

**PAGES  
MISSING**

IN THIS ISSUE - A STORE WITHOUT INDEBTEDNESS

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, FEBRUARY 23rd, 1917

No. 8

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# Welch's

*"The National Drink"*

may be recommended by you to your most exacting customers. Those who know grape juice know that Welch's is the standard. We guarantee every bottle.

The Welch plant at St. Catharines is of the most modern type of construction. The experience behind Welch's with efficient equipment enables us to maintain the high standard of Welch's.

*Sold by Leading Jobbers*

THE WELCH CO., LIMITED

ST. CATHARINES, ONTARIO



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Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.





# Hard to Believe



We wouldn't have believed it ourselves except for the fact that we have figured out order printed below at our prices, and compared it with current prices ruling on same day, February 6th, 1917, of two other houses, both of whom issue price lists. Figures show the result, and figures never lie. True, this may be an exceptional order, but you are perhaps sending just such exceptional orders elsewhere, and it is costing you just 16 to 17% to do so. Can you afford it?

Don't let any representative of another house get away with the story that this is a "picked" order. Send us a duplicate order of it and see how quick we will ship it at prices quoted below:

	Our Price	Total	1st Competitive House Price	Total	2nd Competitive House Price	Total
15 x 80-lb. Bags Rolled Oats.....	\$2.80	\$ 42.00	\$2.95	\$ 44.25	\$2.95	\$ 44.25
10 cs. Tomatoes, 2 1/2s .....	3.75	37.50	4.00	40.00	4.00	40.00
8 cs. Refugee Beans, 2s.....	1.75	14.00	2.50	20.00	2.60	20.80
2 cs. Standard Peas .....	2.55	5.10	2.45	4.90	2.65	5.30
1 cs. Clean-all-no-rub, 2 doz.....	.75	1.50	.80	1.60	.85	1.70
6 x 1/2 sacks Pearl Barley .....	3.27 1/2	19.65	3.35	20.10	3.35	20.10
3 boxes White Star Yeast .....	1.00	2.91	1.00	2.91	1.00	2.91
	less 3%		less 3%		less 3%	
1 cs. Eddy's Matches, Silent 500s.....	6.65	6.65	6.65	6.65	6.65	6.65
1M Kraft Bags, 10 lb. ....	6.30	6.00	9.45	8.03	9.45	8.03
	less 5%		less 15%		less 15%	
1M Kraft Bags, 5 lb. ....	3.40	3.23	5.10	4.34	5.10	4.34
	less 5%		less 15%		less 15%	
3M Kraft Bags, 1 lb.....	1.50	4.28	2.25	5.74	2.25	5.74
	less 5%		less 15%			
		\$142.82		\$158.52		\$159.82
Less our discount of at least 4% off goods not controlled by selling agreements.....		5.40				
		\$137.42				

Compared with 1st house \$158.52 / 137.42

We save you \$ 21.10 or 16%

Compared with 2nd house \$159.82 / 137.42

We save you \$ 22.40 or nearly 17%

**STOP, THINK AND FIGURE**



## MACDONALD-CHAPMAN

Wholesale Grocers

LIMITED

Winnipeg, Man.

Connections:

Macdonald-Cooper, Ltd., Edmonton, Alta.    Macdonald-Crawford, Ltd. Moose Jaw, Sask.    Macdonald-Crawford, Ltd. Saskatoon, Sask.

Macdonald-Crawford, Ltd. Swift Current, Sask.    A. Macdonald & Co., Vancouver, B.C.    A. Macdonald & Co., Nelson, B.C.

A. Macdonald & Co., Fernie, B.C.

A. Macdonald & Co., Ft. William, Ont.





## Busy March housewives will appreciate Borden convenience

The coming month ushers in the house-cleaning season, a time of unusual activity for every good housewife. Here is where the unequalled convenience of the **Borden line of Milk Products** will appeal most strongly to her.

With every moment occupied, she will appreciate the time and trouble-saving features of these delicious and wholesome Canadian-made Milk Products. She knows that Borden's can be prepared in an instant. She knows, too, that every Borden Line is made up to a standard, the highest within reach of human endeavor. Our extensive advertising is familiarizing her with these facts, therefore selling a stock of Borden's is never difficult, and it is particularly easy during the spring house-cleaning months.

Plan now to increase your sales and profits by featuring Borden Milk Products during the coming season.

### Borden Milk Co., Limited

"Leaders of Quality"

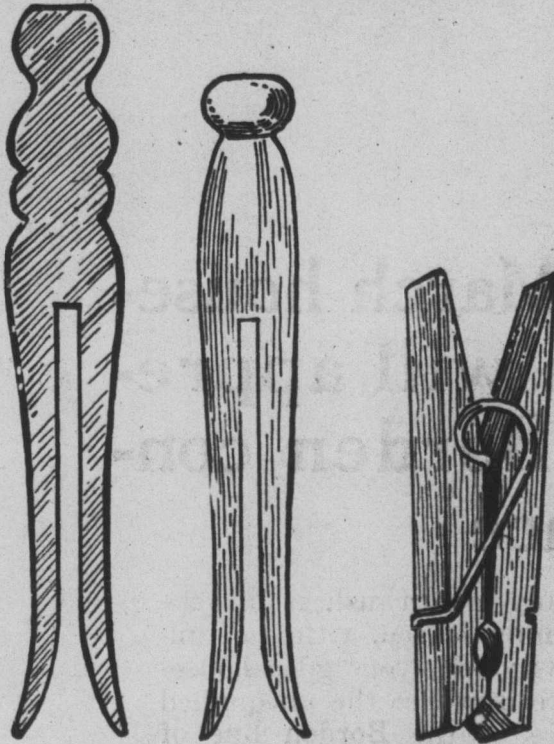
MONTREAL

Branch Office: No. 2 Arcade Building  
Vancouver, B.C.

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



The Megantic Broom Mfg., Co., Ltd.  
Lake Megantic, Que.



Our slogan is satisfied customers.  
Give us a trial.

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:—  
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.  
S 46

## It's always good

We don't care how particular that customer of yours may be, she's bound to approve of the unbeatable quality so very evident in every grain of Royal Acadia Sugar.

Here's a sugar that is absolutely pure cane, one hundred per cent. sweet, entirely dependable, all the time.

Is there any good reason why you should not be selling Royal Acadia Sugar?



"Every grain  
pure cane."

The Acadia Sugar Refining Co.  
HALIFAX, CANADA

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



# GOLD DUST

## SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY  
LIMITED  
MONTREAL

*“Let the GOLD DUST TWINS do your work.”*



### 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.

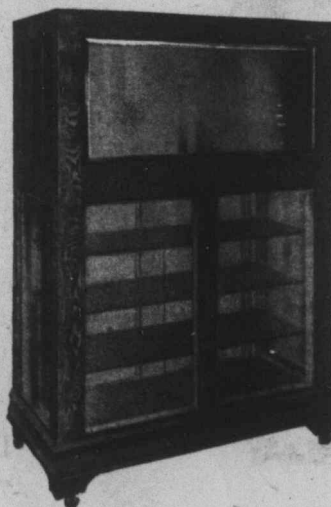
Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

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

## Why fool yourself by appearances?



Any refrigerator may have sanitary linings and all the appearances of a perfect refrigeration system and yet fall badly in keeping your perishables secure or in giving you adequate service.

It's the Principle of Circulation that is the vitally important thing. Sanitary linings and everything else are useless unless that principle is RIGHT—unless that principle gives you an adequate amount amount of DRY cold air EVENLY distributed over the WHOLE refrigerator.

That's why the EUREKA pays the largest dividends in goods saved. That's

why grocers and butchers for almost thirty years have insisted on the EUREKA. That's why there is only one refrigerator which will earn you adequate profits—the EUREKA. Write NOW for full particulars and free catalogue.

**Eureka Refrigerator Company**  
Limited

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



# 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

**ENO'S  
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by  
J. C. ENO, Ltd., "Fruit Salt"  
Works, LONDON, England.

Agents for Canada:  
Harold F. Ritchie & Co., Limited  
10 McCaul St., TORONTO

## The pleasant-to-take ounce *of* prevention

With warm weather come fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in  
your counter and window displays.**

**J. C. Eno, Limited, "Fruit Salt" Works**  
LONDON, ENGLAND

Agents for Canada: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

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

# What National Cash Registers Do.

## No. 6—Prevent Costly Mistakes

The new National Cash Registers safeguard your business from the costly mistakes that spell failure for storekeepers.

They force a record of each transaction. They take care of all charge sales, assuring you that a proper record will be made of each charge transaction.

They immediately record all money your customers pay on account, giving them a receipt. They prevent all chance of charging customers twice and so save disputes.

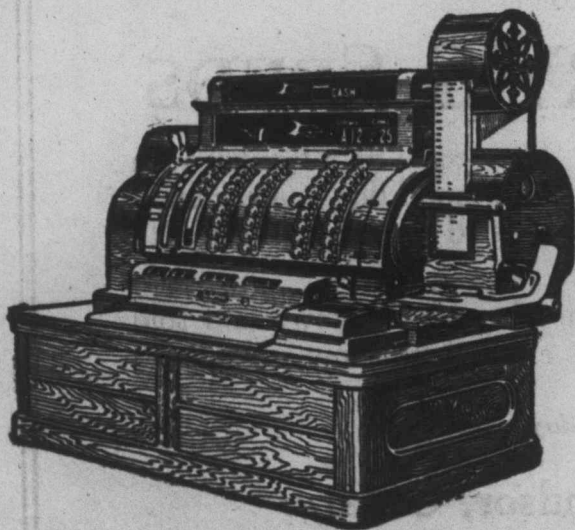
They enforce a record, when you pay out money, which safeguards you against having to pay the bill again.

They print a receipt for all cash sales. At the same time they make an unchangeable record, thus they prompt the clerk to be more accurate.

They account for all goods sent C.O.D. or on approval and remove the danger of their being lost sight of.

They do all these things mechanically—more surely and reliably than any human hand or mind.

Now is high time to install machines which, as an **incidental** part of their service, prevent costly mistakes.



## The National Cash Register Company of Canada, Limited

Christie Street - TORONTO, ONT.

*Sign and send this coupon now.*

To the National Cash Register Co. of Canada, Limited  
 Toronto, Ontario

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N.C.R. Service." We have \_\_\_\_\_ salesmen in our store. We have a register \_\_\_\_\_ years old. Principal lines of merchandise are \_\_\_\_\_

Firm name .....

Address .....

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





**There's as much satisfaction in selling good seeds as in planting them.**

**S**EEDTIME will be here quickly. You are going to sell seeds because there is a demand, and to fill it means a good profit.

Ferry's Seeds make satisfied customers because they produce the kind of results the gardener can point to with pride, conscious that his efforts have been fully rewarded.

## FERRY'S SEEDS

are result producers. They are grown by experts. They come from families with long histories, for many plant-generations back, for quality production in abundance. They are pedigreed seeds. Each crop each year is tested for vigor, trueness to type, productiveness and quality.

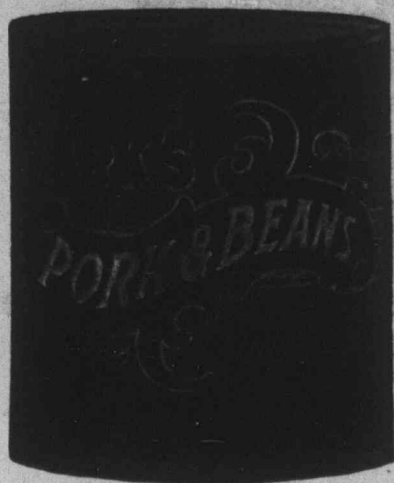
Ferry's Seeds are not new to the public. They have been grown and sold for sixty years. Professional and amateur gardeners everywhere know and depend on them.

*Write for particulars today.*

**D. M. FERRY & CO., Windsor, Ontario**

*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.*



## Chamberlain's Cough Remedy



is constantly in demand at this season of the year, and the demand grows weekly, owing to the attractive series of newspaper ads. running throughout Canada. Each ad. shows the familiar figure of "Granny Chamberlain," now well-known everywhere, and making new friends daily.

It's late, but if you hurry you can get a good share of the season's trade on this profitable line. Order to-day from your jobber or direct, and in either case write the manufacturers for store advertising.

