chart shows a very interesting comparison of the changes in the two years named. It is interesting to note in examining the chart the very material increases in the price of sugar since the early days of the war. Though there had been a decided increase following the outbreak of war, 1915 saw the sugar market opening at \$6.25 and reaching its highest point in February, March and April, of \$6.75. The following year, according to the chart, shows far more sensational advances from the year's opening price of \$6.60, the price quickly rose till it reached the unprecedented price of \$8.15. The average net price for the year 1915, was \$6.16, while the average for the past year averaged \$7.28.

Besides the actual value of a chart such as the Atlantic Sugar Refiners have issued, there has been added to it a synopsis of sugar statistics, of the most decided interest and moment. One of these items refers to Canada's consumption of sugar. In 1913 this amounted to 285,803 tons, by the end of the following fiscal year, March 31, 1914, a very great increase had been achieved, the total consumption of that year was 314,266 tons, an increase of 9.96 per cent. The outbreak of the war, followed as it was by the imposition of extra duties, difficulties of transportation and consequent general shortage, tended to materially increase the price of sugar. This unquestionably had a most material effect on the consumption of this commodity. The fiscal year 1915 showed a falling off of 3.76 per cent., with a total consumption of 302,450 tons. The same conditions that forced this early rise in the price of sugar have been becoming steadily more acute till the high price in 1916 almost doubled the pre-war time price. This resulted last year in a still more pronounced falling off in Canada's consumption; a total decrease of 11.59 per cent. was noted during the past year when only 267,399 tons were consumed in Canada.

In a somewhat lesser degree, as this chart shows, the same conditions obtained in the United States. The 1913 consumption there was 3,743,130 tons; 1914, 3,760,827 tons; 1915, 3,801,631 tons, while 1916 showed a decrease of 3.759 per cent., with a total consumption of 3,658,807 tons.

# WEEKLY GROCERY MARKET REPORTS

## Statements From Buying Centres

### THE MARKETS AT A GLANCE

**F**LOUR and wheat have been in the limelight during the past week owing to the spectacular advances that have been recorded in wheat and the rapidity with which flour followed wheat upward. An advance of \$1.40 per barrel in flour was recorded with a firm situation even at the higher levels. The big advances in wheat were caused by the announcement that during last week the available stock of wheat in sight in the United States had dwindled by some 3,221,000 bushels through the export trade. The effect of the removal of the duty on Canadian wheat going into the United States has been to increase the price of Ontario flour and the price of Canadian wheat to the extent of the former duty.

Sugar has been in a firm position throughout the week as the result of higher freight rates and marine insurance from Cuba and Porto Rico, and also because of the recognition of the fact that the Cuban crop will be much less than expected at the first of the season. The voluntary reduction of consumption in Great Britain from three-quarters of a pound per capita per week to one-half a pound may reduce the consumption there by some 300,000 tons and so affect the situation in raws toward easier prices. An advance of 25c per hundred was recorded on Wednesday.

Eggs alone have shown a disposition toward lower prices during the week. Provision prices are all firm, with advances recorded in live hogs, pure lard, compound lard and some lines of cooked and smoked meats. Maple syrup is not yet reaching the market in very large quantities. Further advances have been recorded in canned meats, soups, macaroni and vermicelli. Corn syrup has advanced 50c per case and cornstarches and laundry starches are all higher in sympathy with the higher market for corn. Importers of American peel have advanced their prices from the opening quotations of two weeks ago. The tea situation shows no improvement, there being still less prospect of getting direct shipments via the Pacific because of the requisitioning of all direct lines of steamers by the British Government. Potatoes have also advanced slightly. Business in grocery lines has been good during the week.

## QUEBEC MARKETS

**M**ONTREAL, April 17. — Great firmness characterises almost every department of the markets this week. Flour has set a phenomenal pace, and is approaching the twelve dollar mark per barrel. All the cereals are likewise high, and their market firm. Molasses is up by fully three cents a gallon, and is firm, likely to go higher. Corn syrups are advanced again. Starches are up another half cent a pound. Rice is firmer. Potatoes are up, and some vegetables also. Pork products show greater firmness and higher prices. Eggs are easier. Poultry keeps in easy market also so far, and storage birds are cheaper buying than some other flesh foods. Fish foods are not much altered in price though scarce in some lines, and the market is a little dull following Lenten demand. Spices

are firmer in tone. Tea is going rapidly towards famine prices. Black teas especially. Even the nut market is showing more firmness again, and sugar is showing similar tendencies.

### Sugar Is In Firm Market As Before

Montreal.

**SUGAR.**—There was no advance in sugar at time of writing but New York was quoting \$8.50 per hundred for refined, and the market tendency was very firm indeed. Reports regarding space for sugar shipments from Cuba were not encouraging as to amount available. Crop reports were no better than last week's, and stocks of refined and raw for refining were ready for replenishment. Thus the market keeps at extremely firm figures, and there is every

chance of further firmness though every effort will be made to maintain steady prices. The American market is interested in the prospect of the imposition of an excise duty of a cent a pound on sugar which might affect the situation generally. Hand-to-mouth buying is still considered the profitable and wise plan but with the market so firm there is a tendency on the part of the uncovered as to stocks, to endeavor to cover in case of eventualities.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	8 25
Acadia Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 25
Special icing, barrels	7 85
Yellow, No. 1	8 35
Powdered, barrels	8 35
Paris lumps, barrels	8 85
Crystal diamonds, barrels	8 85
Assorted tea cubes, boxes	8 85

100 lbs.  
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

### Canned Goods Show Signs of Firming

Montreal.

**CANNED GOODS.**—No changes in prices of canned goods are recorded in Montreal for the present week, but tendencies to greater firmness are not lacking on the market. It looks like high prices for canned salmon, and probably also for all other canned goods this season. Stocks of old pack are rapidly running low. There will certainly be advances before September. Demand is quite brisk again following former periods of dullness. It is noted that the U.S.A. (Maryland), price for canned tomatoes (3's) is practically the same as the price in Canada \$1.90 f.o.b. factory, it being announced that "owing to light stocks prices have advanced." It would not be profitable business it is said for Canadian firms to import American tomatoes at this figure. They would cost about \$2.25 laid down in Montreal.

<b>Salmon Sockeye—</b>	
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 45
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 80
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
<b>Canned Vegetables—</b>	
Tomatoes, 3s	1 85
Tomatoes, 2 1/2s	1 90
Tomatoes, 2s	1 50
Peas, standards	1 25
Corn, 2s, doz.	1 60
Corn (on cob, gallon cans), doz.	8 50
Red raspberries, 2s	1 75
Red cherries, 2s	1 85
Strawberries, 2s	2 50
Pumpkins, 2 1/2s	1 60
Pumpkins, 3s	1 75
Apples (gallon)	3 25
	3 50

## Firmness In Dried Fruits; Good Demand

Montreal.

**DRIED FRUITS.**—Currants have reached the quotation of 18½ cents in New York, which would mean about 21½ cents to the jobber in Montreal, and correspondingly higher to the retailer. Quotations to the retailer as below are still merely nominal. California raisin growers—not the great Association—but a few of the independent growers, have issued some 1917 crop prices. These appear to be high, but there are conflicting views about them. The Association representatives suggest possibly lower opening prices. Other opinions are that these early prices may yet be surpassed by Association prices. Spot prunes have advanced a cent a pound on the coast, and the market for these is very firm. Large orders have been put through for a European power—France it is said. Very few of the 1916 crop will be left by the time new crop is available. Prunes were actually quoted lower in New York than at the coast during the week of issue. It is impossible to get any accurate line of new crop quantity as yet, but firmer rather than easier price tendencies may be looked for.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	.....	0 12½
Apples, choice winter, 50-lb. boxes	.....	0 12½
Apricots (old crop)	.....	0 18
Slabs	.....	0 19
Choice 25's, faced, new crop	.....	0 22
Nectarines, choice	.....	0 11¼
Peaches, choice	.....	0 11¼
Pears, choice	.....	0 15

DRIED FRUITS.		Per lb.
<b>Candied Peels—</b>		
Citron	.....	0 27
Lemon	.....	0 24
Orange	.....	0 25

Currants—		Per lb.
Filiatras, fine, loose, new	.....	0 18
Filiatras, packages, new	.....	0 20

(In the present condition of market currant prices are considered merely nominal.)

Dates—		Per lb.
Dromedary, package stock, old, 1-lb. pkg.	.....	0 10
Fards, choicest	.....	0 12½
Hallowee (loose)	.....	0 11
Excelsior	.....	0 10
Anchor	.....	0 09

Figs—		Per lb.
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 11¼
1 lb. glove boxes, each	.....	0 12
Cal. bricks, 16 oz.	.....	0 09½
Cal. bricks, 16 oz.	.....	0 10
Cal. layers	.....	0 10
Cal. fancy, table, 10 lbs.	.....	1 80

Figs—		Per lb.
Spanish (new), mats, per mat	.....	2 40

Prunes, California—		Per lb.
30 to 40, in 25-lb. boxes, faced	.....	0 13½
40 to 50, in 25-lb. boxes, faced	.....	0 13
50 to 60, in 25-lb. boxes, faced	.....	0 12½
70 to 80, in 25-lb. boxes, faced	.....	0 11½
90 to 100, in 25-lb. boxes, faced	.....	0 11

**Raisins—**

Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 4-crown cluster	.....	5 75
Muscateles (loose), 2 crown	.....	7 10½
Muscateles, loose, 3-crown, lb.	.....	0 11
Muscateles, 4-crown, lb.	.....	0 11¼
Cal. seedless, 16 oz.	.....	0 14
Fancy seeded, 16 oz. pkgs.	.....	0 12½
Choice seeded, 16 oz. pkgs.	.....	0 12
Valencias, selected	.....	0 11¼
Valencias, 4-crown layers	.....	0 11

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

## Molasses And Corn Syrups Both Advance

Montreal.

**MOLASSES AND SYRUPS.**—That molasses will be retailing at 90 cents a gallon for fancy grade if things go on as they are going is the view of an

expert in the market for this product. Prices have advanced by three cents a gallon this week, and this advance is by no means likely to be the last. Even at 70 cents a gallon to the retailer fancy grade molasses is being sold at less return to the wholesaler than in the good old days before the war when not a third of the money was invested in handling molasses. The market is decidedly firm, and firming up still more. Corn syrups are up again this week, and the advance is not likely to be the last according to the latest opinions of men in close touch with the situation. While cane syrups have not shown any further advance at time of writing the market for these is also firm.

	Fancy,	Choice,
	Island of	Montreal.
<b>Barbadoes Molasses—</b>		
Punchons	0 70	0 65
Barrels	0 73	0 67
Half barrels	0 75	0 70
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
<b>Corn Syrups—</b>		
Perfect seal jars, 3 lbs., 1 doz. in case, case	.....	3 95
2 lb. tins, 2 doz. in case, case	.....	4 35
5 lb. tins, 1 doz. in case, case	.....	4 55
10 lb. tins, ½ doz. in case, case	.....	4 45
20 lb. tins, ¼ doz. in case, case	.....	4 40
Barrels, about 700 lbs.	.....	0 06
Half barrels, about 350 lbs.	.....	0 06¼
Quarter barrels, about 175 lbs.	.....	0 06½
2 gallon wooden pails, 25 lbs. each, per pail	.....	2 00
3 gallon wooden pails, 38½ lbs. each, per pail	.....	2 90
5 gallon wooden pails, 65 lbs. each, per pail	.....	4 45
<b>Lily White—</b>		
2 lb. tins, 2 doz. in case, per case	.....	4 85
5 lb. tins, 1 doz. in case, per case	.....	5 05
10 lb. tins, ½ doz. in case, per case	.....	4 95
20 lb. tins, ¼ doz. in case, per case	.....	4 90

## Peanuts Still Make The Pace Upwards

Montreal.

**NUTS.**—There is renewed firmness in the market for nuts. Peanuts are higher by half a cent a pound for all but the larger sizes. Japanese peanuts are in demand as well as the Virginias. Shelled walnuts are costing more. They have advanced in the primary market by 4 cents a pound, but are still available in Montreal at the prices quoted last week. Soon they may be higher however. Some shadings are noted in other nut lines, but the whole market for these is very firm in tendency in spite of shadings from higher quotations of former weeks.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 21
Pilberts (Sicily), per lb.	0 16	0 17
Hickory nuts (large and small), per lb.	0 09	0 11
Peanuts (com), per lb.	0 11	0 11
Peanuts (Jumbo), per lb.	0 13½	0 14½
Pecans (new Jumbo), per lb.	0 21	0 22
Pecans, New Orleans, No. 2	0 21	0 22
Pecans, "candy shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 70	0 75
Walnuts (Grenoble)	0 18	0 18
Walnuts (shelled)	0 45	0 45
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1)	0 24	0 24

## Big Scarcity Of Canadian Beans

Montreal.

**BEANS.**—Good Canadian white beans are about as hard to find as nuggets of gold nowadays. A leading wholesaler declared the other day that he thought hardly as many cars of beans could be found in Montreal as could be counted on the fingers of one hand. There is no doubt however of the scarcity of these vegetables, and it is not to be wondered

at that an advertisement appeared in a daily paper asking for someone with capital to finance an expert bean grower in a plan to make money out of next season's crop. Production of beans is bound to be profitable if indications are not entirely amiss. Three pound pickers are worth \$8.50 a bushel now, and hand-picked, \$9.00. Limas are very scarce too, and may advance before next week. Imported beans are finding their place in the markets for they are needed.

Beans—		Per bushel
Canadian 3-lb. pickers	.....	8 50
Canadian 5-lb. pickers	.....	7 50
Yellow Eyes	.....	7 75
Lima, per lb.	.....	0 18
South American	.....	6 70
Peas, white soup, per bushel	.....	3 75
Peas, split, new crop, per bag 98 lbs.	.....	6 75
Barley (pot), per bag 98 lbs.	.....	5 00
Barley, pearl, per bag 98 lbs.	.....	6 25

## Rice Is Firmer And Still On Firm Trend

Montreal.

**RICE AND TAPIOCA.**—As pointed out last week, rice has been developing more firmness, and this week one large wholesale firm advanced prices of Rangon rice and of Patna by twenty-five cents per 100 pounds. That the advance is justified, and that further advances are in store for rice must be evident to all who have watched the markets since and before the war. When flour was at \$2.50 a bag before the war, rice was more expensive than flour: Rice then cost \$3.25 a bag of 100 lbs. To-day a hundred pounds of flour is costing pretty nearly twelve dollars, and 100 lbs. of rice is costing under five dollars. The sum is a matter of simple proportion, and to find "B." Rice at \$5.00 soon instead of \$4.85 per 100 lbs. should surprise no merchant. Tapioca also promises firmer markets for the future. Spot stocks are small, and importations much hampered.

Rangoon rice, per 100 lbs.	4 80	4 85
"Texas" Carolina per 100 lbs.	.....	7 40
Real Carolina, per 100 lbs.	8 15	8 65
Patna (fancy)	.....	7 65
Patna (good)	4 90	6 90
Siam, No. 2	.....	4 65
Siam (fancy)	.....	5 90
Tapioca, per lb.	0 11¼	0 12

## Cocoa And The Confections Steady

Montreal.

**COCOA.**—There is no special feature to report regarding cocoa this week. The market for the product in a retail way is active, and demand on the part of retailers is good. Prices are unchanged this week. It is extremely likely that owing to the very high price of teas, and the state of the tea market, cocoa may be used more freely domestically than before at this time of year. Chocolate, and the cocoa based confections generally are in normal demand and show no new market feature.

Cocoa—		Per doz.
1 lb. tins, per doz.	.....	6 80
½ lb. tins, per doz.	.....	2 40
¼ lb. tins, per doz.	.....	1 25
"10-cent" tins, per doz.	.....	8 90
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

## Coffee Is Quiet As Ever: May Keep So

Montreal.

**COFFEE.**—No changes or inclinations towards changes in coffee are reported.

Coffee is in dull market. There is no doubt about that. It will take all the efforts of the Allied forces to bring coffee into a condition of market activity such as once prevailed. When peace is attained coffee will return to its own again no doubt. Until then short of something totally unforeseen at present, there will be quiet times for coffee.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 26	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19 1/4	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

### Teas Maintain The Upward Tendency

Montreal.

TEA.—The outlook is still to tremendous firmness as regards tea. There is no escaping the fact that cargo space is so hard to get that while there may be and is plenty of tea across the seas at primary markets, there is no way for it to reach the American continent except by slow degrees. One very large firm expecting a consignment on a certain steamer had as good as banked on this supply. When the steamer arrived there was no tea aboard at all. It is impossible to be sure of a consignment now without seeing it put into the hold, and then knowing that the vessel has safely crossed the seas. It is said that word has gone forth to the managers of certain tea plantations from shareholders' meetings that less tea is to be cultivated, and that space on the plantations may as well be devoted to rubber which will keep, and which is a war munition more or less. This reduction of tea cultivation will affect a future market, but there is trouble enough for the present tea market to keep those concerned busy. Rumors of an impending duty on tea in the United States have kept buyers busy on this side of the border, and large quantities of tea have gone over to the States, notably of Japan teas and China green teas it is said, but of black teas also where they could be secured. More consumption of green teas Chinas and Japans is coming in as a result of the scarcity of black teas. Prices are again firming up, though possibly there may be offerings of tea from large wholesale stocks at lower than the quotations undernoted which are only a couple of cents higher than these teas are costing importers.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

### Spice Market Firm And May Go Firmer

Montreal.

SPICES. — Peppers look firmer but Montreal wholesalers and grinders have been protecting themselves by wise buying so that the impending shortage may not be felt suddenly. The ship shortage certainly is affecting spice supplies in the great centre for these on the American continent, New York. Spot consumption and export demand for pepper is estimated at 1,000 tons a month in New York. The outlook is for further firmness. Red

peppers are quiet. Cloves are firm again, and in demand. Nutmegs are quiet. Cassias show some fluctuations in primary markets. Ceylon cinnamon is scarce and higher in New York. Gingers are in reduced stock, and considerable demand. Seeds and herbs are so far unchanged. Mustards are in fair demand. There is brisk business doing in spices throughout Montreal and the district served according to reports. Retailers are alive to possible shortages later on.

	5 and 10-lb. boxes	pkgs. dozen.	1/4-lb. tins lbs.
Allspice	0 15	0 18	0 23
Cassia	0 25	0 27	0 37
Cayenne pepper	0 23	0 25	0 35
Cloves	0 32-0 35	0 35	0 39
Cream tartar—50c to 55c.			
Ginger (pure)	0 20		
Ginger, Cochon	0 26		0 31
Ginger, Jamaica	0 30-0 33	0 15	0 40
Mace	0 80		1 00
Nutmegs	0 40-0 60	0 45	0 80
Peppers, black	0 30	0 37-0 35	0 38
Peppers, white	0 37	1 17-1 22	0 40
Pastry spice	0 25	0 25-1 20	0 29
Pickling spice	0 25		
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	
Carraway, Dutch (nominal)		0 60	
Cinnamon, China, lb.	0 18	0 25	
Mustard seed, bulk		0 25	
Celery seed, bulk		0 36	0 46
Shredded cocunut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole			12-15

### Potatoes Show The Climbing Tendency

Montreal.

FRUIT AND VEGETABLES.—Valencia oranges are on the market quoted from \$4.50 to \$5.50 per box according to size, and Valencia blood oranges are quoted at \$3.25 for half cases. Apples are in dull condition of market at present. Bananas go steadily at quoted prices, and are in good demand. Lemons look a little easier. Vegetables are still in very firm general market. Potatoes are higher, \$3.35 for Green Mountains. Quebecs are unchanged so far. Old cabbage has gone as high as \$12 a barrel, and cauliflower is \$3.50 a dozen this week. There was word of a consignment of California celery this week, but Florida celery still holds the market largely. The California celery quotes higher for a larger crate, about \$8 when on the market. Formerly California celery reached the market earlier. Beans are down to \$4 a basket again, but leeks have advanced to \$4. Spinach is down to \$4 a barrel. Tomatoes are still most tremendously hard to get, and are quoted at from \$7 a crate with meagre supplies coming slowly in, and being eagerly snapped up. The market has been making a good deal of Louisiana strawberries selling to the retailer at about 16 cents a pint on an average (subject to daily sales) and being retailed by grocers at as low as 18 cents a basket or two baskets for 35 cents.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	4 00	4 25
(Florida)		5 50
Valencia (Blood), half case		3 25
Valencia, Ordinary and large	4 50	5 50
Grape Fruit	3 25	4 00
Lemons	3 75	4 25
Apples—		
No. 1		No. 2
Spies	5 50	7 50
Palmwins	7 00	6 50
Kings	5 50	5 00
Wampers	6 00	5 50
Russets	7 00	5 50
Ben Davis, No. 1, \$5.50; No. 2.		5 00

Brussels Sprouts (quarts)	0 15	0 25
Brussels sprouts, U.S.		0 35
Cauliflower, per doz. bunches		3 00
Celery (Florida), per crate	5 00	6 00
Celery (U.S. washed), doz.		1 50
Onions, red, per bag (75 lbs.)		7 50
Onions, Spanish, per crate		8 00
Onions, Spanish, 1/2 crate		4 00
Onions, Spanish, 1/4 crate		2 00
White onions, per bag (100 lbs.)		6 00
Potatoes, per bag (80 lbs.)	2 50	3 25
Potatoes (new) per bbl. (150 lbs.)		10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper		3 50
Carrots, per bag		1 50
Beets, per bag	1 50	2 00
Parsnips		1 50
Turnips	1 25	1 75
Lettuce, Curly, per doz.		0 75
Lettuce, Romaine, doz.		1 00
Lettuce (Boston), per box of 2 doz.		4 00
Tomatoes, hothouse, lb.		0 25
Tomatoes (Florida), per crate	7 00	9 00
Horse Radish, per lb.		0 25
Cabbage (barrel), (old)		12 00
Cabbage (new), New York, crate	7 50	8 50
Cabbage (new), per hamper		3 50
Cauliflowers (doz.)		6 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket		4 00
Beans, U.S., green, basket		4 00
Leeks, per doz. bunches		4 00
Parsley, doz.	0 50	1 50
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach, per bbl.		4 00
Spinach (Canadian), hamper		2 00
Do., per bbl.		7 00
Rhubarb, per doz.		1 50
Rhubarb (U.S.A.), per lb.		0 10
Eggplant, per doz.		3 00
Cauliflower, crate		4 25
Garlic (Venetian) lb.		0 12
Endive (Canadian), lb.		0 25
Strawberries (Louisiana), pints		0 16

### Fish Business is Rather Less Active

Montreal.

FISH.—Trade in fish generally is as good as can be expected at this time of the year, and supplies are in some quarters hard to procure. In other quarters supplies are comparatively easier to get. There is some halibut coming from the West, also from the East. The quantities of halibut available will certainly reflect on the prices. Stormy weather has reduced the output of fresh haddock, codfish, and market cod, and for this reason prices may be found before long a shade higher. Lake fish is still scarce and no improvement is looked for until milder weather sets in. It is close season now until May 15 for pickerel, and for black bass until June 15. On account of the cool weather sale of bulk and shell oysters is better than usual at this time of year. Lobsters are still on the down trend, selling as low as 30 cents. Trade in pickled and preserved fish is very dull.

SMOKED FISH		
Haddles	0 10	0 11
Haddles, fillet	0 14	0 15
Digby herring, per bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		9 00
Salmon (Labrador), per bbl.		30 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		35 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 50
Codfish (Skinless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 30
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH		
Halibut	17	—18
Haddock, fancy, express, lb.	7 1/2	—8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH FROZEN LAKE FISH		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15

Eels, lb. ....	0 10	0 10
Dore .....	0 12	0 13
Smelts, No. 1 .....	0 15	0 15
Smelts, No. 1 large .....	0 20	0 20
Oysters—		
Selected, gal. ....	2 00	
Ordinary, gal. ....	1 00	
Malpeque oysters (choice) per bbl. ....	15 00	
Malpeque Shell Oysters (ordinary), bbl. ....	10 00	
Cape Cod shell oysters, per bbl. ....	12 00	

Clams (med.) per bbl. ....	8 00	8 00
FRESH FISH.		
Haddock .....	0 08	0 10
Steak Cod .....	0 10	0 12
Market Cod .....	0 08	0 08½
Carp .....	0 11	0 12
Halibut .....	0 19	0 20
Dore .....	0 18	0 20
Lake trout .....	0 16	0 17
Pike .....	0 11	0 12

## ONTARIO MARKETS

TORONTO, April 18.—The markets with the liveliest interest for the grocery trade during the past week have perhaps been those of sugar and flour. With the exceptionally high prices being paid for grains of all kinds there has also been more than a passing interest in all corn and oat products.

### Sugar in Firm Position During Week

Toronto. SUGAR.—There was a continued firmness in the market for sugar during the week, with an advance of ¼c recorded in the price of raws on the New York market. The dominating feature of the situation is the fact that the United States is at war. At the time of her entry into hostilities it was doubtful what effect this step would make, but at the time it was pointed out that the heavier consumption of sugar and the purchases that the United States Government would undoubtedly make would have a firming effect. The Cuban freight situation has also had a material effect on the market toward enhancing values, owing to increased war risks and insurance on tonnage the cost of freight has advanced materially. Freights from Porto Rico have also shown advances to an even larger percentage. In some instances the war risk insurance premium on the vessel was equal to the freight charges. In the United States during the week there was some demand for export account, but toward the end of last week it was very difficult to buy sugar for export even on the basis of the full domestic price. There is some indication from Great Britain that the food controller may cause the voluntary rationing allowance of three-quarters of a pound of sugar per head to be reduced to one-half pound per week. This would mean a reduction in the amount of sugar consumed in the United Kingdom of some 300,000 tons per annum. If this takes place there will in all probability be an effect on the raw sugar market, as the amount consumed will thus be lessened. Demand from Canadian refiners has been good during the past week, with a disposition among the wholesalers to look for higher prices.

100 lbs.	
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars .....	8 39
Acadia Sugar Refinery, extra granulated .....	8 39
Dominion Sugar Refinery, extra granulated .....	8 39
Yellow No. 1 .....	7 99
Special icing, barrel .....	8 59
Powdered, barrels .....	8 49
Paris lumps, barrels .....	8 99
Assorted tea cubes, boxes .....	8 99
In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated: in 20-lb. bags, 15c per 100 lbs.; 9c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.	

### Further Advances In Canned Meats And Soups

Toronto. CANNED MEATS, SOUPS, MACARONI.—Additional advances have been announced in Clark's brand of canned meats. Jellied veal halves are now quoted at \$2.75 per dozen and one-pound tins at \$3.50 per dozen. Ready lunch beef in two-pound tins are quoted at \$9 per dozen. Ready lunch veal loaf is

### SUGAR AND FLOUR ADVANCE

While CANADIAN GROCER is about to go to press, advice has been received that Canadian refiners have advanced the price of all sugars 25c per hundred, now making the selling price of extra granulated \$8.64 at Toronto and \$8.50 at Montreal. Two of the refiners have withdrawn from the market temporarily, namely, Acadia Sugar Refining, and Canada Sugar Refining Company.

Flour advanced 40c per barrel late Wednesday afternoon of this week, and is now quoted on a basis of \$12.10 per barrel for Manitoba first patents. Wheat in the Winnipeg market advanced 7c for the May option on Wednesday, closing around \$2.35 per bushel.

quoted at \$1.75 per dozen for half-pounds; ham loaf halves at \$1.75, and beef loaf halves also at \$1.75. Clark's pork and beans have also advanced slightly, being now quoted at \$2.50 per dozen for three-pound tins for tomato and chili sauce, and \$2.15 per dozen for plain pork and beans. Clark's smoked beef halves have also been advanced to \$2 and one-pound tins to \$3 per dozen. Rolled meats in quarter-pound tins are quoted at 65c dozen and half-pound tins at \$1.30. Tomato soup, manufactured by the same concern, has been advanced from \$1.25 to \$1.75, while Vermicelli soup has recorded a like advance of 50c, and is now selling at \$1.75. Catelli's L'Etoile macaroni and Vermicelli has recorded a slight advance of 10c per case, the long packages now selling at \$2.40 per case, and the short packages at \$2.30 per case. Milk macaroni is also selling at \$2.40 per case. Aylmer strawberry jam has been increased to 75c for the 4-lb. pail. The price on the new size N.P. soap is \$3.75 per 30 bars. Kraft paper has also advanced ½c per pound, the broad stripe now being quoted at 11c and the plain at 10c per pound. Ice cream cones have recorded a slight advance, the small 1c size now selling at 40c per box of 400 and the larger size at 35c per box of 100. Campbell's soups have also been moved higher by 10c, now selling at \$1.75. American ready-cut macaroni is quoted at 10c per pound as compared with 8½c formerly.

### Corn Syrups Have Advanced 50c Case

Toronto. MOLASSES AND SYRUPS.—An advance of 50c per case has been made in the price of corn syrups, the increase being made in two steps, one of which came toward the end of last week and the other of 25c going into effect on Tuesday of the present week. Barrels of corn syrup are now selling at 6c per pound, which represents an increase of 1c per pound. Cases of two-pound tins are now quoted at \$4.35 and cases of 5-pound tins at \$4.55. Molasses is in a firm market, some wholesalers having cleaned up their stocks of two-pound tins. On corn syrups the manufacturers are not quoting firm prices, the price at the date of shipment being all the guarantee that is given on sales. Bulk molasses has been advanced by importers ½c per gallon.