**Chamberlain Medicine Co., Ltd.**

TORONTO

Tea

Dutch

Rusks



### A Staunch Friend of the Grocer

Profitable, A Repeater and a Business Magnet.  
A Breakfast Food, Simply and Quickly Prepared.  
Appetising, Wholesome, and Nutritious.  
For Invalids and Children, a Perfect Food, Easily Assimilated.  
Recommended by the best Authorities on Scientific Food Values.  
The Attractively Labelled Packages make a most effective Window and Counter Display.  
Packed in 15-cent packages to the Case.  
A Sample Order will convince.

TRY IT.

**The Robert Gillespie Co.**

WINNIPEG, CAN.

Canadian Representatives

Order a box  
from your  
wholesaler  
or direct,  
prepaid  
to-day  
of

**HAVANA RIBBON**

**5c.  
CIGARS**

**Manness & Bingham**

LIMITED

MFRS.

LONDON

## 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.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

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

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

## Dorothy's Getting Well



Dorothy, who is just getting over the measles, has no more than said, "My Goodness! Why don't they give me something good to eat?" when the wise Kewpies appear, one bearing a dish of delicious, sparkling Raspberry

## JELL-O

another bringing a spoon, and one carrying from sight the hateful medicine.

Dorothy's happy face expresses her approval.

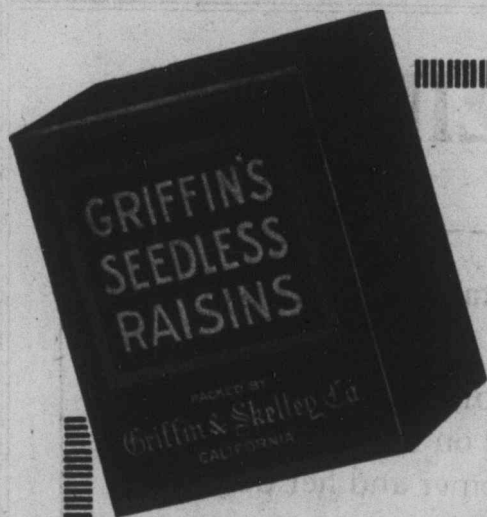
These same little Kewpies must have done a great deal towards helping the grocer out during the last two or three years, for they have been scattering sunshine and good cheer broadcast throughout America—and cheerful and sunshiny people are the best kind of customers.



**THE GENESEE PURE FOOD COMPANY OF CANADA, LIMITED, Bridgeburg, Ont.**

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

**MADE IN CANADA**



## 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'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.

### 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.

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



MAKE YOUR DOLLARS  
**FIGHT**  
 AT THE FRONT.  
 BUY  
**DOMINION OF CANADA**  
**THREE-YEAR**  
**WAR SAVINGS CERTIFICATES**

\$ 25.00	FOR	\$21.50
50.00	"	43.00
100.00	"	86.00

INDIVIDUAL PURCHASES LIMITED TO \$1500.

FOR FULL PARTICULARS APPLY AT ANY BANK  
 OR ANY MONEY ORDER POST OFFICE

JAN. 9, 1917

FINANCE DEPARTMENT  
 OTTAWA

## Are You Interested?

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

### RATES:

(payable in advance)  
 2c per word, first insertion.  
 1c per word, subsequent insertions.  
 5c extra per insertion when replies are to be addressed to Canadian Grocer.

### No Other Paper Reaches All These Men.

In Selling a Business?  
 In Buying a Business?  
 In Engaging a Clerk?  
 In Securing a Position?  
 In Securing a Partner?  
 In Disposing of Second-hand Fixtures?

Then you should use Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

## Canadian Grocer

143-153 University Ave., Toronto



# STOP GAMBLING



You can't afford to take chances with your reputation.

If one jar of fruit or pickles sold is not O.K., your goods are placed on the blacklist of both the disappointed customer and her dealer.

Fall in with the satisfied users and gain the confidence of the dealer, which is *most* necessary if you desire increased business. Write for facts of Anchor Caps to-day.

Anchor Cap & Closure Corp. of Canada

50 DOVERCOURT RD., TORONTO

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



**SELL  
PRESNAIL'S  
PATHFINDER CIGARS**



**Pleased with her baking!**

And who wouldn't be with such fine biscuits to show her cooking skill.

**Pleased with her grocer**

because she acted on his advice and bought a bag of PURITY FLOUR and found that every word he said about its high quality was more than true.

You make sure of a satisfied customer every time you recommend and sell

**PURITY FLOUR**

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



# Sell more Rice!

Philip C. Staib, prominent  
New York wholesaler, says  
through "Saturday Evening Post"

"There is an easy way out from under the potato famine for those who wish to take it.

"That is the rice route. Reputable scientists tell us that a pound of rice has five times the food value of a pound of potatoes. Personally, I believe this to be true. To-day you can hardly find a grocery store that charges more than eight or nine cents a pound for high-grade rice. Compare this with potatoes at four cents!

"Rice is the cheapest important food commodity in the United States to-day. There was a big crop in 1916. Yet we commonly consider it as a delicacy instead of a staple vegetable—a material for the making of puddings and desserts and side dishes, instead of a full-fledged competitor of the potato. Comparatively few housewives, especially in the North, know how to cook rice properly. If they would learn right now, they could cut the family potato bill in half, at least, and not miss the eliminated portion. In many localities storekeepers retail a good grade of rice for less than eight cents a pound."

## Mount Royal Milling & Mfg. Co.

D. W. Ross Co'y. Agents

MONTREAL

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

# Are You Getting Profits on Marmalade?

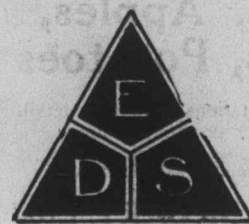
If not, it is your own fault. The supply of home-made preserves is fast diminishing, offering an exceptional opportunity to the live grocer to increase his sales and profits.

E. D. Smith's marmalade made from the juice of sound Seville Oranges, orange peel and the best granulated sugar is unsurpassed.

A display of these handsome jars on your counter, together with a slight selling effort on your part, will materially assist in filling the cash drawer.

Quality, backed by systematic consumer advertising, is the secret of our growth.

Feature the *E.D.S.* line constantly—it will pay you *well*.



## E. D. Smith and Son, Limited

### WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain, Calgary, Alta., Edmonton, Alta; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

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# 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.

## ONTARIO

What have you to offer in  
**Beans, Apples,  
Onions, Potatoes**

Your early quotations with full details will have our prompt attention.

Reference: Dominion Bank of Canada

**WHITE & McCART, Ltd.**  
309-310 Board of Trade Bldg.  
TORONTO, ONTARIO

**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

**Loggie, Parsons & Co.**  
Merchandise Brokers and Manufacturers' Agents  
Open for Agency for Ontario or Coast to Coast. Best References.  
"We cover Canada 3 times a year."  
Office 310  
33 Front St. E., Toronto, Ont.

## THE "WANT" AD.

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

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

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

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

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

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

*If you want low quotations on*  
**Japan Tea, Raisins  
or Tapioca**

*Write us at once*

**W. H. Millman  
& Sons**  
Wholesale Grocers' Brokers  
TORONTO

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

**HAMBLIN-BRERETON CO.**  
Limited  
Wholesale Grocery and Confectionery Brokers  
Open for one or two good Canadian Agencies.  
TORONTO WINNIPEG CALGARY

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

## WESTERN PROVINCES

**McKelvie & Stirrett Co., Limited**  
Wholesale Grocery Brokers  
and Manufacturers' Agents.  
CALGARY ALBERTA  
We solicit agencies for staple lines.

**FEATURE FOR THE TRENCHES**  
**G. Washington's  
Refined Coffee**

Canadian Sales Agents:

Edmund Littler,  
160 William St., Montreal, P.Q.

W. Geo. Varty,  
29 Melinda St., Toronto, Ont.

W. G. Kyle,  
261 Stanley St., Winnipeg, Man.

E. J. Roberts,  
245 19th Ave. West, Calgary, Alta.

**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.)

**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

**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.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES (CONTINUED).

**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."

**THE  
Robert Gillespie Co.**

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,  
Grocery, Drug and Confectionery  
Specialties.

DISTRIBUTION & SERVICE  
from  
COAST to COAST.

**W. H. Escott Co.  
Limited**

Manufacturers' Agents  
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina  
Calgary

Saskatoon  
Edmonton

ESTABLISHED 1907

**C. S. Turner Co.**

147 Bannatyne Ave. East  
WINNIPEG

Manufacturers Agents  
Excellent Storage, Forwarding and  
Distributing Facilities

**WATSON & TRUESDALE**

Wholesale Commission Brokers and Manufacturers' Agents

Have live men working the retail trade daily. They get the business, and can get it for you. Write us, and we will explain our system.

Trackage Storage Distribution

120 Lombard Street, WINNIPEG, MAN.

KINDLY MENTION THIS  
PAPER WHEN WRITING  
ADVERTISERS

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

*To Manufacturers and Shippers*

To take care of our agencies, we have competent sales staffs, offices and large warehouses at

**Winnipeg**  
(Manitoba)

**Regina**  
(Saskatchewan)

**Saskatoon**  
(Saskatchewan)

**Calgary**  
(Alberta)

**Edmonton**  
(Alberta)

**Vancouver**  
(British Columbia)

We are in daily touch with every Wholesale Grocer Jobbing House in the Provinces of

**Manitoba, Saskatchewan, Alberta and  
British Columbia**

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

**Donald H. Bain Company**

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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



# 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.

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

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

**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.  
*Orders Executed Promptly, Direct or Through*  
**R. E. BOYD & COMPANY**  
Agents for the Province of Quebec  
15 STE. THERESE ST. MONTREAL

**IT IS IMPORTANT!**  
If you have something to dispose of in goods or service that as many yers as possible get to know you and your product. This can be accomplished through  
**Canadian Grocer**  
143 University Avenue, Toronto



**Waste Paper \$13.00 a ton.**  
**"Climax"**  
All Steel Fireproof  
Baling Press will convert your waste into compact bales ready to ship and sell at the highest prices.  
Ask us for information.  
**Climax Baler Co.**  
Hamilton, Ontario

**Substantial Revenue and Store Tidiness**



Are two outstanding features you gain by the installation of the Jewel Paper Baler.  
Don't throw away or burn your waste paper and cardboard, *bale it and bank the money.*  
You will find the "Jewel" a positive convenience in keeping your premises clean and tidy. The fire risk in loose paper is entirely eliminated.  
*A card will bring all particulars re baler and your best market.*  
**General Sales Co.**  
203 Stair Bldg. TORONTO

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

# Fall In!

Join the big army of grocers who are reaping better profits through featuring

## Leacock's Molasses

(Extra Fancy and Extra Choice)

—molasses that are just as good and just as customer-satisfying as pure cane sugar and careful manufacturing methods can make them.

Order a supply of Leacock's now and win the confidence of your most hard-to-please customer.

## Leacock and Company

Exporters of High-Grade Molasses

BARBADOS, B.W.I.



## Have you got Malcolm's on display to-day?



Every day there are people coming into your store, who, if reminded of Malcolm Milk Products through a little counter display, would become steady customers where these delicious Canadian leaders are concerned. And when you consider the good profits involved, is there any reason why Malcolm's should not be constantly on your counter?

Try them.

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

"The Only Canadian Milk Company"

# GIPSY

## Stove Gloss

will bring customers *again and again* —and yet *again* — to your store. GIPSY is always ready for use and so easy in use that customers want it regularly.

Specify "GIPSY" when you order from your Wholesaler.

HARGREAVES (CANADA), LIMITED

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

Western Agents:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

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



## The Robinson Cereals are always worth while

There is no "slack" season in the selling value of

### *Robinson's "Patent" Barley and "Patent" Groats*

Every day throughout the year the Robinson demand is well worth catering to. Repeat sales and worth-while profits are ready to hand once you begin selling Robinson's in earnest.

Why not go right in now for a bigger share of this profitable business? Keep a little display always where your customers will see it. Then your sales will be "repeats."

## Magor, Son<sup>o</sup> and Co., Ltd.

191 St. Paul St. W., Montreal 30 Church St., Toronto

## Agents Wanted

We have some valuable territory open in sections of Ontario, New Brunswick and Nova Scotia for

### PURINA CALF MEAL

Poultry, Dairy and Horse Feeds

We are co-operating with our agents by liberal newspaper and magazine advertising. Write today for territory.

We will be pleased to quote you on Gold Dust Corn Meal, Rolled Oats, Oatmeal, White Corn Flour and all cereals. Prices lowest, consistent with highest quality.