Corn Syrups—	
Barrels, per lb. ....	0 06
Cases, 2-lb. tins, 2 doz. in case .....	4 35
Cases, 5-lb. tins, 1 doz. in case .....	4 55
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	
Cane Syrups—	
Barrels, first grade .....	0 06½
Barrels and half barrels, lb. ....	0 05¼
Cases, 2-lb. tins, 2 doz. in case .....	4 80
Molasses—	
Fancy Barbadoes, gal. ....	0 75
West India, half barrels, gal. ....	0 42
West India, 10-gal. kegs .....	0 50
Tins, 2-lb., table grade, case 2 doz. ....	3 75
Tins, 2-lb., baking grade, case 2 doz. ....	2 75

### Corn Demand Heavy With Prices Firmer

Toronto. CANNED GOODS.—There has been a continued good demand for corn during the week, and prices as a result have inclined to higher levels, quotations being given as high as \$1.90 per dozen, with the range down to \$1.75 as the minimum. There are fairly good stocks of peas, and with the possibility of new pack in the not distant future there is a steadiness to the market for peas. Asparagus tips are scarce, and prices have firmed up, sales now being almost entirely on the \$3 basis. Strawberries are also firmer, being quoted up 10c per dozen in some quarters. Canned peaches in 2-lb. tins are 5c per dozen higher at \$1.80. New crop Hawaiian pineapple 2's is being quoted at \$2.35 per dozen, with \$1.50 for 1-lb. containers. Tomatoes continue to go into consumption well.

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

Salmon Sockeye—	
Alaska reds, 1-lb., talls .....	2 75 3 00
Alaska pinks, 1-lb. talls .....	2 40
Chums, 1-lb. talls .....	1 40 1 45
Pinks, 1-lb. talls .....	1 65 1 80
Cohoos, ½-lb. tins .....	1 45 1 50
Cohoos, 1-lb. tins .....	2 50 2 60
Springs, 1-lb. talls .....	2 40 2 75
Lobsters, ¼-lb., doz. ....	2 60 3 00
Canned Vegetables—	
Tomatoes, 2½s .....	2 15 2 25
Tomatoes, 3s .....	2 40
Peas, standards .....	1 35
Peas, early June .....	1 45
Beans, golden wax, doz. ....	1 35 1 45
Asparagus tips, doz. ....	3 00
Corn, 2's, doz. ....	1 75 1 90
Pumpkins, 2½'s .....	1 85
Red raspberries, 2s .....	2 65
Red cherries, 2s .....	2 45
Strawberries, 2s .....	2 50 2 60
Pineapple, Hawaiian, 2s, doz. ....	2 35 2 40

### American Peel Higher; English Peel Not Quoted

Toronto. DRIED FRUITS.—Importers have advanced the price of American peel 1c per

pound since the opening price of a week or ten days ago. With the increase that has been occasioned through the duty the increase amounts to \$1.42 per 100 pounds. One importer booked some thirty tons of American peel before the advance took place. There will be no English peel in the local market during this season, as shippers from across the water have expressed the opinion that it will be impossible to make deliveries on account of the operation of the embargo. The trade will, therefore, have to depend on the American peel. Quotations that were made on Australian currants to sell at 17½c per pound to the retail trade have not yet been confirmed by the shippers in Australia, and it is intimated that the orders may have been so large that they have been swamped with them. Prunes at coast points have advanced ½c per pound all around. Peaches at the coast have been withdrawn, with the intimation that there will be an advance of ¾c per pound. Locally prices have held steady in dried fruits.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
<b>Candied Peels—</b>		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
<b>Currants—</b>		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Cleaned, ¼ cent more.		
Australians, lb.	0 22	
<b>Dates—</b>		
Excelsior, packages, 3 doz. in case	3 25	
Dromedary dates, 3 doz. in case	4 00	
Hallowee, per lb.	0 11½	
<b>Figs—</b>		
Taps, lb.	0 06¼	
Malagas, lb.	0 10	
<b>Prunes—</b>		
30-40s, per lb., 25s, faced	0 13	0 13½
40-50s, per lb., 25s, faced	0 12	0 12½
50-60s, per lb., 25s, faced	0 12	
60-70s, per lb., 25s, faced	0 11½	
70-80s, per lb., 2s, faced	0 09½	0 11
80-90s, per lb., 25s, unfaced	0 11½	
5-lb. tins	0 65	
<b>Peaches—</b>		
Choice, 25-lb. boxes	0 12	0 12½
Std's., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
<b>Raisins—</b>		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

### May Have to Depend On Tramp Ships For Tea

**Toronto.** TEA.—With the requisitioning of all the direct steamship lines on the Pacific plying to Canadian ports by the Imperial Government tea men are still more uncertain as to their chances for getting tea supplies direct from Calcutta and Colombo. They assert that their only certain means of transportation seems to be by tramp steamer or sailing vessel. These are in such big demand that there seems but slightly better prospects of getting shipments forwarded by them. Some light stocks of tea are reported to be afloat on their way to Canada, but the amount is very small, and by no means sufficient to anywhere meet the needs of the situation. Well-informed tea men are of the opinion that the price of tea has by no means reached its top notch yet. When the real shortage or pinch is felt, they expect that people will be willing to pay the higher prices. One large tea importer points out that formerly

some 500,000 chests of tea came into the Canadian market annually by way of London. That is, the tea was either sold from these and shipped from that port, or it was transhipped there on its journey from Ceylon and India. This supply is now shut off entirely, and the only hope of relief seems to be through direct shipments that come to Boston, or are sent across the Pacific by tramp steamer. Interest in the tea situation continues as acute as ever. Prices locally held fairly steady during the week.

	Per lb.
Pekoe Souchongs	0 42
Pekoes	0 45
Orange Pekoes	0 48
Broken Pekoes	0 48
Broken Orange Pekoes	0 50
	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

### Cloves, Coriander And Cream of Tartar All Up

**Toronto.** SPICES.—An advance of 5c per pound has been recorded in the price of cloves during the week by the majority of concerns, which now makes the range of prices from 35c to 55c, as compared with 30c to 50c last week. One concern, however, is still quoting at the lower figure. Coriander seed has been advanced 2c per pound by the majority of concerns, although the prices of last week are still being adhered to by one concern. The market for coriander seed is more generally 30c to 38c per pound, as compared with 28c to 35c last week. French pure cream of tartar is now quoted firm at 50c per pound, an advance of 2c. In one instance the price of pickling spice has been moved up so that the minimum quotation is now 22c, with a range up to 25c.

	Per lb.
Allspice	0 15
Cassia	0 25
Cinnamon	0 40
Cayenne	0 30
Cloves	0 30
Ginger	0 25
Mace	0 90
Pastry	0 25
Pickling spice	0 20
Peppers, white	0 38
Peppers, black	0 30
Nutmegs, selects, whole, 100's	0 40
Do., 80's	0 45
Do., 64's	0 60
Mustard seed, whole	0 25
Celery seed, whole	0 35
Coriander, whole	0 28
Caraway seed, whole	0 75
<b>Cream of Tartar—</b>	
French, pure	0 50
American high test	0 55

### Rio Coffees Have Been Moved Higher

**Toronto.** COFFEE, COCOA.—There was a movement toward higher levels in the Rio grades of coffee during the week on the part of some of the large coffee dealers, an increase of 4c per pound being registered in some quarters. This now makes the lowest selling price for this grade with the concern in question 24c per pound. Other concerns, however, are still quoting at the figures of last week. The demand for cocoa is becoming heavier, but prices held steady during the week. Locally the demand for coffee is reported excellent. Chicory is also in firm market, having been ad-

vanced 1c to 2c per pound in some quarters.

<b>Coffee—</b>		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 25	0 27
Mocha, Arabian, lb.	0 35	0 40
Eto, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 28
Chicory, lb.	0 15	0 17
<b>Cocoa—</b>		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

### Peanuts Are Higher; Shelled Walnuts Firm

**Toronto.** NUTS.—There has been a firming tendency in the price of peanuts during the week as a result of the higher quotations prevailing in the primary markets in the South. Roasted Jumbo peanuts are being quoted up as high as 15c per pound, with Virginia peanuts as high as 12c. Shelled walnuts on the continent are reported to be practically exhausted. Any quotations that are now being made are on a basis to lay down at the present selling price to the retail trade. Demand for nuts is quiet.

<b>in the Shell—</b>		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 15
Brazil nuts, lb.	0 12	0 15
Cocconuts, per sack 100		6 00
<b>Shelled—</b>		
Almonds, lb.	0 42	0 45
Walnuts, lb.	0 48	0 50
Walnuts, California	0 26	0 33
Peanuts, lb.	0 14	0 15
Brazil nuts, lb.	0 70	0 75
Pecans, lb.		0 85

### Importers Advance Eastern Rice Prices

**Toronto.** RICE AND TAPIOCA.—Importers of Siam and Far Eastern rices at the West Coast have announced an advance of \$15 per ton in their price, which amounts to ¼c per pound. It is also understood that low-grade Siams are likely to advance still further. There is a continued firmness in Southern rices, with advances locally; Texas fancy selling from \$8.25 to \$8.50 per hundred, as compared with \$7.50 to \$8.50 previously. There is a steady demand for rice. Tapioca is in steady market.

Texas, fancy, per 100 lbs.	8 25	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 11¼	0 12½

### Ontario Beans Are Quoted 50c Higher

**Toronto.** BEANS.—With supplies of Ontario white beans getting in narrower compass and a steady demand continuing, there was a movement toward higher prices during the week, 1 to 2-lb. pickers having advanced 50c per bushel, now being quoted at \$7.50 to \$8. There was also a firmer tendency in Rangoon beans, as stocks of these are getting low. Yellow eyes share in the generally firmer tendency in beans.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 50	8 30
Rangoon, per bushel	6 50	7 00
Black eyes, California, bushel	4 20	4 90
Yellow eyes, bushel	7 20	7 75
Limas, per pound	0 13	0 15

**Starches up 1c Pound;  
Shredded Wheat Up**

**Toronto.**  
PACKAGE GOODS.—An advance of 1c per pound has been recorded in the price of all corn starches and laundry starches during the week. Quaker corn-flakes have been advanced to \$2.85 per case, an increase of 15c. Shredded wheat has been increased 40c per case, to take effect from May 1, the selling price after that date being \$4. Wholesalers have been given a certain allotment, which they can dispose of at the old price, but as soon as this is taken the higher prices will prevail.

Cornflakes, per case	2 85	3 40
Rollod oats, round, family size, case	4 00	4 50
Rollod oats, round regular 2-lb. size, case	1 40	1 80
Rollod oats, square case	4 00	4 50
Shredded wheat, case	4 00	4 40
Cornstarch, No. 1, pound cartons	0 10	0 10
No. 2, pound cartons	0 09	0 09
Starch, 6-lb. packages, per lb.	0 08½	0 11½
In 1-lb. cartons	0 10	0 10

**Oyster Demand Over;  
Fresh Fish Coming**

**Toronto.**  
FISH AND OYSTERS.—The demand for oysters for the present season is practically over. Dealers report the season as being a satisfactory one. With the coming of spring weather the taste for oysters vanishes. Fresh whitefish and salmon trout from the Great Lakes have been coming in little better supply during the week, with quotations for both classes holding around 20c per pound. Larger quantities are expected to reach the market in the near future. The demand for smoked fish has been fairly good during the week. The fish trade is comparatively quiet, following the big demand during the Lenten season. Prices were unchanged.

<b>SMOKED FISH.</b>		
Ciscoes, per lb.	0 15	
Haddies, per lb., new cured	0 12½	
Haddies, fillets, per lb.	0 15	
Kipperd herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Smoked boneless herring, 10-lb. box	1 60	1 80
Strip cod, 30-lb. boxes	4 50	
<b>PICKLED AND DRIED FISH.</b>		
Skinless cod, 50-lb. boxes	4 50	
Acadia cod, 20 1-lb. blocks	2 80	
Salt mackerel, kits	2 80	
Salt cod, lb.	0 08½	
Quail on toast, lb.	0 10	
Shredded cod, 24 cartons	1 80	
<b>FRESH SEA FISH.</b>		
Crabs, per dozen	1 00	
Halibut, frozen	0 17	0 17½
Chicken halibut, per lb.	0 15	0 15½
Qualla salmon (pink), frozen	0 10	0 10½
Cohoe salmon (red), frozen	0 12½	0 13
Haddock, fancy, express, lb.	0 09	0 10
Steak, cod, fancy, express, lb.	0 12	0 13
Flounders, lb., frozen	0 06	
Winkels, per bag	1 75	
<b>FRESH LAKE FISH.</b>		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 12½	0 13
Whitefish, lb., fresh	0 20	
Trout, lb., fresh	0 20	
Goldeyes, lb.	0 07	0 08
Herrings, frozen	0 06	
Tullibees, lb.	0 09	0 09½
Yellow pickerel	0 12	0 13
Smelts, No. 1	0 12½	
<b>Oysters.</b>		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 85
Shell, per barrel	8 50	
<b>Shrimps.</b>		
Wine gallon cans	1 40	
No. 2	2 70	
No. 3	5 20	

**Crapefruit Higher;  
Strawberries Lower**

**Toronto.**  
FRUIT.—Owing to the difficulty connected with the shipment and the higher

freight rates prevailing from Cuba and Porto Rico grapefruit has been advanced approximately 50c per case during the week. In Florida the grapefruit is scarce owing to the heavy frost, which destroyed much of the fruit. Pineapples are moving to lower levels as the approach of the heavy production period approaches in May. They are quoted down from 50c to 75c per case. Strawberries are reaching the market in larger quantities, as the supply is more plentiful at Southern producing points. Quartz are now quoted at 32c and pints at 15c to 18c. The staple lines of fruit are moving fairly well.

<b>Apples—</b>		
Baldwins, No. 1 N.S., bbl.	6 00	6 50
Baldwins, No. 1 Ontario	7 00	
Baldwins, No. 2 Ontario	6 00	
Ben Davis, No. 1	4 00	5 60
Ben Davis, No. 3	3 00	3 60
Boxes, American	2 50	2 75
Bananas, bunch	2 25	3 25
<b>Oranges—</b>		
Cal. Navels	3 25	4 00
Floridas, case	3 75	4 00
Grapefruit, Florida, case	4 50	5 50
Grapefruit, Cuban	4 00	4 50
Grapefruit, Porto Rican, case	4 00	4 50
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	4 00
Pineapples, Porto Rican	3 75	4 50
Cuban, case		
Rhubarb, doz. bunches	1 00	1 20
Strawberries, 1-qt.	0 32	
Strawberries, pints	0 15	0 18

**Potatoes Higher;  
Florida Celery Easier**

**Toronto.**  
VEGETABLES.—Potatoes were on the upward trend during the week, sell-

ing from \$4 to \$4.25 for New Brunswick Delawares, as compared with \$3.50 to \$3.75 last week. Western potatoes also moved up 25c per sack, and are now quoted from \$3.50 to \$3.75. Florida tomatoes are again in the market, and are being quoted from \$6.50 to \$8 per case, according to the size of the tomatoes. Spinach is this week being quoted by the barrel at \$5.50. Radishes in bunches are being quoted at 50c per dozen. California asparagus is easier in price, being quoted from \$6 to \$9 per case, as compared with \$8.50 to \$9.50 last week. Florida celery is arriving in larger quantities, and the price is consequently lower, being quoted 50c to \$1 per case lower than last week at \$3.50 to \$4.75.

Asparagus, Cal., case	6 00	9 00
Beets, bag	1 75	2 50
Brussel sprouts, imported, quart.		0 15
Cucumbers, hothouse, doz.	2 50	2 75
Cabbage, hampers		
Caulliflower, Cal., 15 to 24 in box	2 75	4 75
Carrots, bag		2 00
New, hamper		2 50
Celery, Florida, half case	3 50	4 75
Egplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
California head lettuce, hamper		3 00
Mushrooms, 4 lbs.	2 75	3 00
<b>Onions—</b>		
Spanish, crate, 120 lbs.		9 50
New Zealand, 75-lb. bags		8 00
Ontario onions, 75-lb. sack, red		8 25
Green, per bunch		
<b>Potatoes—</b>		
N. Brunswick Delawares, 90-lb. sacks	4 00	4 25
Sweet Jerseys, hamper		
Western, 90-lb. sack	3 50	3 75
Ontario, 90-lb. sack		
Parsnips, bag	2 90	
Radishes, doz. bunches		0 50
Spinach, barrel		5 50
Green peppers, doz.		1 00
Tomatoes, Florida, 6-basket carriers	6 50	8 00
Parsley, doz.		1 00
Watercress, doz.		0 30
Turnips, bag	0 75	0 90

**MANITOBA MARKETS**

**WINNIPEG, April 18.**—Since the U.S. broke with Germany, jobbers here have experienced even more difficulty securing supplies. Brokers do not see any improvement ahead. One broker stated that they were just grabbing what they could and where they could. Transportation, he said, was the biggest difficulty with import goods. They seemed able to purchase plenty, but had difficulty getting space on board ship. He gave an instance of this, and told of placing an order for preserved ginger, the arrangement being c.i.f. Hong Kong, the broker paying any increase in freight which occurred between now and next July. It was found that the increase in freight had sent the price up \$1 per case over what it was three months ago.

Most things continue to advance in price, the latest being Aunt Jemima flour, which has not changed in price since the war began. It is now 80c per case more. It would not surprise Westerners to see an advance in maple syrups. Advices from Quebec province indicate a short season. There was an advance this week on Clark's canned meats, the advances being from 5 to 20%.

**Sugar Now \$9.00 Cwt.  
And Going Higher**

**Winnipeg.**  
SUGAR. — The latest advance announced last week, brought price of standard granulated up to \$9, and considering

that at the time of writing the raw market had advanced another 30 points, the trade would not be surprised to see a further advance. The chief factor in sending the market up seems to be the intention of Cuba to go into the war. The effect of this latest advance locally was not very marked, although there was a heavier demand than usual from the wholesale trade.

**Corn Syrup Up Again  
Higher Maple Syrup**

**Winnipeg.**  
SYRUP.—There has been a further advance in corn syrup amounting to 50c per case. This was expected as a result of the high corn market, and is the third one to take place within two weeks. As a result of the high corn market, corn starch has also advanced another 1c per lb. This advance in corn starch and corn syrup occurred on Wednesday, April 11. There is no change in cane syrup, but dealers are still looking for one on account of the high sugar market. It looks as though there are going to be higher prices on maple syrup and sugar, as all reports from Eastern Canada indicate this has been a short season, and the fact that the railway companies have placed an embargo on less than carload shipments into Montreal, has compelled shippers to send their produce by express. These facts together indicate a considerable increase in the price of new goods. New crop

syrup and sugar is now arriving on the market.

*Apricots Advancing  
Prunes Go Higher*

**Winnipeg.**  
**DRIED FRUITS.**—Apricots are said to be scarce in California, but fairly good stocks are held in Winnipeg. However, many of the jobbers are advancing their quotations. Prunes continue to climb, going up 1/2c. or 3/4c. every few days. Stocks in California are not sufficient to take care of the demand until the new crop comes. It is reported that peaches are due for an advance. Evaporated apples in Ontario are practically cleaned out, and are difficult to get hold of.

**DRIED VEGETABLES.**—Difficulty in securing white beans which has been experienced for a long time now, is as acute as ever. Jobbers have some stocks, but none of them seem very heavy. All cereals are continuing upwards.

**CANNED GOODS.**—With labor scarcer than ever and tin plate higher, even if there is a big crop this year, there is little likelihood of canned goods being lower.

*Fresh Salmon 23c  
Haddock Hard to Get*

**Winnipeg.**  
**FISH AND POULTRY.**—Fresh salmon is beginning to come in slowly now and is quoted at 23c., which price is too high to allow of very much moving. Halibut is now quoted at 17c. Dealers report that there is a fairly good supply. The whitefish in stock now is all frozen, there being no fresh on the market. The supply of haddock seems to be small, and some wholesalers are not offering it. Prices on mackerel vary from \$3 to \$3.50 for 20-lb. kits. Poultry is beginning to move fairly well.

Whitefish .....	9 12	0 13
Salmon, frozen .....		0 15
Salmon, fresh .....		0 23
Halibut, fresh .....	0 16	0 18
Cod, Ling .....		0 10
Cod, black .....		0 12 1/2
Kippers, boxes .....		2 00
Ribblers, boxes .....		1 75
Mackerel, 20-lb. kits .....	3 00	3 50
Pinnan haddie, lb. ....		9 13 1/2
Salt herrings, bbl. ....		5 00
Salt herrings, 20-lb. pails .....		1 00
Smelts .....		0 17
Haddock .....		0 09
Flounders .....		0 08
Rock trout .....	0 30	0 40
Smoked filets .....		0 17
Sea herring .....	0 07 1/2	0 08

*Potatoes Advance Again  
Pineapples Expected*

**Winnipeg.**  
**FRUITS AND VEGETABLES.**—The most important fact in connection with the vegetable market this week is that potatoes have begun to go up again and there is every indication of higher prices before very long. Dealers are to-day paying \$1.75 to \$2 per bushel. This is attributed to the heavier demand from U.S. Dealers are unable to predict whether this is permanent or not, preferring to wait and see before saying very much. Very few potatoes are coming in from Alberta and B.C. and the belief here seems to be that there are not too many in those provinces. Oranges continue to be the big seller, and they are quoted at

\$4 to \$4.25 per case. There is a big demand for Ponchapula strawberries which are arriving in good quality. These were offered last week at \$4 per case of 24 pints, but advanced later to \$4.25 on account of the heavy demand. The trade expects pineapples this week, which will probably open at about \$6 per case. Rhubarb is quoted at \$4 per box this week; Washington rhubarb should be in next week at \$2.50 per box. California cabbage is up to 10c. per lb. California celery is up to \$7 per case.

Manitoba potatoes, bushel .....	1 75	2 00
Celery, Cal., case .....		7 00
Cucumbers, box .....		6 00
Carrots, old, bushel .....		1 00
Turnips, old, bushel .....		0 60
Cabbage, per cwt., old .....		8 00
Cabbage, Cal., small crates .....		6 10
Cauliflower, Cal., small crates .....		3 00
Head lettuce, Cal., doz. ....	1 75	
Lettuce, leaf, doz. ....	0 65	
Imported mushrooms .....	0 80	
Sweet potatoes, hamper .....	5 00	
Parsley, imported, doz. ....	0 75	
Peas, green, lb. ....	0 25	
Spinach, lb. ....	0 15	
<b>Fruits—</b>		
Oranges, navel, case .....	4 00	4 25
Oranges, bitter, Palermos, case 200.....		5 00
Lemons .....		5 00
Grape fruit .....	5 00	6 00
Malaga grapes, kegs .....	8 00	10 00
Wine saps, box .....	2 50	3 00
Rome Beauties, box .....	2 50	3 00
Cranberries, bbls. ....		11 00
Pears, Winter Nellis, box .....		4 50
Strawberries, Louisiana, case 24 pbs. ....	4 00	4 75
Bananas, lb. ....		0 25
Rhubarb, box .....		4 00

**EGGS SHOULD NOT BE DISPLAYED**

Under present circumstances, when our every energy and effort is being put forward to increase the production of food products, one's attention naturally turns to the food stocks available and the waste evidenced in handling. With no commodity is waste so apparent as it is in the handling of eggs. During the past few years special endeavor has been made to bring this matter to the attention of the producers and wholesale trade, but it is found that the retailers do not realize to the full the extreme perishability of eggs.

It is now a common thing for retailers at this season of the year to advertise the increasing egg supply by displaying piles of eggs in their store windows. The eggs thus exposed in many cases come under the direct rays of the sun and owing to the extreme temperature, deterioration, evaporation, and loss of flavor results. It is well to advertise, but the purpose should not be

defeated by causing dissatisfaction among customers through the deterioration of the product in this manner.

**A NOVEL NOTE IN ADVERTISING**

J. A. Ramsay of Gleichen, Alberta, has introduced something of a novelty in advertising. Under the heading "Ramsay's Inaugural Spring Address" there follows the Text:—"New Conditions in Gleichen District Successfully Met." Under this heading the advertisement goes on to outline the store's plan for doing a cash business, by cash being meant payment within thirty days. For this time the store gives what is describes as its "Rock Bottom Cash Price. The advertisement goes on to state however that they are not shutting out the credit customer. That extended credit may still be had but at a higher price.

The advertisement continues: "We are out for business and if we give them—which we can—prices, which we defy mail-order houses to beat, it is up to the farmer to give us his cash. He may be also facing some lean years when he will not have cash to spend."

This is an argument that cannot well be gainsaid. The advertisement as a whole is an unusual and telling method of putting the stores policy before its customers.

**MUST FIND NEW MARKET FOR NEW BRUNSWICK LOBSTER PACK**

The problem of disposing of the surplus lobster pack, arising from the British embargo, is engaging the serious attention of New Brunswick canners. It is felt that the United States markets will not absorb much more and the domestic markets will take only a portion of the extra quantities available. Under the circumstances, new markets must be arranged for, and hopes are held out that the solution may be found in direct shipments of consignments formerly shipped via England.

**Urge Direct Distribution**

Fred Magee, M.P.P., one of the largest operators in the province, points out the place England has taken in the distribution of Canadian lobsters. In 1914, no less than \$180,000 worth of Canadian lobsters reached South America, but almost entirely via England. In the same way large quantities reached South Africa and Australia. Mr. Magee suggests that arrangements might be made to make these shipments direct, provided the sales could be made and the business end of the transactions handled through London as usual.

The persons who will feel the situation the most will be the lobster fishermen, according to Mr. Magee. The prices of all his supplies have increased greatly during the last year and a half, while the prices they receive from the packers cannot increase any this year on account of the conditions arising from the embargoes.

**DEFINITE INFORMATION**

Editor, CANADIAN GROCER,

Dear Sir,—I wish to compliment you on the article in your February 23rd issue, re the War Revenue Act. This is the most complete definite information on this subject we have yet received.

JOHN KEW,

Brantford, Ontario.



# FLOUR AND CEREALS

## Flour Again Rises To Record Heights

Montreal.

**FLOUR AND FEEDS.**—Once again the story of flour is a story of advance. Prices for first patents are now away beyond the eleven-dollar mark, and the market keeps firm. Twelve-dollar flour is in sight, but even though indications are all to further firmness, there is always a reluctance regarding definite predictions. As a matter of fact, it has become almost impossible to sell flour in some quarters at the present high prices. People are buying from hand to mouth, and holding off in fear of a drop in the market. The factor of the Ottawa Government's action in declaring free wheat is regarded variously. Some hold that this may not seriously affect the situation. Others believe that it may cause further firmness. The principal milling concerns in Montreal reserve their opinions. As evidence of the difficulty of doing business in flour at present it is rumored that certain concerns are temporarily withdrawing their travellers from the road. Rumors of a corner in wheat are suggested with the theory that prices may yet tumble. Possibility of the United States Government's regulating wheat prices forms a strong impending factor likely to break the market should it occur, but with the certainty of a world shortage of wheat (even though Canada has still a good deal available), there is little reason short of a downright break in the market to anticipate easier flour prices for the present. Everything at time of writing looked towards firmer prices. Winter wheat is also firmer, and feeds are up at least a dollar a ton. Feed oats are also very strong again this week.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 80	12 00
Second patents	11 30	11 50
Strong bakers	11 10	11 30
Winter Wheat Flour—		
Fancy patents	10 25	10 50
90 per cent. in wood	10 00	10 30
90 per cent. in bags	4 60	4 75
Bran, per ton	38 00	40 00
Shorts	41 00	42 00
Special middlings	44 00	45 00
Feed flour	53 00	54 00
Feed oats, per bushel		0 85

## Cereals Show All Firmness Possible

Montreal.

**CEREALS.**—Every cereal based on wheat is firmer this week, and every corn based cereal is also firmer in tone, for corn is scarce, and wheat is breaking price records. Package cereals are also showing the tendency to greater firmness most markedly. One line of nancake and buckwheat flour ("Teco") is in for an advance owing to the firmness of

flour. Pearl hominy is advanced owing to the firmness in corn. There is not much granulated hominy in wholesalers' hands at present. Canadian boiling peas keep in remarkably easy market comparatively, being as one wholesaler remarks, "one of the low-priced foods" in these days. But even peas are none too plentiful.

Barley, pearl, 98 lbs.	4 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.		5 00
Corn flour, 98 lbs.		4 00
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.	5 65	5 70
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.		4 50
Oatmeal, standard, 98 lbs.		4 30
Oatmeal, granulated, 98 lbs.		4 30
Peas, Canadian, boiling, bush.		3 75
Rolled oats, 90-lb. bags		3 75
Whole wheat flour, 98 lbs.		5 65
Wheat flour, 98 lbs.		5 00
Wheatlets, 98 lbs.		5 70

## Free Wheat Sent Ontario Flour Up

Ontario Wheat Advanced Amount of Duty But Manitoba Wheat Held Steady—American Wheat Went Down

Toronto

**FLOUR.**—The immediate effect of the placing of wheat on the free list has been to increase the price of Ontario flour 50c per barrel. This followed an advance of 10c per bushel in Ontario wheat, the price for the same mounting from \$2.22 per bushel to \$2.32 per bushel for No. 2 winter wheat. Milling men point out that the reason for this lies in the fact that Ontario flour products will now be able to enter the market by way of Niagara to Buffalo and other points in New York States for practically the same rate that shipments can be sent to Montreal. Thus an additional market for Ontario flour and wheat has been afforded. Second patents Ontario flour are now selling at \$10 per barrel in carlots. This represents an advance of \$1.10 per barrel during the week. On Manitoba flour there was no perceptible difference in the situation as a result of free wheat. Cash wheat in Winnipeg was  $\frac{3}{8}$ c per bushel higher while May option was  $\frac{1}{8}$ c lower, July option was  $2\frac{3}{8}$ c lower and October  $8\frac{3}{8}$ c lower. In the Chicago market there was a decline in wheat values of approximately 13c on the May option. Grain men point out that the effect of this shifting was to raise the price of Manitoba wheat by the amount of the duty. They point out that the Winnipeg wheat market has been following the Chicago market in the past. When the latter market declined and the Winnipeg market held comparatively steady it was in effect an increase in the price of wheat for the Canadian sellers.