Phone, wire or write us.

### The Chisholm Milling Co.

TORONTO LIMITED

## FINEST CRYSTAL GELATINES

Powdered and Sheet

### FINE LEAF GELATINE

BRITISH MANUFACTURE

# GELATINES

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

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

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

# CANADIAN GROCER

Vol. XXXI.

TORONTO, FEBRUARY 23, 1917

No. 8

## A General Store on a Basis of Service

How the General Store Has Played Into the Hands of its Own Worst Enemy—Failure to Keep Pace With the Times Has Given the Mail Order Store an Opening—  
An Example of a General Store That is Meeting This Competition and Bettering it, Not by Sensational Methods, But by Giving its Customers City Service in its Best Sense.

**I**F you were a farmer and had the option of hitching up Dobbin, and driving some six or eight miles to make your weekly purchases at a down-at-the-heel country store, minus stock, minus equipment, minus, in fact, all the little brightening touches, the little items of service, that go to make a real store, or of sitting with your stockinged feet snugly tucked into the oven of the kitchen stove, your chair poised in a pleasantly perilous position on two legs, with a gorgeously covered catalogue describing for your benefit every imaginable need from toothpicks to plow shares—now being honest with yourself and really for a moment putting yourself in the place of that farmer, which would you choose?

### How the General Stores Recruit for the Mail Order House

The solemn truth of the matter, my friends, is that the average general store, whose proprietor never forgets to add a codicil to his evening prayers containing a warm word against the Mail Order House, has really been the best recruiting sergeant these same institutions have yet discovered.

It is a solemn fact, my friends, but none the less true for its solemnity. A great many merchants, who are actually depending on the farmer for their daily bread, are going about their business with the same equipment, the same stock, and the same methods of business that they found successful 20 years ago. Good enough methods, no doubt they were in the conditions that then existed. But the systems have grown timeworn, and those conditions have changed, and the failure of the general store to realize this fact has spelled opportunity for the Mail Order Store; the greatest menace that the general store has ever faced, the greatest menace that the small town has ever faced, and

among the greatest menaces that business in general has ever faced.

### How Can the General Store Best Meet This Danger?

We are constantly receiving letters asking what measures can be adopted to meet this growing evil. Well, what measures can be adopted? It is a big question, and one whose answer is far to seek. You can't beat them in the variety of the goods handled, you can't beat them in the simple matter of price. Their unrivalled opportunities of buying forbid the one, their far-reaching organization forbids the other. But you can get the advantage over them in the item that for lack of a better word, we will describe as service.

### The Effect of the Personal Element

Now, to begin with, the general store keeper has one overwhelming advantage and that is his personal knowledge of the farmer with whom he deals, and the farmer's knowledge of him. The farmer has probably known Jim Brown ever since Jim moved into the town twenty-odd years ago, and with proper service that same farmer is more likely to trade with Jim Brown than with any other person. Jim doesn't have to handle the stock of a departmental store, because the actual farmers' needs and the needs of the inhabitants of the average town, are by no means as diversified as the contents of a mail order catalogue. Moreover, Jim Brown knows exactly



The Attractive Grocery Department of The Sanders, Soule and Casselman Store at Chesterville, Ont.





Exterior of the Store Showing its Unpretentious Appearance.

a glimpse at the photos of the different departments of the store illustrated herewith.

#### A Promising Location

The store exterior is not a particularly imposing one. A magnificent external display is not necessary to a successful business. It is centrally located within a stone's throw of the roads that cut the town into sections. It is within two miles of five different cheese factories, and in the radius of seven miles about the store is to be found what the town claims is the district that produces more milk than any similar area in Canada. That gives the store its clientele, a gilt-edged farming community, and the store has gone after this trade with a will.

#### Attractive Surroundings As a Business System

To say that the store has gone after this trade may give a wrong impression. As far as could be learned by the GROCER representative, the different members of the firm did not adopt any particularly novel methods of gathering in trade. In place of this they have set to work to make their store attractive, to modernize it sufficiently so that if one of their customers should go to the city, and later come back to their store, it would not be with the feeling that he had dropped back suddenly into the 17th century.

Entering the store, one goes up two or three steps, for the store stands some three feet above the street level. There one enters into a large, bright, airy store. Just as one enters, there is the grocery department, attractive lines of

what those needs are, or may very readily know if he takes the trouble to find out. If he fails to keep track of these needs, or refuses to consider them as needs, why he is simply pounding nails into his own business coffin, which is truly a melancholy performance.

#### An Outstanding Example of This Service

But all this talk of what not to do is a rather unilluminating way of attacking the subject. It is a well known fact that it is easier to teach any subject through the eye than in any other way. That being the case, a concrete example of what we would consider a good method of meeting this dangerous competition would probably be of more value than endless pages of unbacked arguments.

Some short time ago a representative of the CANADIAN GROCER visited the store of Sanders, Soule and Casselmann, at Chesterville, Ont. Though this representative was in that store for some time and talked with several of the men who are interested in its success, he never heard a word that even remotely suggested any interest in the activities of the Mail Order Store. What was the reason for this? Merely the fact that this store is so soundly on its feet and is giving its customers such good service, and in such cheerful and up-to-date surroundings, that the activities of the mail order stores have not developed into a great element of danger for them.

#### Turning Over the Stock Regularly

Now, Chesterville is not a place of any great size, and the fact that it is surrounded by some of the best dairying country in the whole of Canada, while in itself an asset, is also an added inducement for the outside store; yet this store is able to do a business that is hardly credible in a town of that size.

Mr. Ellison, who is in charge of the

grocery department, stated that their yearly turnover amounted to \$150,000, and that they carried a stock of \$40,000. In other words, that stock on the whole is turned over more than three times every year. Now that in itself is an item to be considered. A constantly moving stock, and that pre-supposes wise buying, is one of the greatest elements in a store's success. Every merchant knows that bright, new, attractive-looking goods are just about twice as saleable as the same goods that have lain on the shelves for a year or more.

This is one of the principles of this store. To keep things moving, and to achieve this result they have been kept attractively displayed. How successful they have been will be readily seen by



A Hardware Department that Would do Credit to Any City Store.

goods displayed on attractive fittings. Glass show cases, large cash register, modern scales, attractive biscuit display cases; in fact, everything that one would expect to find in a city store, are to be found here, but the main point is that the stock is complete and varied, and by careful study, fitted to the needs of all the community that the store is designed to serve. How does the store get the trade to warrant this fine display? Isn't it easily seen? If the farmer can get everything he requires in an attractive store, he is not likely to seek elsewhere. It is when he goes to a store and asks for an article only to be told that the storekeeper never heard of it, or doesn't think it worth while to stock it, that returning home he digs out the department store catalogue from the bottom of the woodbox and begins to investigate.

This store can afford to make a good display because it has the trade to support it, and it has this trade because it has catered to it by meeting the farmer's needs.

Across the store from the grocery department, and separated from it by a wide strip of open floor, is the hardware department, that shares with the grocery department the chief place of importance in the general store.

Here again one is faced by the modern store ideas. Behind the counters attractive show cases of polished wood reach to the ceiling. On each drawer is affixed the sample of the goods it contains. Larger hand tools are displayed against a backing of red felt. In a large square pedestal case facing the window various drills, nuts, bolts, and wrenches, the particular tools of the farmer's activities, are displayed. Glass topped and glass fronted cases display a fine assortment of cutlery and small fancy articles that are peculiar to the hardware trade. Other glass cases display silverware, others still, plumbers' and steamfitters' supplies, babbitt metals and similar lines. Everywhere that such a thing is possible, a glass case is used for display purposes. At the back of the store in an alcove are large cases for the display of larger hand tools, while to one side of this is a well stocked paint department. Heavy hardware, plow parts, and general, heavy ware, is handled in a department in the rear of the store.

#### A City Dry Goods Store in a Small Town

Adjoining this store, and connected by a door so that the customer can pass from one department to the other, while at the same time giving all the advantages of a separate store, is the clothing and dry goods department. It is a large double store, the front part of which is devoted to the dry goods department. Here again glass show cases are everywhere in evidence, and the best

equipment known for the display of dry goods lines.

In the rear, clothing is displayed in cases similar to those used in the best men's wear stores. Around the central column that supports the roof of the store is built an octagonal case, also used for clothing. The dark woodwork of these cases showing up against the white walls of the store make a very pleasing contrast.

#### A Store Without Indebtedness

A broad stair leads from this department to a neatly finished basement store,



The Attractively Arranged and Up-to-date Dry Goods and Clothing Department of the Chesterville Store.

where crockery, china, and similar lines are displayed. In speaking with the manager of this department, the CANADIAN GROCER representative mentioned the large stock carried. Yes, said the manager, we always keep the stock at about this level, and I don't mind telling you that when we took our inventory this year there was not a single cent owing on this stock. That is something to be able to say for a general store.

#### Each Department Run As a Separate Store

In the matter of operation, each department is under a special head. Grocery, and as nearly as is possible with departments all under one roof, each is operated as a separate store. Part of the overhead is charged against each department. In each case, the head is responsible for all the buying and the general management, and is also responsible for the general success of its operations.

Beside the store there is a very large coal business carried on by the firm, which, while it is run as an entirely separate department, yet adds to the general assets of the firm.

#### Building Up Friendship As a Business System

Generally speaking, as we have stated before, there are no unusual methods adopted by this organization. Nothing sensational which one could pick out to make a feature story. The success of the firm has been built up on a method of straight merchandizing. Of course,

the wide activities of the store gives a clientele which the managers of the different departments are careful to cultivate. Then, too, the fact that each department has its separate head leaves them a little more free than if their energies were more varied. They can get out among their customers from time to time. Not definitely to drum up business, but merely to cultivate friendly relations, for it is on this basis of friendly relations, and strictly first class service, that this store has built up its remarkable success.



J. A. Vance, who is the special representative in Western Canada for Wilson, Lytle and Badgerow, vinegar manufacturers, Toronto, returned to Winnipeg last week-end, just after the fire which destroyed the Scott-Bathgate building, in which their stock of vinegar was stored. He had been east on a visit to headquarters.



# CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

## THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - President  
H. T. HUNTER - - - Vice-President  
H. V. TYRRELL - - - General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, Maclean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

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Vol. XXXI. TORONTO, FEBRUARY 23, 1917 No. 8

COAL is reported to be sixty dollars a ton in Italy. Another reason why we do not particularly care to be an Italian.

\* \* \*

THE MONTREAL Housewives' League have had a lucid moment. They have asked the Board of Control to petition the Government to add an amendment to the Pure Food Act, permitting the sale of margarine. The Board promised to give the matter their serious consideration.

\* \* \*

AMERICAN canning interests are stating that the recent Florida frosts will have a tendency to materially increase the price of canned goods for the coming year. It's a poor guess, friend canner. You know as well as we do that there is next to no canning in Florida, and precious little Florida produce ever finds its way into a can.

\* \* \*

MAYOR Church, of Toronto, not content with starting in to reform the coal business, has also the ice and potato business under his fatherly eye. The holder of civic positions seem to think that with these positions there falls upon them the mantle of Solomon. They become wise in all things. If we could all be mayors or councillors there wouldn't be a single question in the world left to settle.

### A NEW TORONTO PAPER

A NEW newspaper has blossomed forth in Toronto. It is known as the *West Toronto Outlook*, and devoted itself particularly to the interests and activities of that ever-growing section of the city.

The initial issue of this paper is full of items that cannot help but be of interest not only to residents of that section, but to any reader.

An article entitled, "Why The Corner Store?" is a very telling setting of a much mooted argument. It is a masterly defence of the corner store on the basis of the service that it renders to the community. If the *Outlook* maintains the merit of its initial issue, it is not difficult to prophecy a very rosy future for this publication.

### THE FRUIT WINDOW CONTEST

WITH the moderating of the weather comes the time for window decorating. It is well past the time now when windows have a ground glass effect and window displays are at a discount. The sunshiny days are coming and the passer-by will be quick to notice and appreciate an attractive window. Moreover, after these days of cold and snow, and general discomfort, there is a brightness and cheerfulness about a fruit display that gives it an added attraction. It is good business on your part to seize this opportunity to dress your window with an attractive fruit display. It may add a zest to the effort if you set yourself in competition with your brother merchants in your endeavor to make the best use of the material at hand. It is the window-dressing season. Don't neglect this suggestion, but set out to plan that window at once.

### AMERICAN SENATE BILL FAVORS MARGARINE

THE Finance Committee of the American Senate has accepted an amendment to the Revenue Bill proposed by Senator Underwood, that provides for a tax of two cents a pound to be paid by the manufacturer in place of the present tax of 10 cents a pound. Either the dairy interests are less powerful in the United States than in Canada, which is very much to be doubted, or they have found that oleomargarine is not the menace that these interests popularly suppose it to be. Is it too much to hope that our own dairy interests will wake up from their bad dream, and look at this matter in a rational light?

### A REVENUE OFFICER IS A CONSUMER

LEGAL technicalities will not be permitted to interfere with the War Tax stamp law. Of recent date many offenders when faced with a charge of selling goods without the required tax stamp have attempted to evade the consequences by claiming through their lawyer, that the Inland Revenue Officer was not a consumer and consequently there was no illegality in the sale. Magistrate Kingsford in a Toronto Police Court took the position that H. J. Dager, the Revenue Officer, who laid the charge was a consumer in the eyes of the law.

In the present issue we are publishing a complete list of articles requiring war stamps, according to the Government regulations. It will be well for you to keep this information where it may be available at any time. A one cent stamp is not a large item, but fifty dollars and costs, which is the penalty for failure to affix and cancel a revenue stamp on all articles requiring such stamps is a very considerable item and one that a merchant may well spare himself.

#### WHERE IS THE ERROR?

THE embargoes and rumors of embargoes that have been the order of the day in railway circles of recent date, are beginning to have their effect, and its effect is anything but satisfactory to the importer of goods. An instance has recently come to our attention. Two cars of cabbages were bought by a certain Toronto firm and shipped from the South. While in transit the shipper was advised that the C.P.R., over whose lines the goods were routed, would not receive any such goods for import into Canada. This information purported to come from an official of the C.P.R. The shipper, fearing to have his goods held at the border, diverted them to an American market, with the result that the Toronto market is practically bare of this commodity this week. The consignee, on being advised by the shipper why the goods had not gone forward as ordered, made enquiries of the C.P.R. official in Toronto, who assured him that there was no such embargo in effect.

Where is the error? If some agent of the C.P.R. gave out incorrect information on the strength of newspaper suppositions, it should be most forcibly called to his attention, so that the error may not again occur. If there is a tacit understanding among C.P.R. officials that such commodities shall not be handled, the fact should be definitely and publicly stated, so that business men may make other arrangements.

Despite the known difficulties that are facing the G.T.R. at present, anywhere from five to eight carloads of California fruit are arriving daily in Toronto. There certainly should not be any discrimination against goods coming from other sections.

These misapprehensions regarding embargoes on goods entering Canada are doing the merchant harm. It is for the railway companies to make a definite statement of policy on this matter.

#### THE GOVERNMENTAL CURE-ALL

THE Governor of the State of New Jersey is urging upon his legislature the advisability of going into the fish business with the idea of reducing the cost to the consumer.

It is really an interesting fact how all these governmental chaps imagine that the millenium would be actually come if only they had a finger in every pie. It is not only so in the United States that this condition exists, Canada is just alive with politicians

who think they could handle the bread, and the flour and the sugar and the coal and the produce situation better than the men who have made a study of the business. They would save the enormous profits they claim. There may have been a government, civic or federal, without a patronage list, but it has not been noted to date. The little governmental perquisites, what are they but profit? Anyway, it seems to us that the politicians have already a job on their hands, yet they get so busy interfering in other people's business that they are leaving themselves very little time in which to politish.

#### COMBINATIONS AND COSTS OF LIVING

FOR the reason that the modern daily press follows the policy of serving popular opinion rather than public interest, the cry against efficient business organization on a large scale is echoed and encouraged by many editors who have evidently given no more attention to the question than to listen to the remarks of narrow-minded agitators—or if they have other ideas they hide them because they may not suit the average reader. The brand of "trust" is placed upon big business and it is popular to cry down the trusts. That the public interest can be served and efficiently increased by combinations is not explained to the people, because a larger audience will listen to arguments to the contrary.

The high cost of living has been recently made the excuse for an outcry against big business as represented by the packing concerns and commission houses. Agitations have flared up in all parts of the country largely encouraged by the support of the press and sensational reports of public meetings. Investigations have been conducted and short-lived boycotts have been organized; but these have failed, as they were foredoomed to do by the working of the law of supply and demand. The cost of living will remain high while there is a continuation of the abnormal war demand of Europe and prosperity—largely created by these very high prices for food-stuffs—in our own country. The secret of cheaper living under these circumstances is in consuming less. Reducing the cost of distribution can also be made a factor and this can be done, not by breaking up the combinations, but by increasing their efficiency.

In the great majority of cases investigating bodies have not made reports—at least reports which have reached the public. The results do not accord with popular opinion and are, therefore, suppressed. A striking exception has been provided in New York. Three committees working jointly have reported that enhanced food prices are due to causes beyond the control of city or state; that there is no short-cut, no magic remedy. On the other hand, it is pointed out that difficulties might be minimized by unity of effort and better organization—more "trusts," more combination, more co-operation.



# Accounting for Retail Merchants--VIII

Another Use for Extra Credit Column—Diverse Uses of Debit Columns — Delivery Expense—Comparative Readings Make “Dead Figures” Live  
—Final Articles of Series.

By Henry Johnson, Jr.

**H**OW to use the fifth column on credit page? My Quebec correspondent of three weeks back is a manufacturer as well as a merchant. His factory is a producer of revenue, just as your building which I sketched last week. Things bought for the factory can be charged to it through the Sunds. column on debit page, or the column now used for Barn or Wages can be assigned to Factory; and fifth column on credit page can be used to record revenue from Factory.

Again, some grocers own farms—that is, the lucky ones do! From the farms they get grain, potatoes, winter vegetables, garden truck, fruits, etc. I know one whose annual cherry crop is a big item. Things bought for the farm, or goods sent out there, are charged against it in the Sunds. column; and fifth column on credit page is assigned to it for the revenue with which it is credited.

What you must keep before your mind constantly is the fact that each of these enterprises is separate and distinct from your store. Just as your store must pay you the going value of rent for space occupied in your building, so must your store pay the farm the going market for whatever it produces; and the farm must likewise pay the store the market value of what it takes therefrom. The only advantage you can allow yourself through having these various enterprises is that of being a preferred customer, in that you give yourself the first pick and choice of the produce.

Only through keeping things distinct can you judge with any real accuracy how each enterprise is doing; and unless you are to have real and accurate information on these things, where is the use of keeping books?

Never kid yourself with any idea that two and two will make five for you because you buy of and sell to yourself in various guises; nor imagine that 2 x 2 will make only 3½ for the other fellow because of your diverse ownership. If your position as merchant and farmer enables you to get better figures from certain sellers, give each separate enterprise the full benefit in every case. Then your bookkeeping will be worth while, and you will be apt to make it enhance your prosperity—not otherwise.

## Delivery Expense

If you are a city grocer, delivery means a lot to you. That is why I have

Barn at head of one debit column. Every last penny that delivery costs you should go into the column. It is wise to run in wages, or a proportion of wages, into that account, also.

For example: Here we have Harvey, drawing \$15 a week. He has a car and is out two-thirds of the time. The remaining time he puts in at the store, putting up orders, stacking goods on shelves, etc. The Petty Voucher book at the end of the week should have two sets of entries: one Wages and the other Barn. Harvey must appear on the wages list at \$5, and on the Barn list at \$10; and he will sign both lists. Let him understand why this is done this way.

And, while I think of it, it is a mighty good idea to let the boys understand a lot about the COST of running a business. Sincere information, given without brag or bombast, will evoke much real appreciation of the OUTGO as well as the income of a business.

Now, you remember the barrel of motor oil I told you about buying for stock? You have that in and priced at 60c gallon, let us say, or 5 gallons for \$2.75. Use judgment in selling this to the Barn. If you feel sure that your boys will be as careful of a five-gallon can as of a one-gallon, sell the Barn 5 gallons. In any case, make the Paid Out for the regular price of the oil sold the Barn and ring up the sale.

In this way, the Barn column will show just what the total deliveries for the month have cost. Then look at your sales record. If that is 5,000 and the Barn stands at \$150, your deliveries have cost 3 per cent. of sales—and then some. Why? Because the item of depreciation does not show until inventory time; but you know what it is, and you should never forget it.

These monthly totals are great barometers to show how your margins fluctuate. By these you can foresee in May how the ratio is apt to run in July and can curtail the expense, or expand the facilities, as your experience plus your present accurate accounting may indicate is wise.

## Advertising

If you are a consistent advertiser, it will be advisable to divert Barn to the Sunds. column for three or four months from time to time and use that column for Advertising, so that you may have before you, in a running monthly account, your advertising expenditure. Be

sure, too, that every penny you spend for advertising gets into that account.

For example: You make a donation to the Women's Club on the solicitation of a committee. Why? Would you have made that donation had you not been in business? No. Then you made it for the sake of good-will? Yes. Then it is Advertising.

Again: You run a special sale and print your offerings in the newspaper. What expense attaches—the bill for the space? Yes; but that is not all. You reduced the price of certain articles, for that sale only. Why? To give “pep” to your offerings. Very well; the difference between regular and special prices on all goods so reduced is Advertising. How keep track? Two ways:

Inventory what you have on hand of each article so specially priced before and after sale. Suppose the difference on articles sold is \$2.80 below what regular prices would have yielded. Make a Paid Out “Advertising; concession on Sale Mdse., \$2.80,” and ring up \$2.80 as a sale of Mdse. The paid out gets into PV's to be entered against Advertising.

The other way: Enter a “mark-down” on every sales slip. Say, “Blue Jay Corn, 15/ .11.” This shows the regular price of 15c and the special price of 11c. The slips are audited next morning by being gone over with an adding machine, and the difference is charged, as above, to Advertising.

The first method is not only safest for small merchants, but most likely to be accurate.

So, while the expenditure for space, donations, etc., might foot up only \$450 for a year, the addition of such concessions may make your expenditure \$900. And, since \$900 is what you spent ACTUALLY, you want to know it.

Finally, as to donations: Never mix business and philanthropy. If you wish to give \$100 for foreign war relief as a private party, not looking for any business advantage, pay that out of your own personal wages. If you pay anything like that out of your business, treat it as Advertising—for that is just what it is.

## Making Figures Speak

These are some of the ways in which you turn dead, flat “uninteresting” figures—just rows of unpoetical statistics  
(Continued on page 34.)

# Want a Trade Commission

Important Recommendations Placed Before the Government—Wholesale and Retail Interests Also Suggest an Inland Trade Branch of the Department of Trade and Commerce—The Reasons Presented

**T**HE deputation representing retail and wholesale interests which recently waited upon Sir Robert Borden to present the case of the merchant on the question of the high cost of living, received a long hearing. The deputation were asked to formulate the details of their proposals in writing. Accordingly, a joint committee was formed and the following recommendations were embodied in the form of a letter to Sir George E. Foster:—

## Recommendations of the Joint Committee

Ottawa, Feb. 12, 1917.

Hon. Sir Geo. E. Foster, K.C.M.G.,  
Minister of Trade and Commerce,  
Ottawa, Ont.

My Dear Sir George,—Referring to the delegation of retailers, wholesalers and manufacturers who interviewed the members of the Government on Wednesday, Feb. 7, 1917, for the purpose of requesting the Government to appoint an "Inland Trade Commission," at which meeting you presided, I desire to say that after conferring with you, the delegation held a further meeting, and in compliance with your wishes, they appointed a committee, consisting of representatives of all of the commercial classes, and the following are their recommendations:—

1. To appoint, under the Act respecting Royal Commissions, an "Inland Trade Commission," consisting of three persons, to investigate commercial practices and complaints; and to report their approval or disapproval of the same.

2. To amend the Act so as to empower the commission to prohibit practices which it finds to be injurious to trade or contrary to public interest.

3. To amend the Criminal Code so as to prevent criminal prosecutions for trade offences, until after an investigation has been made and a report on the facts has been presented by the commission to His Excellency the Governor-General.

4. To form a Bureau or Branch of "Inland Trade" in connection with the Department of Trade and Commerce for the retail, wholesale and manufacturing trades.