The immediate effect will be to release some 70,000,000 bushels of wheat in the Canadian West for export into the United States. This will permit of that much additional export business through the United States as the available tonnage from Canadian ports has all been contracted for. In the face of the strong position of wheat during the past week when the price of cash wheat at Winnipeg rose from \$2.08 $\frac{1}{2}$  on Wednesday of last week to \$2.29 $\frac{1}{2}$  on Tuesday of this week Manitoba flour is at the time of writing selling at \$11.70 per barrel in car lots, which is a clear gain of \$1 per barrel during the week. The situation has been caused through the world shortage in supplies of wheat.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 70	11 90
Second patents	11 20	11 40
Strong bakers	10 80	11 00
Ontario Winter Wheat Flour—		
High patents	10 10	10 30
Second patents	9 70	9 90

## Corn Products Are Up; Rolled Oats Firmer

Toronto

**CEREALS.**—There has been a movement toward higher prices in all products manufactured from corn, quotations on corn flour running as high as \$4.60 per 98-lb. bag, with hominy grits and pearl hominy quoted at the same figure. Yellow cornmeal is also quoted up to \$4.05, an advance of 20c. Rolled oats and standard oatmeal are in very firm market. While the quotations on rolled oats to the retail trade prevailed from \$3.65 to \$3.75 the price at which the mills were quoting them on the day of writing would necessitate a selling price around \$4.40 per bag. The firmness in the market is caused through the higher prices of oats, which commodity followed upward in sympathy with the advancing price of wheat.

	Less than car lots	Car lots
Barley, pearl, 98 lbs.	6 70	7 50
Barley, pot, 98 lbs.	4 75	5 50
Buckwheat flour, 98 lbs.		5 25
Corn flour, 98 lbs.	4 45	4 60
Gold-dust Cornmeal, 98 lbs.	4 35	4 50
Cornmeal, yellow, 98 lbs.	4 05	4 20
Graham flour, 98 lbs.	5 60	5 70
Hominy, pearl, 98 lbs.	4 45	4 60
Hominy, pearl, 98 lbs.	4 45	4 60
Oatmeal, 98 lbs.		4 65
Rolled oats, 90-lb. bags	3 65	4 15
Rolled wheat, 100-lb. bbls.		5 50
Whole wheat flour, 98 lbs.	5 60	5 70
Wheatlets, 98 lbs.	5 85	5 95
Peas, yellow split, bush.	7 60	7 75

Above prices give the range of quotations to the retail trade.

## Millfeeds Advanced Again \$1 Per Ton

Toronto

**MILLFEEDS.**—An advance of \$1 per ton was recorded during the week on bran, shorts, middlings and feed flour as the result of the higher prices that

have prevailed for grains during the past week. The effect of free wheat into the United States according to the opinion of millers will be to make prices firmer as Ontario winter wheat immediately advanced nearer to the level of the Buffalo and Chicago markets for the same grades of wheat. Manitoba oats advanced 1½c during the week and Ontario oats made a clear gain of 2c to 3c per bushel.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran .....	38 00	40 00
Shorts .....	41 00	43 00
Special middlings .....	45 00	47 00
Feed flour .....	53 00	56 00
Ontario oats, No. 2 (nominal).....	0 73	0 75
Manitoba oats, No. 2 (nominal).....	.....	0 80½

### Flour Still Advancing Rolled Oats Now \$3.30

#### Winnipeg.

**FLOUR AND CEREALS.**—At the time of writing few authorities would attempt to predict any marked changes as a result of the Government announcement of the policy of free wheat. The announcement was made on the date of this letter. On Friday, April 13, the flour market jumped 40c per bbl., bringing price of first patents up to \$10.80. This, of course, was due to the advance in wheat, which has been going up rapidly. The price of May wheat on Saturday last was \$2.16. From all appearances it would seem that the Government is buying wheat in large quantities. Another bullish element is the crop report from the U. S. Crop conditions in Kansas and other large wheat-growing States are by no means good. Domestic flour business in Western Canada has been brisk. Most of the mills are working on Canadian Government orders. Rolled oats are now quoted at \$3.30, and are very firm at that. Package oats is selling at \$4.10 per case, but there is a likelihood of this price going higher, although the demand is not brisk by any means for package goods. The high cost of rolled oats is due to the high oat market. This has resulted in an advance in oatmeal, which is now bringing \$4.15 for 98's. Cornmeal is very high, because of the high price being asked for corn. The trade quoted \$3 for cornmeal 98's recently, whereas \$3.55 is to-day being asked in Winnipeg. The feed situation is, if anything, worse, owing to the heavy demand in Eastern Canada. All mills are shipping up to capacity every day.

Flour—		
Best patents .....	.....	\$11 50
Bakers .....	.....	11 00
Clears .....	.....	10 60
XXXX .....	.....	10 40
Cereals—		
Rolled oats, 90 lbs. ....	.....	3 30
Rolled oats, pkgs. family size .....	.....	4 10
Cornmeal, 98's .....	.....	4 15
Oatmeal, 98's .....	.....	4 15
Feeds—		
Bran, per ton .....	.....	36 00
Shorts, ton .....	.....	32 00
Middlings, ton .....	.....	32 00
Mixed chop, ton .....	.....	42 00

### WEEKLY MARKET REPORTS BY WIRE

(Continued from page 40.)

dealers say, will probably be to lower the price of American wheat, while the

Canadian grain is likely to continue to go higher. The fact that countries formerly exporting large quantities of wheat are not able to export this year means higher wheat and higher flour in this country. An advance in sugar is expected. Vancamps pork and beans have jumped \$1 per case. Lard has advanced 50c, and is now quoted at \$15.10. Eggs are higher at 28c. A considerable advance in cornmeal has taken place today, and is selling at: 49's \$2.05, and 10's \$4.50. Cotalene is up to 20½c and 20¾c. St. Charles canned milk have advanced 10c to 25c per case: Canned peas are higher at \$2.95. All canned meats have gone up 25c per case. Starch shows an advance of 1c and corn syrup is 50c higher.

#### REGINA—

Beans, small white Japan, bush.....	7 00
Flour, No. 1 patents, 98s, per lb.....	11 90
Molasses, extra fancy, gal. ....	0 71
Rolled oats, bails .....	3 90
Rice, Siam, cwt. ....	4 35
Sago and tapioca, lb. ....	0 09½
Sugar, pure cane, granulated, cwt.....	9 14
Cheese, No. 1 Ontario, large .....	0 30
Butter, creamery, lb. ....	0 40
Lard, pure, 3s, per case .....	15 10
Bacon, smoked sides, lb. ....	0 30
Bacon, smoked backs, lb. ....	0 25
Eggs, new-laid .....	0 26
Tomatoes, 3s, standard case .....	0 28
Corn, 2s, standard, case .....	4 50
Peas, 2s, standard, case .....	3 75
Apples, gala, Ontario .....	2 30
Strawberries, 2s, Ontario, case .....	5 15
Raspberries, 2s, Ontario, case .....	5 40
Peaches, 2s, Ontario, case .....	3 75
Salmon, finest sockeye, tall, case .....	12 25

Salmon, pink, tall, case .....	6 85	7 00
Pork, American clear, per bbl.....	40 75	41 00
Bacon, breakfast .....	0 27	0 29
Bacon, roll .....	0 23	0 24

### ENLIST IN THE ARMY OF PRODUCTION

(Continued from page 23.)

exertions of the remainder, keep his own business going along as well as ever; for increased production must be obtained without any corresponding slump in industry and business.

This is not a problem for the other fellow. It is for YOU.

If YOU do not do your part, count it as certain that there are going to be countless other slackers. Count it, then, as certain that production is not going to be increased, that the dread hand of Famine is not going to be averted, that the support our armies need in winning the war is not going to be forthcoming. Count yourself as responsible for this.

On the other hand, if you decide to do your part, count it as certain that everyone else is going to do the same, that the gigantic problem of increased production is going to be faced by a well-organized army of cheerful workers.

Are you ready to enlist in the army of Increased Production?



## Told 'Round the Cracker Barrel

#### Safety First.

A man observed that in these days of change and trying to keep up with Lizzie he had made it a rule never to ask a man how his wife was if he hadn't kept track of the pair for a couple of months. The rule was the result of his having said to a woman: "I had a long talk with your husband yesterday," and her reply: "Had you, indeed? He's a very interesting man as I remember him."

#### A Hair's Breadth.

Near-sighted Old Lady (seeing her young nephew for the first time since he "grew" his first moustache): "Oh, George, you nasty boy! Don't kiss me—you've been taking snuff."

#### A Trying Occupation.

A man traveling in Maine met a middle-aged farmer who said his father, ninety years old, was still on the farm where he was born.

"Ninety years old, eh?"  
"Yep; pop is close to ninety."  
"Is his health good?"  
"Tain't much now. He's been complainin' for a few months back."

"What's the matter with him?"  
"I dunno; sometimes I think farmin' don't agree with him."

#### His Advantage.

"Well, Maggie, I certainly am dead tired," said the laborer in the sewer when he got home.

"Tired, is it? You don't know when you're in luck. Here I have been at the washtub all this hot day and you've been working in a nice cool sewer."

#### Only One Thing for Him.

A three-hundred-pound man stood gazing longingly at the nice things displayed in a haberdasher's window for a marked-down sale. A friend stopped to inquire if he was thinking of buying shirts or pyjamas. "Gosh, no!" replied the fat man wistfully. "The only thing that fits me ready-made is a handkerchief."

#### He Had the Idea.

Denny had but recently come from the north of Ireland to reside in Chicago. During all his life in Ireland and later in this country, he had never been inside a Catholic church. He was considerable of a scoffer at religious ceremonies, although he really knew little about them, and his good friend, Teddy Degan, very much worried about it, used his influence to get Denny to go to church. After much persuasion, Denny grudgingly consented to go one Easter Sunday, because of the great importance of the occasion.

Teddy and Denny sat together, and while Denny was an interested spectator, Teddy entered into the service like the devout man he was. Denny was soon strongly impressed by the splendor of his surroundings and the grandeur of the services. He watched the lighting of the candles and listened with rapt attention to the glorious burst of Easter music. At last, he could refrain from commenting no longer. Leaning over to his companion, and enthusiastically touching him upon the shoulder, he whispered:

"Teddy, me boy, this beats h—l."  
"Whist," replied Teddy, in a loud whisper, that carried conviction with it, "sich is the intintion."

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 17.—Flour has made another jump and as high as \$11.80 is now being asked for best patents. The expected advance in sugar has come and \$8.95 is the price for pure cane granulated. Wholesalers in spices are leaving all their lists open but it is known that in both white and black peppers the Vancouver stocks are away below normal and advances may be looked for. No quotations can be had here on salmon unless for immediate sale. There are few houses having any stocks to speak of. Next year's pack is practically all already sold. This announcement was made to-day by President of British Columbia Manufacturers Association. Potatoes are firm at last week's prices. Good seed potatoes are hard to get. Lard has advanced and is now the price that Dairy butter was last year. It is hard to get a line on the butter situation. People with butter in storage are about as communicative as a clam. It is pretty generally conceded that stocks are low and advance is due. Fresh green vegetables and strawberries from California sell freely despite high prices. Sugar pure cane granulated 100 lbs. \$8.95. Flour first patents Manitoba per bbl. in car lots \$11.60, \$11.80. Salmon sockeye 1 lb. tall per case 4 per doz. Rice Siam per 100 lbs. Beans Japanese per hundred 12. Potatoes per ton, \$50.00, \$65.00. Lard pure in 400 lb. tierces per lb. 27½. Butter fresh made creamery lb. 45-50c. Eggs new laid in cartons per doz. 35-36. Cheese new large per pound 27½.

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 17.—Changes are fast and furious these days. Flour made several advances, and is now quoted at \$5.90 per sack. Corn syrup and starch advances total 50c per case and 1c per pound respectively for the week. Molasses is up 25c to 50c per case. Lard is up 1c, and is now quoted at \$15.30 for 3's per case. Tomatoes, 2½'s, are firmer offering at \$4.50 and \$4.80 per standard case. Shredded wheat is up 40c per case. Evaporated milk, family size, has advanced 10c, hotel size, 25c. Creamery

butter is now selling at 45c per lb., an advance of 1c. Shelled almonds and walnuts have advanced 2c. Eggs are quoted at \$9.25 to \$9.75 per case. Sugar, beans, rolled oats and cornmeal are firm.

### CALGARY:

Beans, small white, Japan, lb.	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl.	11 80	
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s	3 35	
Rice, Siam, cwt.	4 70	
Sago and Tapioca, lb.	0 00	
Sugar, pure cane, granulated, cwt.	9 45	
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	0 45	
Lard, pure, 3s, per case	14 71	
Bacon, smoked backs, lb.	0 30½	
Bacon, smoked, sides, lb.	0 30	
Eggs, new-laid, case	9 25	9 75
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case	2 95	
Apples, gala, Ontario, case	2 60	
Strawberries, 2s, Ontario, case	5 25	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 25	
Salmon, finest sockeye, tall, case	12 25	
Salmon, pink, tall, case	5 00	5 80

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 17.—Although the removal of the duty on wheat and flour was announced to-day, flour showed another rise, making a total of \$1 in the week. Manitoba is now quoted at \$12.70, and Ontario at \$11.95 per barrel. All cereal products have followed wheat advances, breakfast foods increasing 25c to 60c per case, the only exception being package oatmeal, which is still unchanged, while barrel oatmeal has risen \$2. Shredded wheat and granulated cornmeal are up 40c per case. Biscuits have again advanced 1c per lb. Cornmeal in barrels show a sharp advance, and is quoted at \$9.25, with bags at \$3.15. Rolled oats are selling at \$9.25. On account of the backward spring, hens are not yet laying, and the price is rising instead of decreasing, which is an unprecedented condition. Case eggs selling at 35c to 36c per doz., with new-laid at 40c per dozen. Cheese has advanced, and is now 27½c to 28c per lb. American clear pork has advanced \$2, and is now quoted at \$51 to \$52. Corned beef 1's are now selling at \$3 to \$3.50 per case, and prunes from 11½c to 12c lb. Candied peel is again higher, citron selling at 30c to 31c, and orange and lemon at 26c to 27c. Native apples are practically off the market. Oregon boxes now offering at \$3.50 to \$3.75. Malaga grapes are sold out. Lemons are lower. Messina selling at \$4 to \$4.25, and California at \$4.50 to \$5. California oranges are quoted at \$4 to \$4.50, with grapefruit higher at \$6 to \$6.50. Potatoes are unchanged but firm. Local dealers predict a decline when the

river opens, releasing stocks. Fredericton reports one dealer shipping 3,000 barrels weekly to Boston and paying \$6 per barrel delivered at cars.

### ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	12 70	
Ontario	11 95	
Cornmeal, gran., bbls.	9 25	
Cornmeal, ordinary, bags	3 15	
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	9 25	
Beans, white, bush	8 00	
Beans, yellow-eyed	7 75	
Rice, Siam, cwt.	5 25	5 60
Sago and Tapioca, lb.	0 11	0 12
Sugar—		
Standard granulated, cwt.	8 45	8 60
United Empire	7 70	7 75
Bright yellow	7 60	7 65
No. 1 yellow	8 05	8 10
Paris lumps	9 75	10 00
Cheese, N.B., twins	0 27½	0 28
Eggs, new-laid	0 40	
Roll bacon	0 28	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 38	0 43
Lard, pure, lb.	0 28	
Lard, compound	0 20	0 20½
American clear pork	51 00	52 00
Beef, corned, 1s	3 00	3 50
Tomatoes, 2s, standard case	4 50	4 80
Corn, 2s, standard case	3 60	4 00
Peas, 2s, standard case	2 95	
Apples, gala, N.B., doz.	3 15	3 25
Strawberries, 2s, Ontario, case	5 00	5 00
Raspberries, 2s, Ontario, case	5 00	5 00
Peaches, 2s, Ontario, case	4 00	4 00
Salmon, red spring, tall, case	10 00	10 00
Salmon, pink, tall, case	6 25	6 90
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 00	5 25
Sardines, domestic, case	0 45	0 45
Cream tartar	0 46	0 48
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12	0 12
Raisins, fancy, lb.	0 12½	0 12½
Raisins, seedless, lb.	0 18	0 18
Prunes, 80-100, lb.	0 11½	0 12
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 25	0 27
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	0 21	0 21
Pork and beans, case	4 80	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 75
Lemons, Messina, box	4 00	4 25
Lemons, Cal., box	4 50	5 00
Oranges, Cal., box	4 00	4 50
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	6 00	6 50
Potatoes, bbl.	5 25	5 50
Onions, per 100-lb. bag	10 00	11 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 17.—The effect of the announcement from Ottawa on Monday of the opening of the United States markets to Canadian wheat was followed by an advance of 50c in flour to-day and 20c Monday. The fact that there is very little flour in the importing countries, together with the phenomenally high price of wheat, is responsible for the jump which the flour market has taken. A week ago flour was quoted at \$10.80 per bbl. On Saturday an advance of 40c took place, closely followed this week by two further advances, which has brought the price up to the high water mark of \$11.90. Flour jumped \$1.10 per bbl. within a week. The effect of the free wheat announcement, local  
(Continued on page 39.)

# PRODUCE AND PROVISIONS

## Considerable Rise In Lard Is Noted

**Montreal.**  
PROVISIONS.—The feature of the pork market at the present time is the fact that Chicago prices for live hogs are equal to the prices quoted in Ontario (though Montreal abattoirs noted that offerings on the Montreal market were still a dollar per hundred higher than the previous week's Chicago quotations for live hogs.) The situation that the Chicago price should equal the Canadian price is unusual, and has the effect that practically no Canadian dealer can import United States goods at the present range of values, or the Canadian prices will have to advance materially. Live hogs in Montreal at the beginning of the week were quoted at \$17.50 per hundred pounds, and dressed at \$23.50. Lard is very scarce, and has advanced one and a quarter cents a pound since last report. Shortening is also in firmer market due to higher price of cotton seed oil.

<b>Hams—</b>		
Medium, per lb. ....	0 28	0 29
Large, per lb. ....	0 25	0 25½
<b>Bacon—</b>		
Plain .....	0 30	0 32
Boneless, per lb. ....	0 32	0 34
<b>Bacon—</b>		
Breakfast, per lb. ....	0 30	0 31
Roll per lb. ....	0 24	0 25
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 21	0 22
Long clear bacon, small lots .....	0 21½	0 22½
Fat back, lb. ....	0 20	0 21
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 40	0 42
Hams, roast, per lb. ....	0 21½	0 22½
Shoulders, boiled, per rib .....	0 34½	0 35½
Shoulders, roast, per lb. ....	0 35	0 35½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 26¼	0 26¼
Tubs, 60 lbs. ....	0 26¼	0 26¼
Pails, 30 lbs., per lb. ....	0 27	0 27
Bricks, 1 lb., peer lb. ....	0 28	0 28
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 19¼	0 19¼
Tubs, 60 lbs. ....	0 19¼	0 20
Pails, 30 lbs., per lb. ....	0 20¼	0 20¼
Bricks, 1 lb., per lb. ....	0 20¼	0 21

## Demand For Fine Storage Poultry

**Montreal.**  
POULTRY.—As the Jewish holidays are now over, demand for live poultry will be less, and prices will probably rule lower in tone though for the present quotations as last week prevail. Demand for storage poultry is very good. Poultry at the prices quoted at present, is cheap as compared to other food products, and dealers feel confident that all storage poultry will be required during the summer season. Experienced dealers have now put away such good quality poultry, graded the goods as to quality and weights, and put it up in new packages so that the general public will find it as appetizing a food as can be discovered on the markets today. Provision dealers are pointing this out to their customers with profitable results from appreciative purchasers.

<b>Poultry (dressed)—</b>		
Chickens, milk-fed, crate, fattened, lb. ....	0 25	0 30
Old roosters .....	0 20	0 20
Roasting chickens .....	0 25	0 27
Young ducks .....	0 25	0 25
Turkeys (old toms, dressed, lb.) .....	0 31	0 31
Turkeys (young) .....	0 33	0 33

## Egg Arrivals Though Later Are Improved

**Montreal.**  
EGGS.—Receipts of eggs in Montreal during the week ending April 14, were 15,406 cases which compares well with the previous week's receipts showing in fact an increase of some 2,500 cases, receipts up to April 7 being 12,943 cases. Almost as many eggs were received as came in for the corresponding period of last year when there arrived in Montreal 15,858 cases. Last year it will be recalled, the season was a good deal earlier than it has been this year, so that the arrivals of eggs so far for 1917 indicate that that production of eggs is so far very good indeed considering the late season. Some dealers have commenced packing, but others are waiting as they figure the present price is too high. The season in the States is late also, and while stocks in storage are less than last year it is expected that with the flush which will soon be on, storage eggs will accumulate very fast. There is some export enquiry for eggs but dealers are not quoting prices since it is impossible to get space. Reports from the middle West indicate a large production of eggs, and already several cars are on the way at prices cheaper than in Eastern Canada.

<b>Eggs—</b>		
New laid .....	0 35	0 36

## High Opening Price For Country Butter

**Montreal.**  
BUTTER.—Provision merchants in Montreal were surprised at the high prices which marked the opening of the butter market this season at Cowansville. For new churned fodder butter from the creamery there was bid as high as 42½ cents, a very high price, and one which can hardly hold in the opinion of experienced merchants. It goes to show the strength of the country markets generally, however, and in the view of a merchant of wide experience butter this year may not go below 32 or 33 cents in the country. Merchants are keeping their prices for fresh made to the retailer down to about cost plus freight for the present making very little on handling in anticipation of easier conditions shortly for all parties. It is reported that a car of creamery butter was sold last week for shipment to New York. This would not be possible now.

Butter at 42½ cents in the country would not pay the exporter to the United States when you take into consideration freight and duty. There is very little moving in regard to dairy butter now. The market is particularly quiet, and a good deal of inferior butter seems to be around. Arrivals of butter in Montreal for the week ending April 14 were 4,131 boxes as compared with 5,134 boxes for the corresponding week of 1916. Only 1,993 boxes came in for the week ending April 7 so that production shows a good increase.

<b>Butter—</b>		
Creamery, prints (storage) .....	0 42	0 43
Creamery, prints (fresh made) .....	0 43½	0 44½
Creamery, solids (fresh made) .....	0 43	0 44
Dairy prints, choice, lb. ....	0 37	0 38
Dairy prints, lbs., in tubs .....	0 35	0 37
Bakers .....	0 30	0 33

## Cheese Coming In More Plentifully

**Montreal.**  
CHEESE.—The market for cheese is a shade easier this week. Supplies in the country are coming along more plentifully. Factories are opening up all the time, and the make will rapidly increase in volume. As yet the quality is simply that of fodder cheese which must be sold quickly. Prime old cheese is scarce and high in price. It will be noted that while prices for other varieties of cheese are slightly lowered this week, the quotation for old cheese remains at 0.32 cents. Exporters are at a loss to know what they are going to do as space at the present time is almost impossible to get. Arrivals of cheese in Montreal for the week ending April 14 were 3,430 boxes as compared with only 1,770 for the preceding week, and 3,848 boxes for the corresponding period last year.

<b>Cheese—</b>		
Large (new), per lb. ....	0 27	0 27½
New twins, per lb. ....	0 27	0 27½
Triplets, per lb. ....	0 27	0 27½
Stilton, per lb. ....	0 29½	0 29½
Fancy old cheese, per lb. ....	0 32	0 32

## Better Quality Maple Products This Year

**Montreal.**  
HONEY.—There is no change to report in the market for honey for the present week except that supplies grow less and less. Prices are still maintained as previously quoted. Most retailers handling honey in the comb are finding a ready market for it. Maple syrup comes a little more plentifully. Generally speaking the weather lately has not been very favorable for sap but in some districts it is reported that three good days were experienced so that from these districts fairly good supplies of both sugar and sap may be expected.

The quality this year is excellent showing that those who are interested in this industry are taking greater pains to produce better grade products.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 13	0 13½
Buckwheat, 60-lb. tins, per lb.		0 13
Clover, 5-10 lb. tins, per lb.		0 15½
Clover, 60-lb. tins		0 14½
Comb, per section	0 15	0 19

## Lumber Camps Not After Meats

Firm Tendency in All Meat Products—Lard Advanced ½c to 1c Per Pound

**Toronto**  
**PROVISIONS.**—Owing to the difficulty of getting help to go into the woods the lumber camps this year are reported not to be in the market for bacon and other lines of provisions. Ordinarily this demand develops about the latter part of March just in time to allow them to get their supplies into the woods before spring causes the roads to break. Packers in consequence have been turning their attention to the export trade and finding an outlet for their products in this channel. There has been a general firmness in all lines of provisions during the week. Barrel pork has been a fairly heavy demand, and there is strong possibility that higher prices may prevail for this commodity. Lard has been in firm market during the week with an advance of ½c to 1c per pound recorded. Live hogs are also in firm market, live off cars being quoted at \$17 and fed and watered at \$16.75.

<b>Hams—</b>		
Medium, per lb.	0 28	0 30
Large, per lb.	0 24	0 27
<b>Bacon—</b>		
Plain	0 32	0 33
Boneless, per lb.	0 34	0 37
<b>Bacon—</b>		
Breakfast, per lb.	0 30	0 35
Roll, per lb.	0 27	0 28
Wiltshire bacon, per lb.	0 30	0 34
<b>Dry Salt Meats—</b>		
Long clear bacon	0 22	0 23
Fat backs, lb.	0 23	0 24
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 37½	0 41
Hams, roast, per lb.	0 40	0 42
Shoulders, boiled, per lb.	0 35	0 38
Shoulders, roast, per lb.	0 35	0 37
<b>Barrel Pork—</b>		
Mess pork, bbl., 200 lbs.		43 00
Short cut backs, bbl., 200 lbs.	46 00	47 00
Pickled rolls, bbl., 200 lbs.	44 00	45 00
<b>Lard—</b>		
Pure tierces, 400 lbs., per lb.	0 25½	0 26½
Compound tierces, 400 lbs., per lb.	0 19½	0 19¾
In 60-lb. tubs, ¼c higher than tierces; pails, ¼c higher than tierces, and 1-lb. prim's, ¼c higher than tierces.		
<b>Hogs—</b>		
Dressed, abattoir killed	21 00	23 00
Live, off cars		
Live, fed and watered		
Live, f.o.b.		15 83

## Butter May Be Exported to U. S.

**Toronto**  
**BUTTER.**—There is a strong probability that some Canadian butter may be exported to the United States in the near future, which will have the effect of putting greater firmness into the local market. Prices now being paid in the United States make the shipment of butter there possible. There has been a fair amount of butter arriving in the local market, but the market has remained quiet dur-

ing the week and prices are unchanged.

Creamery prints, fresh made	0 43	0 44.
Creamery solids	0 39	0 40
Dairy prints, choice, lb.	0 39	0 40
Dairy prints, lb.	0 35	0 36
Bakers	0 28	0 29

## Supplies of Eggs Are on The Increase

**Toronto**  
**EGGS.**—Supplies of eggs from production points in Ontario are increasing, although the weather has been none too favorable to the hens so far. The local market is depending entirely on the supplies from Ontario points without the assistance of the Chicago market. There has not been any move yet toward storing the eggs on the part of the commission men, as they are somewhat in doubt as to whether they are going to be able to find an export market for them. A meeting in Montreal on Tuesday of this week is for the purpose of endeavoring to get the Government to give some assurance that tonnage sufficient to move the exports will be provided. There was a decline of 2c per dozen in the price of fresh eggs during the week.

<b>Eggs—</b>		
New laid, cartons	0 36	0 31
New laid, ex-cartons	0 34	0 36

## More New Cheese Is Making Price Easier

**Toronto**  
**CHEESE.**—With the arrival of larger quantities of new cheese as a result of the additional factories that have started operations in the Eastern part of the province since the first of the present month there has been a greater supply of new cheese and prices have been easier by 1c per pound for this class during the week. New cheese is now quoted at 26c to 27c as compared with 27c to 28c last week. Old cheese and Stilton remain unchanged at the quotations of last week.

<b>Cheese—</b>		
New, large	0 26	0 27
Old, large	0 28½	0 29
Stilton	0 28½	0 30

## Demand for Live Fowl Less and Prices Lower

**Toronto**  
**POULTRY.**—With the passing of the season when the Jewish people are eager buyers of live fowl there has been less demand for them and the prices have accordingly declined from 2c to 3c per pound, in the amount being paid by commission men. There are considerable supplies of frozen poultry in the market yet and commission men are at a loss to understand why this meat product is not used more freely as they point out that it is one of the cheapest lines of meat that can be eaten in these days of high meat prices. Spring chickens continue to reach the market in small quantities.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 20	0 22
Hens, fresh, dressed, per lb.	0 23	0 24
Turkey gobblers, dressed, fresh		6 24
Spring chickens, lb.		0 45

Prices are those paid at Toronto by commission men.

## Quebec Maple Syrup Coming in Better

**Toronto**  
**HONEY, MAPLE SYRUP.**—Maple syrup from the province of Quebec has been coming in better supply during the week, although the quantities are not as large as commission men would like to see. The season has not been entirely favorable as the frost left the ground too soon and this was not favorable to a steady run of sap. There has been an increasing demand for the syrup. Honey has been in steady market with a decreasing demand.

<b>Honey—</b>		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
<b>Maple Syrup—</b>		
8-lb. tins	1 00	1 25
Gallons, Imperial	1 25	1 60

## Big Advances in Pure and Compound Lard

**Winnipeg.**  
**PRODUCE AND PROVISIONS.**—Hogs were firmer all last week, price jumping to \$15.60, with an average price around \$15.50. The cause of this was the unusual demand, and it is this same demand which is expected to keep the market up around these high figures. Lard, both pure and shortening, is higher. Pure lard is selling on a basis of 25c for tierces, while shortening has jumped to 18c—both considerable advances. Pure lard was first to advance, and when this takes place, other commodities usually follow. Crisco has advanced during the past week 70c per case, which makes a total advance in three weeks of about \$2.20 per case. Butter—There has been a gradual decline during the past two weeks, but quotations last week seem to have halted at 41c in cartons; but there is still a slight undertone, and from now on we can expect a gradual decline. Eggs—Supplies are coming along pretty freely, but a stronger market was expected early this week, due to big demand from the South. On Monday last quotations on new-laid were 29c and 30c, and cheese was still very firm at 29c and 30c.

<b>Hams—</b>		
Light, lb.	0 29	0 29½
Medium, per lb.	0 27	0 28
Heavy, per lb.	0 25	0 26
<b>Bacon—</b>		
Breakfast, per lb.	0 29½	0 30
Breakfast, select, lb.	0 35	0 36
Backs, regular	0 29	0 30
Backs, select, per lb.	0 31	0 32
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 23	0 23½
Backs	0 24	0 24½
<b>Barrelled Pork—</b>		
Mess pork, bbl.		45 00
<b>Lard, Pure—</b>		
Tierces	0 23	
3s	5 10	
Cases, 5s	15 50	
Cases, 3s	15 60	
<b>Lard, Compound—</b>		
Tierces	0 18	
Tubs, 50s, net	8 87½	
Pails, 20s, net	3 80	
<b>Butter—</b>		
Fresh made creamery, No. 1, cartons	0 41	
No. 1 storage	0 40	
No. 2 storage	0 38	
<b>Fresh Eggs—</b>		
New laid	0 29	0 30
<b>Cheese—</b>		
Ontario, large	29 00	30 00

# A Prisoner in Germany

—a Canadian interned at Ruhleben, the famous German interment camp—was permitted to be transferred to Switzerland. From this country he writes his story of Ruhleben Camp —a live, human story of intensest interest. Read it in

# MACLEAN'S MAGAZINE *for* May

ALWAYS MACLEAN'S MAGAZINE contains articles of a class you'll find in no American magazine—articles *Canadian* in theme and staging. MACLEAN'S goes in for articles, biographies and stories that make Canada and Canadians better known and better loved by its own people. This is its big and worth-while mission, and this is why it should possess *your* favor to a pre-eminent degree. In the May issue of MACLEAN'S, in addition to the remarkable article announced above, are the following notable features:

## Successful Canadians Living in New York

This article is one of a series dealing with Canadian-born men who have won fame or fortune or both in New York City—and there are many such. Mighty good reading of an intensely interesting and unusual sort.

## German Plotting Against Canada in the U. S. A.

By Agnes C. Laut

Miss Laut has a knowledge of German plots and intrigues at once amazing and accurate, and her revelations are positively startling. She writes fearlessly and with her accustomed vigor.

**Besides** There is the likable Review of Reviews Department, in which the best things appearing in the current periodicals of the world are condensed for busy readers. So **MacLean's** becomes a most appealing and satisfying magazine. It is unlike every other magazine, and no other magazine serves Canadians so well.

## Sunshine in Mariposa

By Stephen Leacock

This is a comedy by Canada's master humorist. Extremely amusing and clever is this play. Leacock grows better all the time.

## Short Stories

By Arthur Stringer, Hopkins Moorhouse and Mary Gaunt

These stories are Canadian in their background and are good. **MacLean's** is doing a very meritorious work in developing and introducing new Canadian writers and writers on Canada.

## Two Good Serials

By Sir Gilbert Parker and James B. Hendryx

Parker's story is entitled, "Jordan is a Hard Road," and Hendryx's, "The Gun Brand." They are rousing stories told by masters of the craft of writing and story-telling.

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## Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

### Chas. Tilley & Son

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90 Richmond Street West, Toronto

## The New Breakfast Food



## Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

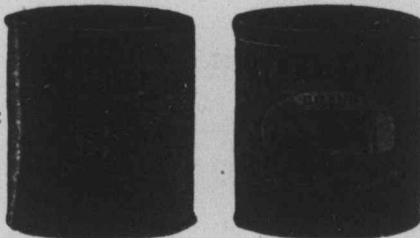
Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

### The Robert Gillespie Co.

WINNIPEG, MAN.

Agents for Canada



## When you consider

the good profits, the increased customer-satisfaction and the steady repeat business arising from the sale of Malcolm Milk Products, surely you will admit that it is only common-sense to constantly feature these delicious Made-in-Canada leaders.

*Give them a tryout and order early.*

The MALCOLM CONDENSING CO.  
St. GEORGE Limited ONTARIO

## Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

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Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

*Send along your ad. to-day.*

### The Canadian Grocer

143-153 University Ave., Toronto

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**NORWEGIAN SARDINES** (STYLED SMOKED) SILD

NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



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

Sell the Grape Juice everybody likes—



**Barnes**

Then you'll realize what good profits grape juice offers you.

The demand for it is ever-growing. The coming of prohibition gave it a big boost and to-day wide-awake grocers the country over find Barnes Grape Juice particularly profitable.

Barnes is Pure Concord, sweet—wholesome — surpassingly delicious. Made right to please particular people.

How are your stocks?

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



**LOOK OUT FOR THE DOG!**

He represents 19 lines of cleaning goods—household necessities that are asked for every day—the celebrated

**Bull Dog Brands**

Made By **The John B. Paine Co. Ltd.**, Toronto and Winnipeg

Factories at

"We clean up everything"

Agents: Mowat & McGeachy, Saskatoon; Oppenheimer Bros., Vancouver

**Dole Bros. Hops & Malt Co.**  
BOSTON, MASS., U.S.A.

**"SUPERIOR" BRAND HOPS**  
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing 1/4, 1/2 or 1-lb. packets, or assorted.

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15 STE. THERESE ST. MONTREAL

**WASTE PAPER BALERS**



ALL STEEL  
**CLIMAX**  
FIREPROOF

Made in 12 sizes, \$22.50 up.

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Send for particulars.

**CLIMAX BALER CO.**

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



# In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

# Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment—enable us to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order from the following list:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies  
(Oval and Round Tins)
- Kippered Herring
- Herring in Tomato Sauce
- Clams
- Scallops



**Connors Bros., Limited**  
Black's Harbor, N.B.

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ROYAL BAKING POWDER		
Size	Less than	Bbl. lots
	10 case lots	or 10 cases
	Per doz.	and over
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 90	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

### BAKING POWDER.

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

	Per doz.
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 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

#### DOMINION CANNERS, LTD. JAMS.

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 34
Peach	2 38
Raspberry, Red	2 54
Raspberry and Red Currant	2 40

#### DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

#### THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP  
Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	\$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case.	4 40
20 lb. tins, ¼ doz. in case.	4 25
Perfect seal glass jars in the case	3 40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.  
Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce,	
4 doz. to case	0 90

1's Baked Beans, Plain, 4 doz. to case	0 95
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$2.45 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, \$3 doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case, 10's, ¼ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$9 doz.	

#### "AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 13½
30's Tin or Wood, one pail only, per lb.	0 13½

#### BLUE

Keen's Oxford, per lb. ....  
In 10-lb. lots or case. ....

#### CEREALS

##### WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 60 lbs.	3 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 50
Wheat Kernals, 2 doz. to case	2 70

#### COCOA AND CHOCOLATE

##### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	\$4 60
Perfection, ¼-lb. tins, doz.	2 40
Perfection, ¼-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 23
Soluble, bulk, No. 2, lb.	0 21
London Pearl, per lb.	0 25

(Unsweetened Chocolate)

Supreme chocolate, ¼s, 12-lb. boxes, per lb.	0 34
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00



# Every Housewife Wants It

Indispensable for all cleaning purposes and really splendid for washing dishes.

It's a real "Surprise" to the user—it's a glad "Surprise" for the seller.

## THE ST. CROIX SOAP MFG. CO.

St. Stephen, N. B.

Halifax,

Montreal,

Toronto,

Winnipeg,

Vancouver

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



# And Every Sale Means Customer Satisfaction

Therein lies the secret of the success that characterizes every Sterling Product. Successful selling is based upon unstinted Customer-Satisfaction and this Satisfaction our lines always give.

## STERLING TOMATO CATSUP

is no exception. It has made a hit—a lasting hit with lovers of rich, appetizing purity. Its very appearance—that tempting, delicious-looking redness “gets” the customer every time and pulls quick, profitable sales.

Try Sterling Tomato Catsup in your next window display.

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

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

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. .... 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, 10c cakes, 2 doz. in box, per box.... 1 90
- Vanilla, ¼-lb., 6 and 12-lb. boxes ..... 0 37
- Diamond, 8's, 6 and 12-lb. boxes ..... 0 30
- Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 28
- Diamond, ¼'s, 6 and 12-lb. boxes ..... 0 28
- Icings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz. .... 1 25
- Chocolate Confections. Per doz.
- Maple buds, 5-lb. boxes .... 0 39
- Milk medallions, 5-lb. boxes 0 39
- Chocolate wafers, No. 1, 5-lb. boxes ... 0 35
- Chocolate wafers, No. 2, 5-lb. boxes ..... 0 28
- Nonparell wafers, No. 1, 5-lb. boxes ..... 0 33
- Nonparell wafers, No. 2, 5-lb. boxes ..... 0 28
- Chocolate ginger, 5-lb. bxs., Chocolate ginger, 5-lb. bxs., 0 40
- Milk chocolate wafers, 5-lb. boxes ..... 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes.... 0 39
- Royal Milk Chocolate, 5c cakes, 2doz. in box, per box ..... 0 95
- Nut milk chocolate, ¼'s 6, lb. boxes, lb. .... 0 39
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 39
- Nut milk chocolate, 5c bars 24 bars, per box ..... 0 90
- Almond nut bars, 24 bars, per box ..... 0 90

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

- Size—
- 2½-quart Tall Cylinder Can. No. 1 Pint Cylinder Can....
- No. 16 Jar .....
- No. 4 Jar .....
- No. 10 Can .....

**YUBA BRAND**

- 2½-quart Tall Cylinder Can. No. 1 Pint Cylinder Can....
- No. 10 Can .....
- Plenic Can .....

**BORDEN MILK CO. LTD. CONDENSED MILK**

Terms net 30 days.

- Eagle Brand, each 48 cans.\$8 00
- Reindeer Brand, each 48 cans 7 70
- Silver Cow, each 48 cans .. 7 15
- Gold Seal, Purity, each 48 cans ..... 7 00
- Mayflower Brand, each 48 cans ..... 7 00
- Challenge, Clover Brand, each 48 cans ..... 6 50

**EVAPORATED MILK**

- St. Charles Brand, Hotel, each, 24 cans ..... 5 65
- Jersey Brand, Hotel, each 24 cans ..... 5 65
- Peerless Brand, Hotel, each 24 cans ..... 5 65
- St. Charles Brand, Tall, each 48 cans ..... 5 75
- Jersey Brand, Tall, each 48 cans ..... 5 75
- Peerless Brand, Tall, each 48 cans ..... 5 75
- St. Charles Brand, Family, each 48 cans ..... 4 90

- Jersey Brand, Family, each 48 cans ..... 5 00
- Peerless Brand, Family, each 48 cans ..... 5 00
- St. Charles Brand, small, each 48 cans ..... 2 40
- Jersey Brand, small, each 48 cans ..... 2 40
- Peerless Brand, small, each 48 cans ..... 2 40

**CONDENSED COFFEE**

- Reindeer Brand, "Large," each 48 cans ..... 5 50
- Reindeer Brand, "Small," each 48 cans ..... 5 50
- Regal Brand, each 24 cans... 5 20
- Cocoa, Reindeer Brand, each 24 cans ..... 5 80

**COFFEE.**

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

**WHITE SWAN**

- 1 lb. square tins, 4 doz. to case, weight 70 lbs..... 0 37
- 1 lb. round tins, 4 doz. to case, weight 70 lbs..... 0 38

**ENGLISH BREAKFAST COFFEE.**

- ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 23
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 21

**MOJA**

- ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 32
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 31
- 2 lb. tins, 1 doz. to case, weight 40 lbs. .... 0 31

**PRESENTATION COFFEE.**

- A Handsome Tumbler in Mac-Tin.
- 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 97

**FLAVORING EXTRACTS**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

- 1 oz. bottles, per doz., weight 3 lbs. ....\$ 1 0
- 2 oz. bottles, per doz., weight 4 lbs. .... 1 0
- 2½ oz. bottles, per doz., weight 6 lbs. .... 2 25
- 4 oz. bottles, per doz., weight 7 lbs. .... 3 50
- 8 oz. bottles, per doz., weight 14 lbs. .... 6 50
- 16 oz. bottles, per doz., weight 28 lbs. .... 12 00
- 32 oz. bottles, per doz., weight 40 lbs. .... 23 00
- Bulk, per gallon, weight 16 lbs. .... 10 00

**GELATINE**

- Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
- Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.)..... 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz. .... 1 35

**W. CLARK, LIMITED, MONTREAL.**

- Compressed Corned Beef, ½s, \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75; 14s, \$68.00.
- Roast Beef, ½s, \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75.
- Bolled Beef, 1s, \$3.50; 2s, \$9; 6s, \$34.75.
- Jellied Veal, ½s, \$2.75; 1s, \$3.50; 2s, \$7.
- Corned Beef Hash, ½s, \$2.
- Beefsteak and Onions, ½s, \$2.75; 1s, \$3.50; 2s, \$9.00.

**BUY  
WETHEY'S  
ORANGE  
MARMALADE**

**BOTH  
QUALITY AND  
PRICES ARE  
RIGHT**

**M**ORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.

**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  
143-153 University Avenue,  
Toronto.

**ONION SETTS FOR PLANTING  
FANCY CANADIAN GROWN**

Write for Samples

Ex-warehouse Toronto—Shipment by Express.