In reply to your question as to whether or not the "commission" would be expected to sit for every complaint in the locality where the complaint originated, the committee consider that there are very few cases which would necessitate sitting outside of Ottawa, because

the commission would not, in most instances, try charges, but would only investigate practices regarding the representations made to it; for example: If the complaint was made that some person was pursuing a course which the complainant deemed was unlawful or contrary to the public welfare, the commission in the first place would, before taking any evidence, consider whether or not — assuming they agreed that the complaint was well grounded—such practice prevailed, and if it was one which should be disapproved, and if they arrived at the conclusion that they should disapprove of such practice, they could inquire in the first place from the person charged, whether or not he was in fact pursuing such a course, and could advise him that if such was the case, it was, in the opinion of the commission, an improper practice, and he could be directed to discontinue such practice, and if he persisted, he could be prosecuted in the local courts. If the commission had any doubt as to the propriety of the practice they could obtain a statement from the complainant, and the person charged, and without evidence, in most cases, arrive at a safe conclusion.

These investigations are to ascertain whether or not sound justifiable methods of doing business in Canada are being adopted, and to approve of good trade practices, or correct evil practices, and to educate the public to appreciate what are proper practices, and to stamp out what they find to be improper practices in trade.

The proposed "Inland Trade Commission" would, therefore, serve two very useful purposes, namely: It would insure the carrying on of the various activities of commercial life, on correct and honest principles, and it would educate the public to an appreciation of such principles, and remove the prejudices which are so injurious to trade, and disconcerting to those who are not familiar with commercial subjects.

As to the formation also of a "Bureau" or "Branch" of "Inland Trade" in connection with the Department of Trade and Commerce, which was so strongly pressed upon you, the meeting was highly gratified at the statement made by you, that it was the intention of the Government to establish a "Branch or Bureau," and of your description of its probable scope, and they urge that such a branch as you des-

cribed be created at the earliest opportunity.

These are the general views of the delegation, and if they meet with your approval, which we hope they will, the representative joint committee, appointed by the convention desire me to say that they will be pleased to meet with you, at any time, and present before you, or before any person or persons whom you may appoint, the details as to how they think the duties of the proposed "Inland Trade Commission" and the "Bureau or Branch of Inland Trade" in connection with the Department of Trade and Commerce can be best conducted. Personally, I believe that the requests of the delegation, which represented every commercial interest in Canada are excellent ones. The proposed "Inland Trade Commission" would form a public court of enquiry, presided over by well known men, whom the public have confidence in, and whom they know understand commercial subjects, and it would relieve the Government from all sorts of unfair attacks that may be made upon them, such as stating that they favor trusts or combinations, or that they are closing their eyes to commercial practices that many who are not familiar with trade believe exist, or that the Government are not giving sufficient attention to the inland trade of Canada, or her commercial interests. In other words, the proposed "Inland Trade Commission", would be an open public court before whom any person could appear and make a complaint concerning any commercial subject, and receive a proper and an intelligent hearing.

The "Branch or Bureau of Inland Trade," which is proposed to be established in connection with the Department of Trade and Commerce, would be of great assistance to all those who are engaged in trade throughout Canada, and it would put the Government in closer touch with a very large, important and influential class who require such a department equally with that of other classes, such, for instance, as the Department of Agriculture, or the Department of Labor.

Any further information that you may require, or any assistance that we can give you, we will be pleased to do so.

Remaining, on behalf of the Joint Committee,

Yours sincerely,  
Senator J. Lynch Staunton.



# When Retailers Need Revenue Stamps

Ignorance of War Revenue Act Among Merchants Leads to Fines or Needless Use of Stamps—What "Patent Medicine" Really Means—When "Soap" Must be Stamped—Law on "Perfumery"—Talcum Powders, Stock Foods, Extracts, Etc.

## Exhaustive Review of the War Revenue Act

**I**T is almost as annoying, though not so expensive, to affix war revenue stamps when they are not required, as to fail to affix them when the Act says you must.

One merchant has been in the habit of sticking on a 1-cent inland revenue stamp on every cake of shaving and other soaps he sold over his counter. He was making a complimentary offering to the Dominion treasury.

Another merchant, similarly in ignorance, sold medicated stock foods without affixing the stamps. His contribution afterwards was compulsory,—not complimentary,—\$50 and costs.

In a third case the merchant sold some talcum powder without a revenue stamp, and the man who laid the information received one-half the \$50 fine.

These three incidents coming before CANADIAN GROCER this week have called forth the article that appears herewith, explaining in detail the "War Revenue Act," as a safeguard to general merchants, all over Canada, who may be making involuntary contributions in the shape of stamps or fines.

The penalty for neglecting to affix a stamp, or neglecting to cancel it, at the same time, is not less than \$50, and not exceeding \$250.

### Thousands of Articles Taxable.

First of all we would explain that an attempt was made by CANADIAN GROCER to secure from the Inland Revenue Department an itemized list, in alphabetical order, that would be an absolute guide to the retail merchant, but none such has been compiled, the explanation being that this would contain thousands of names.

The Act, taken broadly, requires the stamps to be affixed to the following four classes of goods:

- (a) A proprietary or patent medicine.
- (b) Perfumery.
- (c) Wine of the grape, or non-sparkling; or
- (d) Champagne or sparkling wine.

Of these, of course, the first two classes will be of main interest and importance.

### One Cent for Every 25c. Value.

The first point to note in connection

with these two classes is that a one-cent stamp is to be affixed on goods whose retail price, for each bottle or package, is twenty-five cents or less, and one cent extra for each twenty-five cents or fraction additional. Thus a package selling for 40 cents would call for 2 cents in stamps; a 65 cent line, 3 cents; a \$1.35 package, 6 cents, and so on.

### What is a "Patent" Medicine?

Next comes a point that has puzzled many merchants—what constitutes class 1, a "proprietary or patent medicine."

Roughly speaking, this phrase includes all medicinal preparations, bottled or packed ready for sale, in the preparation of which the maker claims to have any "formula" or "secret art," or claims any exclusive right to the same, or prepares it under letters patent or designates it by a trade mark, or if prepared in

accordance with any formula, is recommended to the public by the makers or vendors as a remedy or specific for any disease or affection of the human or animal body.

A distinction comes in here between goods that are brought out by an individual or under a special name, and general medicines, such as can be prepared by any chemist or doctor or druggist, as the case may be. These are not taxed. As the Act reads: "Proprietary or patent medicines includes pills, powders, tinctures, syrups . . . , but does not include any medicinal preparation or composition recognized by the British or the United States pharmacopœia or the French codex as official."

### Castor Oil, Cascara, etc., Exempt.

Thus castor oil, cascara, court plasters, seidlitz powders, vaseline, zinc ointment,

### ARTICLES NOT SUBJECT TO WAR TAX.

Absorba Corn Pad	Ginger Tablets
Acetophen (is equivalent of aspirin)	Ginger Wines
Acetylsalicylic Acid	Glycerine
Alolin	Glycerine Suppositories
Ammonia Water	Grape Juice
Angosture Bitters	Herbageum
Animal Food (unmedicated)	Hoof Oil
Aspirin	Hydrogen Peroxide
Baby Foods	Imperial Granum
Beef, Iron and Wine (if sold as defined in Pharmacopœia)	Insect Powders
Belladonna Plasters (sold as such under no special marker's name)	Italian Castor Oil
Belladonna Tablets	Lifebuoy Soap
Bird Seed	Lime Juice
Bismuth Tablets (sold as such)	Lime Juice Cordial
Blaud's Pills	Liquid Peptenoids
Blue Ointment	Louse Killers
Bona Fide Flavoring	Lozenges (linseed, licorice, chlorodyne)
Boric Acid (if of composition defined in Pharmacopœia)	Lythia Tablets
Borax (if of composition defined in Pharmacopœia)	Magnesium Sulphate
Bunion-reducer	Malt Extracts
Bunion-right	Malzinoze
Calomel and Sodium (bicarbonated tablets)	Milk of Sulphur (if complies with Pharmacopœia)
Camphorated Oil	Moth Balls
Carbolic Acid	Olive Oils
Cascara	Opaline
Castor Oil	Pedico Foot Soap
Cements	Petrolatum
Charcoal Pepsin	Petroleum Jelly
Court Plasters	Phenol
Cream of Tartar (if of composition defined in Pharmacopœia)	Plasters (adhesive, bunion, corn, court)
Dalley's Castor Oil	Precipitated Sulphur
Dalley's Epsom Salts	Seidlitz Powders
Dalley's Sulphur	Soda Bicarbonate
Dyes	Soda Phosphate
Epsom Salts (as defined in Pharmacopœia)	Spirits of Nitre
Filling, Gold and Silver (not being proprietary medicine used by dentists)	Strychnine
Flavoring Extracts	Sugar Milk
Fluid Magnetic	Sulphate of Quinine
Foods, such as:—	Sulphur (if of composition defined in Pharmacopœia)
Hollick's Malted Milk	Tincture of Iodine
Nestle's Food	Toe Right
Saskett's Food	Toe Flex
Fruit Syrups	Tooth Soap
	Turpentine
	Vaseline
	Vermouth Wines
	Virol
	Water Glass
	Zinc Ointment

and similar "general" remedies, as we may term them, are not subject to the war stamp. An itemized list of these is given here.

A point of explanation is required here. The merchant may remark: "Yes, I know I can sell castor oil or epsom salts, as such, without a tax, but what about Smith's Castor Oil; and Reynold's Epsom Salts?"

**When Maker's Name Can be Used.**

This has been cleared up since the Act was passed, CANADIAN GROCER was informed by a leading member of the executive of the drug men, Mr. George E. Gibbard:

"I went down with others on just this question and found that if a certain 'make' of castor oil was put on the market, say 'Smith's,' and there appeared on the label these or similar words, 'In accordance with the British Pharmacopoeia,' the product was not taxable." In other words, it would not be a special remedy, but made under a generally recognized formula, and so would be exempt.

Of course, a patent medicine composed of certain drugs mentioned in the Pharmacopoeia is not thereby exempt, but is taxable.

**When Soap is a "Patent Medicine."**

Some further particulars as to just what other articles come under the heading of "patent medicines" will be of help here.

"When is a soap a patent medicine?" has been asked.

When it is represented as possessing curative properties; when it is "medicated."

"It depends practically on the label on the soap," explained an Inland Revenue official to CANADIAN GROCER. "If the soap is for toilet purposes only, an ordinary washing soap it is not taxable. If there are medicinal properties claimed for it, such as in the case of 'Cuticura,' for example, it must pay the tax."

Or as the Act reads: "Medicated soaps when advertised as such become patent medicines under sub-section 4 of sub-section 14."

**Other Items in "Patent List."**

Other articles coming under the head of patent medicines are:—

- Conditions Powders
- Veterinary Liniments
- Medicated Stock Foods
- Cough Drops
- Talcum Powders
- Animal Poisons
- Camphorated Chalk
- Styptic Pencils
- Headache Powders and Waters
- Carbolic Salves
- Liquid Rennet
- Eyebrow Pencils
- Grease Paints
- Green Soap
- Anti-Kamnia Tablets

In addition, disinfecting fluids and powders, if used as remedies or specifics for any disease or affection affecting the

THE TARIFF.	
Article.	Stamp of the Value of
(a) A proprietary or patent medicine, or (b) Perfumery the retail price for each bottle or package thereof being—	
Twenty-five cents or less .....	One cent
more than twenty-five cents—	
for each twenty-five cents and in addition for any fractional part of twenty-five cents .....	One cent
(c) Wine of the grape, non-sparkling, each bottle or package containing—	
one pint or less .....	Three cents
one quart or less, but more than one pint .....	Five cents
a quantity greater than one pint—	
for each quart and in addition for any fractional part of a quart .....	Five cents
(d) Champagne and sparkling wine, each bottle or package containing—	
one half pint or less .....	Thirteen cents
one pint or less, but more than one-half pint .....	Twenty-five cents
a quantity greater than one pint	
for each pint and in addition for any fractional part of a pint .....	Twenty-five cents

human body, are subject to the war tax.

Absorbent gauze and cotton, if medicated, must pay the tax.

Medicated wines, such as Wilson's Invalid Port Wine, are taxable.

A peculiar distinction is made in regard to doctor's prescriptions—if composed of patent medicines alone they are taxable; if composed of both patent medicines and other ingredients, they are exempt.

**Exempt From Taxation.**

Among the goods that are exempt are the following:

"Extracts intended solely for culinary purposes."

"Bovril, Oxo, Steero and Virol, if not medicated, and, therefore, used simply as a food."