	Per 100 Lbs.	
	Trade	Retail
Dutch Setts, Yellow (select Canadian) .....	\$20.00	\$24.00
Dutch Setts, White .....	22.00	25.00
Red Setts .....	20.00	24.00
Shallots or Multipliers .....	14.00	19.00
English Potato Onions ..	14.00	19.00

**WM. RENNIE CO., LIMITED**  
Cor. Adelaide and Jarvis Sts., Toronto

**Want Ads.**

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

**The Best Asset of a  
Grocery Business is  
Satisfied Customers**

**Baker's Cocoa  
and Chocolate**



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

**ALWAYS SATISFACTORY**

Made in Canada by  
**Walter Baker & Co., Limited**  
Established 1780  
Montreal, Can.    Dorchester, Mass.

Turn to page 56 of this issue. It will interest you.

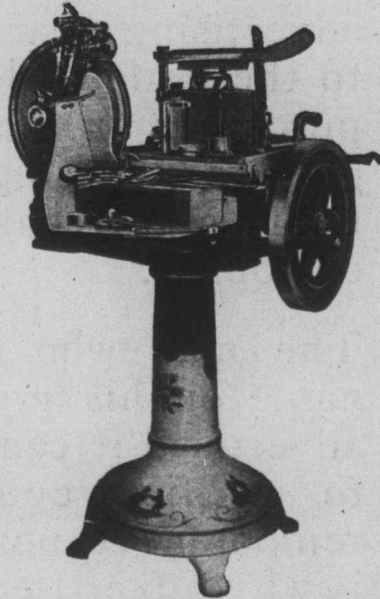
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## VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.  
HAMILTON, CANADA

# HAMS

If you will compare the price of Bacon or Backs with that of Hams you will see that Hams are considerably cheaper. Now is the time to place your order for either Cooked or Smoked.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.  
LIMITED  
HAMILTON

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.  
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.  
Lamb's Tongues, 1/2s.  
Sliced Smoked Beef, tins, 1/2s, \$2.00; 1s, \$3.00; 4s, \$20.00.  
Sliced Smoked Beef, glass, 1/2s, ..; 1/2s, \$2.25; 1s, \$3.50.  
Tongue, Ham and Veal Pate, 1/2s, \$1.50.  
Ham and Veal, 1/2s, \$2.  
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 65c; 1/2s, \$1.30.  
Potted Meats, Glass—Chicken; Ham, Tongue, Venison.  
Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.  
Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.  
Mince-meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.  
In Palls, 25 lbs., 15c lb.  
In 50 lb. Tubs, 15c lb.  
In 85 lb. Tubs, 14 1/2c lb.  
In Glass, 1s, \$3.  
Clarke's Peanut Butter—Glass Jars, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.  
Clark's Peanut Butter—Palls, 5 lbs., 27c; 12-lb. palls, 25c; 24-lb. palls, 24c; 50-lb. palls, 24c.  
Clark's Tomato Ketchup, 16 oz., —  
Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2.15.  
Individuals, 80c doz.  
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.50.  
Individuals, 90c doz.  
Pork and Beans, Chili, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.50.  
Individuals, 90c doz.  
Tomato Sauce, 1 1/2s, \$1.75; Chili Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.  
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.  
Clark's Chateau Chicken Soup, —  
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.15.  
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.  
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.  
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.  
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITED  
Montreal. Agencies

BASIN DE VICHY WATERS  
L'Admirable, 50 bottles, litre, ca. .... 8 00  
Neptune ..... 9 00  
San Rival ..... 9 00

VICHY LEMONADE  
La Savoureuse, 50 bottles, ca. .... 11 00

IMPORTED GINGER ALE AND SODA  
Ginger Ale, Trayders, ca., 6 doz. pts., doz. .... 1 35  
Ginger Ale, Trayders, ca., 6 doz., splits, doz. .... 1 25  
Club Soda, Trayders, ca., 6 doz. pts., doz. .... 1 30  
Club Soda, Trayders, ca., 6 doz. splits, doz. .... 1 20

### BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. .... 0 48  
Princess Blend, 50 and 20-tins, lb. .... 0 41

### JAPAN TEAS

H. L., ch. 90 lbs., lb. .... 0 35  
Victoria, ch. 90 lbs., lb. .... 0 25

### COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. .... 0 34 1/2  
Victoria, 5, 10, 25, 50-lb. tins, lb. .... 0 32  
Princess, 1-lb. tin, lb. .... 0 22

### MUSTARD

#### COLMAN'S OR KEENE'S

Per doz. tins  
D. S. F., 1/4-lb. .... \$ 1 75  
D. S. F., 1/2-lb. .... 3 30  
D. S. F., 1-lb. .... 6 25  
F. D., 1/4-lb. .... 1 10  
Per jar  
Durham, 4-lb. jar, each .. 1 10  
Durham, 1-lb. jar, each .. 0 25

### JELL-O.

#### GENESEE PURE FOOD CO.

Assorted case, 4 dozen .... \$ 3 90  
Lemon, 2 dozen ..... 1 80  
Orange, 2 dozen ..... 1 80  
Raspberry, 2 dozen ..... 1 80  
Strawberry, 2 dozen ..... 1 80  
Chocolate, 2 dozen ..... 1 80  
Peach, 2 dozen ..... 1 80  
Cherry, 2 dozen ..... 1 80  
Vanilla, 2 dozen ..... 1 80  
Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.

### JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen .... \$ 2 50  
Chocolate, 2 dozen ..... 2 50  
Vanilla, 2 dozen ..... 2 50  
Strawberry, 2 dozen ..... 2 50  
Lemon, 2 dozen ..... 2 50  
Unflavored, 2 dozen ..... 2 50  
Weight 11 lbs. to case. Freight rate, 2d class.

### JELLY POWDERS

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

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

### SPICES

#### WHITE SWAN SPICES AND CEREALS, TORONTO

5c 10c  
Round Oval  
litho. litho.  
dredge dredge.

### SPICES.

Per doz. Per doz.  
Allspice ..... \$0 48 \$0 90  
Arrowroot, 4 oz. tins, 90c. ....  
Cayenne ..... 0 48 0 90  
Celery salt .....  
Celery pepper .....  
Cinnamon ..... 0 48 0 90  
Cinnamon whole, 5c. pkgs., window front, 45c. ....  
Cloves ..... 0 48 0 90  
Cloves, whole, 5c. pkgs., window front, 45c. ....  
Curry powder .....  
Ginger ..... 0 48 0 90  
Mace ..... 1 25  
Nutmegs ..... 0 48 0 90  
Nutmegs, whole, 5c. pkgs., window front, 45c. ....  
Paprika ..... 0 48  
Pepper, black ..... 0 48 0 90  
Pepper, white ..... 0 52 0 95  
Pastry spice ..... 0 48 0 90  
Pickling spice, window front, 90c. ....  
Shipping weight per case ..... 15 lbs. 15 lbs.  
Dozens to case .. 4 4

**Bananas**  
**Strawberries**  
**Pineapples**  
**Oranges      Lemons**  
**Grape Fruit**

And All Kinds Early Vegetables  
 Are the Big Sellers  
 Just Now

Send your Orders to

*"The House of Quality"*

**HUGH WALKER & SON**  
**GUELPH, ONT.**

Established 1861

**Strawberries**  
**Pineapples**  
**Cauliflower**  
**Celery**  
**Asparagus**

Fresh seasonable lines now arriving  
 from the south.

*Headquarters for the best  
 the market affords.*

**WHITE & CO., LIMITED**  
*Wholesale Fruit and Fish*  
**TORONTO and HAMILTON**

**Let us handle  
 your fruit re-  
 quirements**

You will find our stocks tip-  
 top in every way, and our  
 service entirely satisfactory.  
 The fruits we sell are the  
 kind you need to satisfy your  
 customers and to build up a  
 thriving fruit business.

We can ship you on short  
 notice best quality foreign  
 fruits — Bananas, Lemons,  
 Oranges, etc.

Why be content with slow,  
 profitless fruit sales? Con-  
 nect with us and sell the  
 fruits that sell quickly and  
 always satisfy.

Write us to-day.

**Lemon Bros.**  
**OWEN SOUND, ONT.**

**New Crop**

**"St. Nicholas"**  
**"Queen City"**  
**"Kicking"**

are shipped. Get these brands  
 for the best Lemons.

**J. J. McCabe**  
 Agent  
**TORONTO**

*Wholesale  
 Fruit and  
 Produce  
 Merchants*

*Established  
 1876*

*McWilliam & Everist, Limited*

Apples,  
 Bananas,  
 Citrus  
 Fruits  
 Cranberries,  
 etc.

25 CHURCH ST.  
 TORONTO

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



15,000 Letters from Your Customers were received as a result of a single Sunkist Lemon advertisement.

The awakening of public interest in lemons by Sunkist advertising means more business to you if you put the "push" into your lemon sales.

Regular supplies of fresh California lemons of uniform size and good keeping quality will help you do it.

Don't let your customers go "up the street" for California lemons.

## California Fruit Growers Exchange

A Co-Operative, Non-Profit Organization of 8000 Growers

Los Angeles, Cal.

Dealers' Service Headquarters,  
Chicago, Ill.

Canadian Offices:

Calgary, Alta. Toronto, Ont.  
Montreal, Que. Vancouver, B.C.  
Regina, Sask. Winnipeg, Man.



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# THE LAPORTE-MARTIN LIMITÉE ANNOUNCER

MONTREAL

APRIL 16th, 1917

## Spices

There is a good demand for spices and prices rule firm. The uncertainty as to shipments, incidental to the lack of tonnage, high freight rates, and war risks, is making business more difficult.

Consignments are readily absorbed by grinders at full prices. Higher prices are likely in the near future and a buy to-day entails no risk of loss.

Get a sample of our Victoria Brand Spices. In them you will find a perfect combination of quality, attractiveness and Right Prices.



### Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street, Montreal



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



# Buyers' Guide

## CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

### WANTED

WANTED—AN EXPERIENCED CLERK FOR general store; married; one who can speak French preferred; first-class references required. Apply Box 113, Comber, Ont.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers' and wholesalers. Address A. L., Box 85, Timmins, Ont.

AGENT WANTED. WANTED A GOOD SALESMAN TO CARRY a side line, calling on Butchers, Grocers, and General Stores, with good saleable articles. Box 224, Canadian Grocer.

### FOR SALE

FOR SALE—QUANTITY OF TINFOIL PAPER suitable for tea bags, English make. Apply Duguid, 12114 93rd St., Edmonton, Alta.

FOR SALE—WELL ESTABLISHED GENERAL store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

FOR SALE—A GROCERY BUSINESS IN ONE of the best towns in Ontario. Turnover for 1916, \$44,000. Now averaging \$1,100.00 per week. Stock about \$5,000.00. Good reasons for selling. Address Box 226, Canadian Grocer.

GROCERY BUSINESS—ESTABLISHED 13 years—best residential section of the busy City of Kitchener, Ont. Known as the 5 points. Stock and fixtures about \$3,000. Annual turnover \$16,000. This can be increased by right man. Reason for selling, "poor health." Will sell with or without property. Apply H. J. Ahrens, Kitchener, Ont.

## Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto St., Toronto  
52 Can. Life Bldg., Mont

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens,  
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST., LONDON, ONT.

Make your genuine but strictly temperance

## Lager Beer

at home with pure

### Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY

Dept. 52. Beamsville, Ontario.



## TANGLEFOOT



### The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKLEY'S KNIFE POLISH

TRADE MARK



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS:

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

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of  
the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.  
LIMITED

Cleaners, Importers, and Exporters  
of Sausage Casings. Packers'  
and Butchers' Supplies. Outfitters of  
Meat Markets. Pure Spices a Speciality.  
Butchers' Coats and Aprons.  
49 DUNDAS STREET. - - TORONTO

We are Wholesale Importers of  
Peanuts Canned Crab  
Oriental and Australian Goods

Canadian Distributors of  
"WASHCLEAN"  
Gold Medal Labor Saver for  
Washing Clothes Without Rubbing  
2,000,000 users

Direct Supply Association  
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER  
ADEL 760 WASTE PAPER  
E. PULLAN TORONTO

Notice to Merchants:—We will adjust  
your bad accounts satisfactorily for you.  
Our system is "Direct from Debtor to Creditor."  
We handle none of your money. Through our  
system, you can put your business on a cash basis.  
We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS  
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
¾-INCH CUSHION FILLERS  
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.  
TRENTON ONTARIO

## BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

# LARGEST MAKERS IN THE WORLD

*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

**In your Locality  
are many**

## **Dogs and Cage Birds**

Your customers must have FOOD for them.  
It is to your interest as well as that of your  
customers and their pets, that you should  
regularly stock

**SPRATT'S  
DOG CAKES,  
Puppy Biscuits  
and  
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and  
reliability. It will help you to keep old customers  
and attract new ones.

SPRATT'S Depôts in CANADA are:—  
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VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.  
Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

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**???** *Ask us for*

**Wrapping Papers**

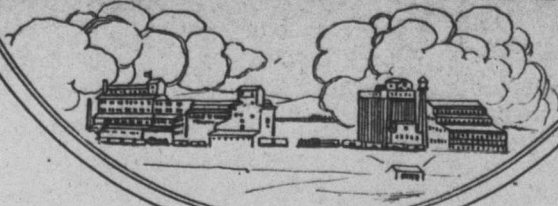
**Twines**

**Brooms Brushes**

**Parchment Butter Paper**  
Printed and Plain

**PROMPT SHIPMENT**

**WALTER WOODS & CO.**  
**HAMILTON and WINNIPEG**



## To Decrease Your Cost Increase Your Turnover

**S**HOW your trade the Road to Bakewell!  
The brand "FIVE ROSES" is the signpost directing ambitious housewives in your trading radius to Better Bread, Better Cakes, Better Puddings and Pastries.

The woman who seeks this road has taken the initial step towards Increased Consumption, in the wake of which comes Increased Retail Turnover.

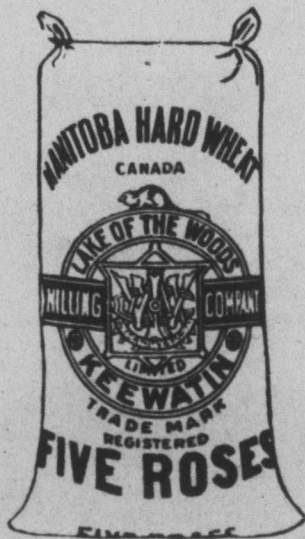
Cultivate the consumer who uses FIVE ROSES flour, for she radiates Baking Success. She is a constant source of inspiration to an ever-widening circle of quality buyers.

Consider the 40 grocery specialties whose retail movement is affected by successful FIVE ROSES buyers.

Every single item in your stock that can be classed as a baking ingredient finds increased sales in a FIVE ROSES household.

To decrease your overhead, increase your turnover. To speed up entire grocery turnover, sell FIVE ROSES flour.

**LAKE OF THE WOODS MILLING CO., LIMITED**  
Montreal "The House of Character" Winnipeg  
Offices in 16 Canadian Cities



Daily Capacity  
27,400 bags of 98 lbs.