**"Perfumery"**

COMING now to the second large class of taxable lines, perfumery, the Act defines it thus:

"(iii) 'Perfumery' includes alcoholic and non-alcoholic perfumes and perfumed spirits, bay rum, cologne and lavender waters, hair oil, tooth and other powders and washes, pomatums, pastes and all other preparations used for the hair, mouth or skin."

A further clause referring to "creams, etc.," reads:

"Cold creams, pomatums, tooth paste and powder, massage creams, and all other toilet articles used for the mouth and skin, and also hair dyes, tonics and oils, bay rums, etc., are subject to the war tax."

"Talcum powders" usually included with "toilet articles" and are classed under "patent medicines" in a list given previously.

Reference has been made to "medicated" soaps. All others, "whether in solid, liquid, powder or paste form," coming under the definition of perfumery, are exempt as "toilet articles."

An interesting point crops up in the

case of perfumes: "Packages of perfumes taken from a bulk package must be stamped at the time of sale."

**Special Clauses in Act.**

Some special clauses in the Act should be noted:

RETAILERS are required to affix the stamps themselves. "They may or may not add the amount of the stamp to the price of their goods, as this becomes a business proposition as between themselves and their customers."

SAMPLES of articles given away without charge are not subject to the war tax.

DENTISTS.—"All proprietary medicines sold to dentists are subject to the war tax, as dentists are consumers within the meaning of the Act."

HOSPITALS.—"Hospitals are consumers when they purchase patent medicines to be used for their patients; but when they sell patent medicines to their patients, they are retailers, and the stamp must be imposed at the time of sale."

CANCEL STAMPS.—The person selling, the importer, and the manufacturer or producer whose duty it is to affix a stamp under this section, shall at the time the stamp is affixed cancel the same by writing on or across the stamp initials or other marks of identification, together with the date of such writing, or otherwise cancel the stamp in accordance with regulations made by the Minister.

**The Sale of Wines.**

The adoption of prohibition in the majority of the provinces has made the clauses respecting wines of little importance.

It should be noted, however, that "unfermented grape juice is exempt," and "all wines made from other fruits than the grape," are exempt also.

When a bottle of wine is opened to sell by the glass, a stamp must be affixed and cancelled, with date and initials of proprietor.



# What About Direct Trading Companies?

An Investigation of the Literature and Operations of One of These Interesting Concerns  
 —How the Immense Cuts on Standard Articles Are Compensated for by the  
 Prices on Inferior Goods of Unknown Manufacture — Buying as the  
 Company Suggests, Not as the Consumer Requires.

**A** CERTAIN concern styling itself The Independent Grocery Company with headquarters in Windsor, Ont., has been rather adding to its activities of late.

A flood of new literature has appeared in which it is stated that this concern is incorporated under the State Laws of Michigan.

## No High War Prices

The Direct System of Supplying Groceries

To the Consumer at Lowest Prices Agents Wanted Everywhere

Such is the form of invitation that is handed out to the unwary public. On the other side of the dodger you are urged in equally large letters not to be a wage slave, and are implored to get into business for yourself. The concern modestly describes itself as "One of the Greatest Agency Propositions Ever Offered."

Now these are some large claims and claims that will bear investigation. The idea of the concern is that it shall enlist the activities of agents in all parts of the country, who shall canvass for orders on the basis of a catalogue price.

### How the Company Explains Its Low Prices

The company gives as their reasons for their ability to make the reductions in prices, special arrangements with different distributors, no high rents to pay, no high priced salesmen, and no delivery wagons. Certainly such economies would enable a merchant to make some concessions in price, but it is to be remembered that this business is being done through agents who according to their agreement with the company are to receive 20 per cent. of the sales price of everything they sell.

### A Little Joker Noticed

Another item in this agreement that looks like a joker is the fact that the agents have to send \$5.00 for which they receive a sample order. This order reads as follows:

	Estimated retail price	Our price
1 large can salmon	\$0.30	\$0.20
1 box 2 in 1 or Nugget shoe polish	.10	.05
1 lb. our blend tea (high grade), black or green	.60	.45
1 lb. of our second grade tea, very fine	.50	.38
1 lb. our fully guaranteed baking powder	.50	.40
10 lbs. Redpath's best granulated sugar	.80	.50

1 box Complexion soap, whitens the skin (3 cakes)	.75	.50
1 lb. our own (Moka) fresh roast coffee	.45	.35
1/2 lb. fresh triple strength mustard	.25	.20
8 bars of laundry soap	.40	.25
1 bottle lemon essence, flavoring	.35	.25
1 large bottle essence of vanilla	.35	.25
1/2 lb. English breakfast cocoa	.25	.20
1 box velvet skin talcum powder, large box	.50	.40
1 can Old Dutch Cleanser	.10	.06
1/2 lb. ground black pepper, triple strength	.25	.20
1 lb. package of baking soda, salaratus	.10	.08
1 patent combination can opener and knife sharpener	.25	.15
1 large box crisp soda biscuits, fresh	.25	.18
	<b>\$7.05</b>	<b>\$5.00</b>

Difference between old system and our plan \$2.05.

Doubtless the originators of this variegated list, considered\* it a very attractive proposition, and doubtless there are a number of people who would have thought the same. Were it not so, where would the Independent Grocery Company "incorporated under the laws of the State of Michigan," get the agents whom according to its own showing it depends on for its business?

### Only Four Items of Standard Quality

But let us consider this interesting list. There are just four items on the list that in the nature of things can carry any significance to the buyer. These are the four articles sold under a trade name. Very good! We are willing to admit that these articles are sold far below their value. Sugar at 5 cents a pound in these days is an absurdity. "Great bargain" says the agent. Unquestionably! But you can't take this "great" bargain without finding a string tied to it. You have to buy as well a pound of "Our fully guaranteed baking powder." "Guaranteed to what" one might ask, if one were inclined to be critical. You have also to buy a box of complexion soap, which may be of no use to you, and which even at the magnificent discount that they note is to sell for 50 cents. There are plenty of good soaps you can buy at this price. You must also buy two different qualities of tea. Not an established brand, be it noted, but articles described as "high grade" or for the second grade "very fine" a delightfully vague way of describing a commodity such as tea. My idea of a very fine tea may be as far apart as the poles from your idea. And your idea of "very fine" might make me howl with righteous indignation.

### Are You Eager for a Knife Sharpener?

Yet you must buy all this collection whether you want it or no, and to cap the climax you must purchase a combination can opener and knife sharpener. Such an article might be worth the 25 cents the retailer is supposed to sell it for, or it might be worth the cut price of 15 cents. It might also be worth five cents or nothing, and it's a thousand chances to one that you never in all your life would consider buying such an implement were it not wished upon you in some such garb as this.

Very well then having purchased this collection of nondescript commodities you are an agent in good standing with this company that is smiled upon by the "laws of the State of Michigan," and can start out to sell goods.

### How Standard Lines Are Used as Pullers

When you visit the customers you have chosen, it is probable you will be faced with the answer that they are dealing with some particular grocer whom they find satisfactory. This enterprising company fathered by the State of Michigan, has thought of this. Your argument is backed by a list of sample prices. Here is the list. It is safe to say that it is below the prices being asked by any retail merchant doing business to-day. It is also, as may be noticed, far below the wholesale price at which these goods are at present selling. Prefacing these magnificent discounts is, as will be noted, a guarantee of freshness and full weight. We are not suggesting that there is any attempt to defraud in the matter of weight; such action is punishable at law.

But consider these interesting prices.

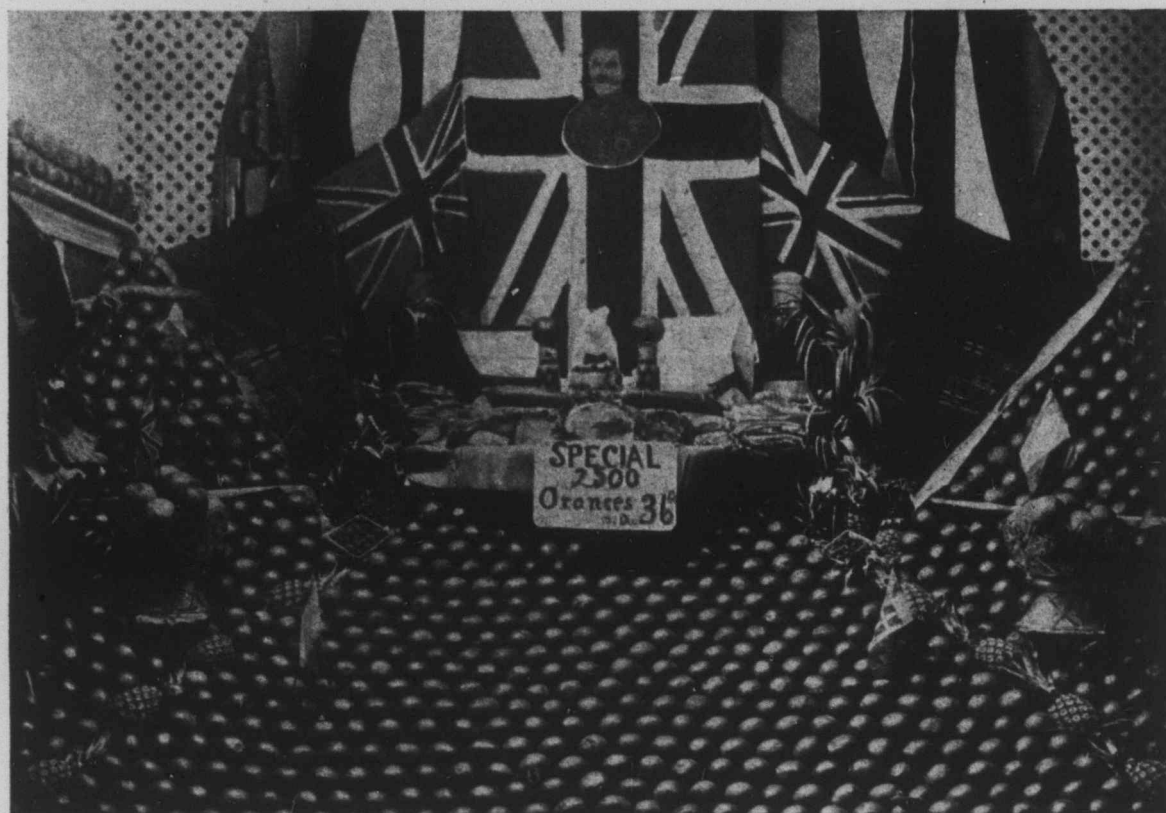
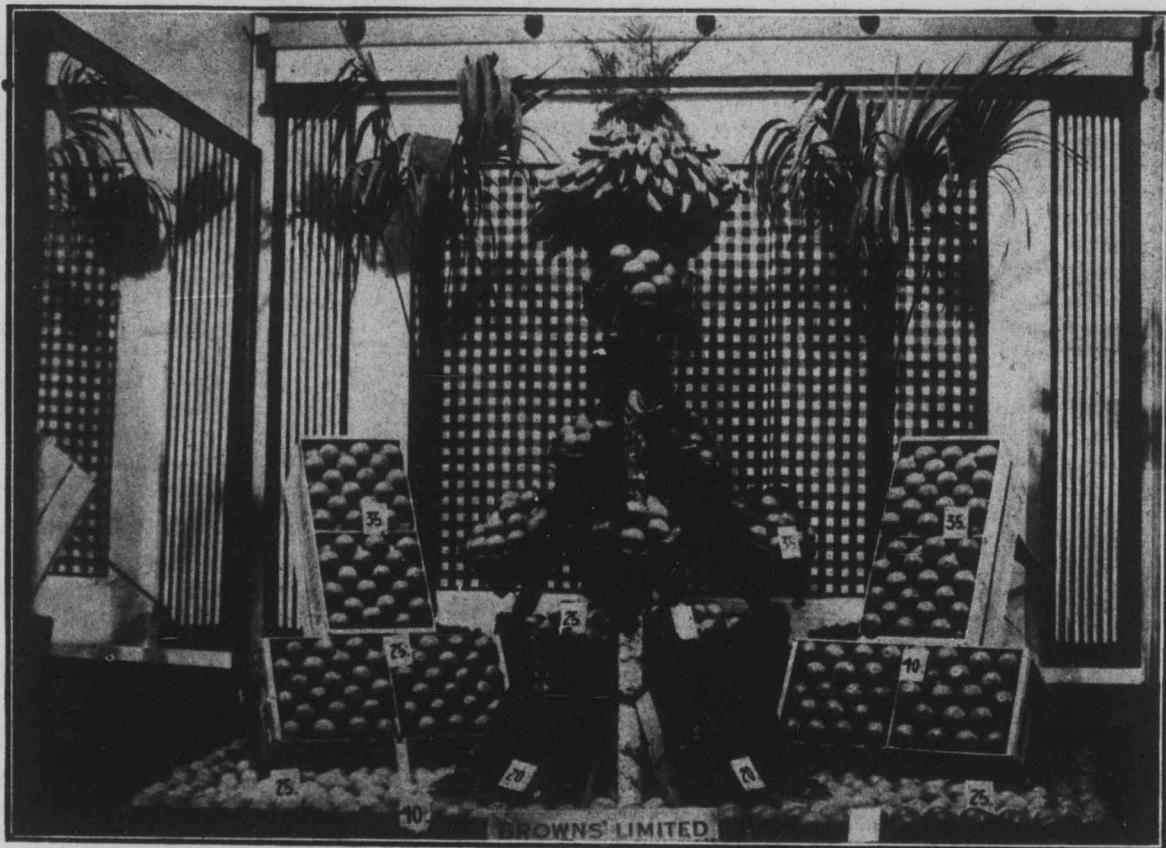
Every Article is Guaranteed to be Strictly Fresh, Full Weight and Exactly as Represented or Money Refunded.

	Estimated retail price	Our price
8 bars of Comfort, Sunlight or Surprise soap	.40	.25
3 cans of peas, corn or tomatoes	.40	.25
1 lb. of Baker's, Cowan's or Lowney's cocoa	.50	.40
Large package of Quaker, Robin Hood or Tilson's oats	.25	.20
Kellogg's Corn Flakes, Post Toasties or Milta Vita, package	.10	.07
Holbrook's imported sardines, per tin	.10	.07
2 in 1 or Nugget shoe polish	.10	.05
Christie's, McCormick's or Perrie's soda biscuits, 2 1/4 lb. box	.30	.18
100 lbs. of Redpath's best granulated sugar	8.00	5.00
5-lb. pail of best pure kettle rendered lard	.85	.50
Large can of Maple Leaf salmon		

(Continued on page 34.)

# Some Suggestions for a Fruit Window

TRY YOUR HAND AT IMPROVING ON THESE.





# Charging Interest on Accounts

An Interesting Discussion on the Possibility of Success in Charging Interest on Account—A Discussion Growing Out of an Article Lately Published Bring Out Some New Phases of an Interesting Subject

SOME weeks ago there was published in these columns the story of the general store of P. C. Hanna, Campbellcroft, Ont. CANADIAN GROCER published it because it was believed that there were points of interest in the story of the growth of this store that had a significance that was beyond a mere matter of interest.

Among the most noticeable features of Mr. Hanna's plan was his method of putting his store on a cash basis. The store deals mainly with farmers, who, owing to the circumstances under which they work, are often unable or unwilling to pay cash for their goods. To overcome this difficulty, Mr. Hanna devised the plan of taking a note in payment of the account, the note itself bearing interest. In this way even these difficult accounts were put on an approximately cash basis.

## The Contention Challenged

Recently we received a letter dealing with this article and pointing out the difficulties that lay in the path of the successful operation of such a scheme. The criticisms of Mr. Hanna's plan of operation were so concise and so manifestly voiced the questions that might have been raised in many minds by the reading of this article that we decided to publish the letter.

Believing that the discussion of this subject by a man who believed it feasible and a man who did not, would be of exceptional interest, we sent this letter to Mr. Hanna and asked him to outline his defence in the points where his scheme was attacked. We publish the two letters herewith:—

Pakan, Alta.

Dear Sir.—We have read with much interest the article in CANADIAN GROCER, entitled, "Charging Interest on Accounts." Mr. Hanna's system looks all right on paper, but when it comes to be worked out in actual practice, as we have tried it out for several years, the thing does not run so smoothly, and we would be very glad to have further light on the following points:

Where customer is unable to settle in cash, Mr. Hanna takes a six months' note. It is stated that he "deposits these notes with his bank, but does not discount them," merely uses them as "an evident and available asset." Does this mean that these notes are used with the bank as collateral for loans. If not, how are they used as "an evident and available asset?"

## The Farmer's Attitude to a Note

Regarding making settlement by six months, or any other term note, our experience in many cases has been that the customer (a farmer) says to himself, "Thank God, that bill's paid," and plunges in again. He is quite solvent and you do not like to tell him that he must run along on a cash basis until his six months' note has been paid—when credit might be again given him. He runs up another bill and probably again settles all or part of same by another six months' note. Under such a procedure as this, this man, unless you shut right down on him, might in six months' trading have given you three or four notes.

It ends up perhaps by his being hailed out or a frost destroys the bulk of his crop, and he is unable to meet his notes, or says he is unable to do so, which amounts to nearly the same thing as far as getting our money is concerned.

What does Friend Hanna do in these, or nearly similar circumstances? If he sues on the notes, he surely loses his customer, who may next year be in fairly good position and might become a good cash-paying customer.

It is well known, also, that farmers pay slight attention to their note obligations—this is the experience of all banks and loan companies. The majority of this class are, we are sorry to say, extremely unreliable in financial matters.

Regardless of their debts or of the fact that you may have tided them over long periods of "hard luck," they will very often "stand you off" after crops have been marketed and use surplus cash to either buy more lands or an automobile, etc., knowing that they are protected to the limit by the grossly unjust "exemption laws."

How to extend such credit accommodation without risking the loss of our money or our customer, or both, has sorely puzzled us for years, and if you can help us to a solution we will be extremely grateful.

Jno. A. Mitchell & Son.

## The Case for the Defence

Campbellcroft, Ont.

Dear Sirs,—The circumstances depend entirely on the nature of your business methods—that is, whether you are doing a cash business or a credit business; and also, maybe, the system of doing business in the West is different from what we do in Ontario, but I think the

same system could be carried out successfully no matter in what country you were doing business.

## Question of Customer's Solvency Must be Decided by Merchant

To run a cash business the first question you must ask yourself is, have I the nerve to refuse my customers credit, and make it plain to them that no credit will be advanced to them until they show you that they "are solvent," and quite worthy of and able to meet their obligations when they come due.

When a customer applies for credit, and he is a good man, and this must be determined entirely by the merchant.

## How to Use a Note Without Discounting

Take his note for six months and deposit same with your bank as a collateral for overdrafts; it is not necessary for you to discount it, for the interest charged your customer is good money in merchant's pocket. Pay the amount of your overdraft out of your cash deposits, and have the interest on your notes to your credit. When paid at the end of six months, or whenever the note is due. If the merchant is too mealy-mouthed to call his customer into his office for fear of offending him, and tell him that no more credit will be advanced until his note is paid, why there is no system on the face of the earth that will save him.

## Know Your Man

If the farmer has had bad luck and cannot meet his notes when due, if his paper is negotiable and he is quite solvent, why should the merchant worry? Know your man, is a good slogan in business, and if you are doubtful, find out for yourself before advancing him credit. Merchants to-day are too anxious to do business and too much afraid of losing a few sales that often might be better lost, especially in cases where they do not know their man.

## Better Mourn Over Than Mourn After

It is much better to mourn over your goods, and wait for a good customer, than to mourn after them by making sales to every Tom, Dick and Harry. If you think this will help our brother merchant in the West, send it to him.

Yours for a cash system,

P. C. Hanna.

R. E. Grant, manager of Geo. Vipond and Co., Winnipeg, wholesale fruit dealers, returned this week from a business trip to California.

# A Little Information About Macaroni

Did You Think the Italians Discovered Macaroni? — You Were Wrong — The Wing Family of China Was Eating Macaroni While the Early Romans Were Nourishing Themselves on the Fragrant Garlic—The Irrepressible German Introduced Macaroni to Europe.

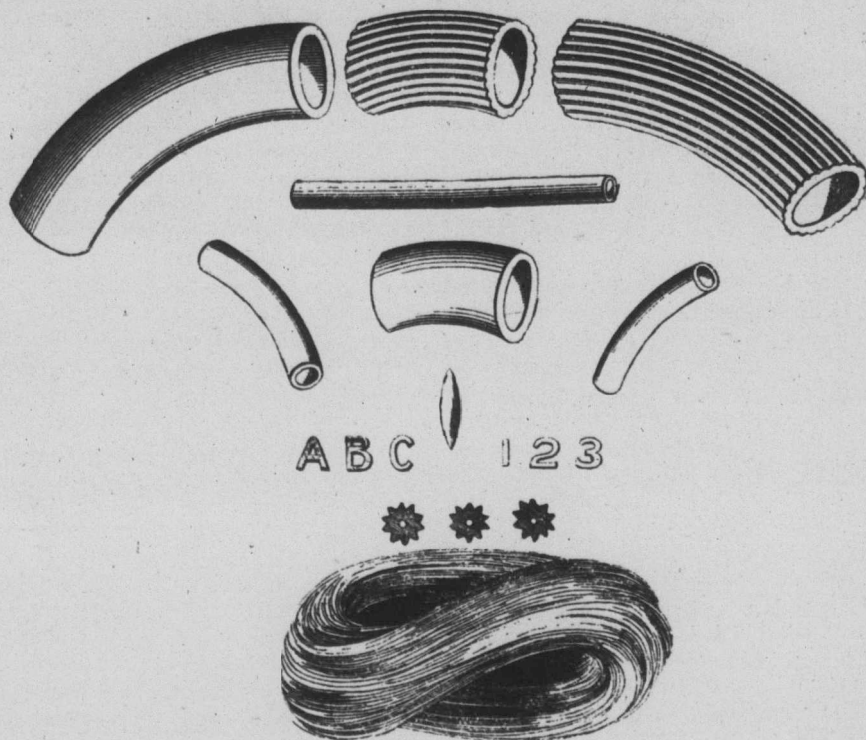
**W**HAT do people know about many of the most familiar articles of diet? Take macaroni, for instance. How many people are there who have the faintest idea as to its composition? We remember a traveler from the south describing to a breathless audience the appearance of a field of macaroni in bloom. A joke, of course, but the heart of the joke was in the whole-hearted interest of the auditors in the description, hardly any of whom were awake to the fact that, as the saying goes, they were being stung. Oh, yes, we note your wise smile, dear reader: you may know that macaroni doesn't grow, but is made, but it is a safe bet that your knowledge lies more or less in a mental picture of a picturesquely garbed Italian, probably you call it Dago, seated indolently beneath a blossoming lemon tree with his bowl of macaroni on his knee, enjoying life and warbling Caruso-like between gulps.

## No Laurels for the Latin

You are wrong, gentle reader. Guisippi is a faithful friend of macaroni, no doubt, but he is a long way back in the procession of the original users. Would it disturb your mental picture were the original user to appear with a pigtail instead of a lemon tree shade. 'Tis even so, as well as being peculiar, for the ways that are dark and tricks that are vain; the heaten Chinese is peculiar by reason of being the first to really appreciate macaroni. The Chinese began to appreciate this elongated food as early as the Ming Dynasty, and the late Mr. Mings have been so long dead that they are of no particular interest to you or me. If you happen to be curious-minded, however, and possess an encyclopedia, both are necessary, look up friend Ming; it will give you some real appreciation of the age of the macaroni industry.

## Chinese and Japanese Claim Honors

There never was a thing that the Chink had that the Jap didn't immediately want, even the honor of being the first to discover the nutritive tube is craved by the covetous little men. They went them one better, too, and squeezed the tube smaller, and so can lay claim to be the originators of spaghetti and vermicelli. This rather spoils the picture of the almond-eyed family sitting down to a banquet of rice. We don't know just what the exact date of the



Macaroni as You Know it. In Some One or More of the Forms Illustrated Here Macaroni is Familiar to You.

first Jap taking to spaghetti, may be, but they claim to have beaten the Chinese in their discovery of macaroni by some hundreds of years.

## Some Historic Reference

We hate to give any credit to the Germans, but, passing along in this history, it seems that they were the means of the introduction of macaroni into Europe. To Italy unquestionably, however, the credit of having taken the food to her heart, to say nothing of other anatomical parts. Long before Columbus sailed on his memorable voyage to discover us, macaroni eating had become a habit among his fellow countrymen. For all we know the Santa Anna on this eventful voyage may have been loaded with this nourishing food, though not likely in the familiar long package.

Macaroni spread to France from Italy. It is on record that Louis XIII., of France, on one of his hunting expeditions with which he interspersed his affairs de cœur stopped for a dish of macaroni at an innkeeper's at Tours. In the time of Good Queen Bess the macaroni was introduced into England, there its reception was not of the warmest, only the wealthy folk taking to

the novelty. Of recent date, however, the sale has been enormously increased.

## Demand Improved With Improving Quality

Despite the fact that the European knowledge of this food was as old as the discoverer of our country, the commodity was not used on this continent to any extent until 1880. Almost all the macaroni manufactured in the United States at that time was made of flour and consequently was very inferior to the imported article. Of recent years, however, the reason for the superiority of the imported product has been discovered. The wheat from which the best macaroni is manufactured is a native of the part of Russia that borders on the Sea of Azov. The climatic and soil conditions in this section correspond to those of North and South Dakota and the southern section of our own Canadian West. With the introduction of this wheat, the macaroni manufactured on this continent has become quite the equal of the imported article. Macaroni is a wheat food; moreover, it is made from the choicest portion of the choicest of wheat. It has nearly twice the amount of gluten, weight for weight, as flour. The flour is kneaded in a cur-



rent of water, where much of the starch is removed, leaving a sticky substance called gluten, which is in the nitrogenous, or flesh forming part of flour.

Sir Henry Thompson, an eminent authority on food, states that "weight for weight, macaroni may be regarded as not less value for flesh forming purposes than beef and mutton, and most people can digest it more easily than meat, for which it therefore offers a valuable substitute."

Macaroni made from pure Darum wheat Semolina, should have a clear golden color. The finest grades are either golden or ivory in color. Of course, this color is easily simulated, and it is a regrettable fact that adulteration in this way is very common. One good test of the quality of macaroni is that if of first quality it swells considerably in cooking, almost twice its original size, in fact. The poorer grades are made from an inferior grade of flour; this generally results in the macaroni being grey or brown in color. This quality of the product will become very soft in cooking and swells very little. This is accounted for by the excessive amount of starch that appears in the macaroni made from plain flour.

Owing to the stickiness of the gluten, macaroni is able to bear its own weight when being dried. It is thrown over reed poles on which it is exposed first to bright sunlight and then to damp cellars and darkened warehouses. Smoothness, clear yellow color, hornlike, toughness and general glutinous appearance are outstanding characteristics of the finest grades of the product.

The testing of these goods by the methods above may give you the melancholy satisfaction of having caught an evil-doer at his evil doing, but you will be loaded down with a package of inferior tubes none the less. After all, in macaroni, as in most other goods, it becomes a matter of trusting the honesty of the manufacturer, for they have the expert knowledge, while you only know that it tastes, or does not taste just right, which is a rather indefinite sort of charge. When a man puts a branded package on the market, however, he does it at some considerable expense. He expects to gain thereby, of course. But in order that he may do so, he must please his customers. That fact is perhaps the most valuable test of all. It is rarely that you will find an inferior article exploited under a firm name. When a man packages goods and puts his name on them, it is fairly evident that he considers them good and saleable, and as fairly representing the quality of the goods he likes to sell. Therefore, to be sure of getting macaroni, such as the heart of the late Mr. Ming delighted in, buy the well-known packages.

## Many Grocery Brokers Burned Out

### Fire Which Destroyed Scott-Bathgate Building, Winnipeg, Destroyed Stocks of Nearly a Dozen Firms—Losses Sustained by Manufacturers all Over Canada—Brokers Now Located in Other Buildings.

A LARGE number of grocery brokers were burned out in a fire which partly consumed the Scott-Bathgate Building, Winnipeg, on Thursday night, Feb. 15. It was one of the worst fires Winnipeg has suffered for many years, and the five-storey building was almost a total wreck. A large number of eastern houses had offices in this building, and at the time of the fire they carried considerable stock. Stocks of soap, carried by F. D. Cockburn, who represents a number of the largest eastern soap makers, were destroyed. Wilson, Lytle & Badgerow, Toronto, suffered the loss of considerable vinegar. The Cowan Co., Toronto, lost their stock of cocoa and chocolate. The Canadian Chewing Gum Co.'s loss of stock amounted to about \$5,000. The Scott-Bathgate Co., who owned the building, were fully covered, and were the biggest losers, the value of their groceries alone being in the neighborhood of \$60,000. G. B. Thompson, well-known broker, and Hamblin and Brereton, manufacturers' agents, were both burned out. Another firm to suffer loss was Hazlewood and Co., a subsidiary concern of the Scott-Bathgate Co. Most of these firms have secured temporary offices. F. D. Cockburn is now in the William Davies Co. building, not far

secured new premises on Bannatyne avenue.

The Scott-Bathgate Co. advise us that they will be in a position to do business as usual by February 23, having secured large premises on Lombard street. They are Western representatives for Christie Brown Co., and Robertson Bros., Toronto, but fortunately have supplies from both these firms on the road from Toronto, so that it will be "business as usual for these firms." Other firms they were representing at the time of the fire were: Canada Thread Mills, Wilson, Lytle and Badgerow, the Cowan Co., Toronto; Watt and Scott, Toronto, and the Royal Baking Powder Co., New York.

#### Discovered by Soldier

Nothing is known as to the origin of the fire. It was first observed by Pte. Fuller, of the 174th Battalion, who is with others, guarding the adjoining Robinson Block. Smoke was noticed issuing from the basement at 8.30. The root of the fire seemed to be in the Owl Metal Company's workshop. There are two furnaces in the workshop, but the workmen say they saw both of them completely out before they left the building. J. J. Broadhurst, 498 Langside, manager of the Owl Metal Company, states



Ruins of the Scott-Bathgate Building, Winnipeg, after the fire of Feb. 15.

from his former location. The Scott-Bathgate Co. and Hazlewood and Co. are in the McNab and Roberts building, Lombard street. G. B. Thompson has

that he had just installed a \$5,000 plant, while he carried other stock valued at \$7,000. The only insurance he carried  
(Continued on page 34.)



## CURRENT NEWS OF WEEK

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



### Maritime Provinces

The retail merchants of St. John, are observing Thursday, February 22, as Dollar Day.

The entire stock of Bourne's confectionery store, Gottingen street, Halifax, was destroyed by fire on February 15.

Damage to the extent of \$3,000 was caused to the plant of the North Atlantic Fisheries, Ltd., Halifax, by fire this week.

T. Band D. J. Riley, Charlottetown, are building a new brick store and office building. The building is three stories and basement in height. It is the intention of the owners to have stores and offices on the ground floor, with suites of offices upstairs.

H. W. Cole, Ltd., wholesale grocers, who suffered considerable loss by fire less than two years ago, again had to contend with a serious fire in their warehouse in Water street, St. John, this week. The damage amounted to several thousand dollars, but the loss was fully covered by insurance.

Unless the Cuban revolution is speedily suppressed, dealers are looking for further advances in sugar, the first effect being an advance of fifteen cents. Advices to the Cuban consul in St. John that vessels must not be cleared for Santiago, would indicate that this port, one of the chief sugar shipping centres, is closed to traffic.

The Retail Merchants' Association, of Moncton, N.B., has elected officers as follows: Honorary President, L. H. Higgins; President, D. A. McSweeney; Vice-President, B. E. Smith; Second Vice-President, J. H. Deroche; Treasurer, W. D. Charters; Secretary, T. B. Price; Executive, L. H. Higgins, B. E. Smith, J. J. Bourgeois, P. H. Fryers, E. A. McSweeney, William Murray.

J. I. Davis & Son, groceries and meats, St. John, who recently opened a branch store in Main street, has found business there so satisfactory that they will close their Princess street store and devote their entire attention to the north end store. Telephone orders and automobile deliveries will keep them in touch with customers in the south end.

Of the forty-eight candidates nominated by the Opposition for the New Brunswick general elections, thirteen are engaged in the grocery business. These include, Fred Macee, E. A. Smith, C. M. Leger, Westmorland county; A. F. Bentley, St. John county; Robert Smith, Sunbury; James Burgess, Vic-

toria county; W. J. Carnworth, Albert county; Andrew McCain, Carleton county; Elwood Burt, York county; C. R. Leger, J. G. Robichaud, Gloucester; Joseph Gaskill, Charlotte county, and George H. King, Queen's county. T. H. Estabrooks, of Red Rose Tea Co., St. John, refused a nomination owing to the demands of his business. The grocery trade is almost as well represented in the Government ranks.

### Quebec

J. C. Heon of the Canadian Milling Agency, Victoriaville, spent a day in Montreal, during the week on business.

C. D. Buck, representative in the Cape Breton District of the Robin Hood Milling Co. spent the week-end in Montreal, returning to his territory at the beginning of this week.

F. W. Wallace, secretary of the Canadian Fisheries Association was visiting Ontario last week, attending the meeting of the Sister Organisation at St. Thomas, Ont.

Armand Chaput, of Chaput Fils et Cie, Montreal, has been again slightly indisposed, but is expected back at the helm of business in a few days. In his absence Emile Chaput was on the administrative deck.

George C. Brown representing the Hemingsen Produce Company, of Portland, Oregon, is in Montreal at present at Freeman's Hotel, and will be in the city and district for some little time in the interests of his firm.

Among the many American firms contributing to the Canadian Patriotic Fund was A. Mendleson's Sons Co., manufacturers of heavy chemicals, Albany, U.S.A., whose products enter largely into soaps, and occupy grocery shelves in several special lines.

Joseph Laporte of Laporte Martin et Cie, wholesale grocers, Montreal has returned to business greatly restored in health after a period of illness and absence for recuperation extending to about a month or more. He is warmly welcomed back by a wide circle of business frineds.

Early on the morning of February 15, fire broke out in the Oxford Provision Company's store, corner of Sherbrooke street and Oxford avenue, Notre Dame de Grace, Montreal. The interior of the store, which has been under the management of Mr. Boileau, was completely gutted, and the contents destroyed by

smoke and water, but the apartments above and around, and neighboring stores were saved.

### Ontario

W. G. Clark, Odessa, is selling out to W. R. Lake.

Mrs. C. Sauerman, Hamilton, has sold her grocery business.

Henderson & Co., Acton, have sold out to Conway & McLaren.

James Drysdale, Elmvale, has sold his grocery store to J. G. Lillierof.

Mancini and Peters, Timmins, have sold the stock of their grocery store.

P. D. Herbert, Ottawa and Hull, grocer and butcher, has sold his Hull branch.

Andrew F. Johnston, Merlin, has sold the stock of his general store and is removing it to St. Thomas.

Hieland Hancock, assistant superintendent of the E. W. Gillett Company's factory, Toronto, died suddenly recently.

Wolfe Bros., Port Colborne, grocers, have dissolved. F. E. Wolfe continues.

H. R. Burr, Toronto, grocer, has been succeeded by L. J. Lahay.

Mennos Snyder, one of the well-known men of Waterloo county, died at Conestogo, where he had for years conducted a large milling business.

A. S. Phillips, grocer, opened a new store at Wyandotte street, Windsor, on Monday, February 19. This will be the fourth "link" in Mr. Phillips' "chain groceries."

The Farmers' Milling Co., Welland, have been incorporated, to conduct a general milling business, to buy and sell all kinds of grain, flour, and seed, and to manufacture all kinds of flour and feeds.

The Quaker Oats Company, which recently took over the plant of the Cereal & Flour Mills, London, are about to undertake work on an addition to cost \$100,000. The Quaker Oats Company are now operating the London plant.

The Fort William Grain Co., Fort William, recently purchased a Port Arthur factory building, which is to be converted into a plant for the production of grain-screenings products. Heretofore there has been practically no market in Canada for the residue from the cleaning machinery of the grain elevators. The entire output of the elevators has been purchased by American firms and shipped to Duluth and Minneapolis.



### Western Provinces

Wall Bros., Lestock, Sask., have dissolved.

G. C. Robinson, Ruddell, Sask., have sold out.

S. Goldberg, Winnipeg, Man., grocer, has sold out.

I. Rombach, Estuary, Sask., has sold to S. Mindlevich.

S. Mindlevich, Prelate, Sask., has sold to Bay Bros.

Chapples Limited, Fort William, a department store, had a fire recently.

The stock of the estate of Burgoyne Co., Headingly, Man., has been sold to Francis & Francis.

J. J. Ecklund & Son have opened their new store in Medicine Hat.

J. H. Galbraith, Saskatoon, Sask., has sold his grocery business.

Fred Zohner, Hatton, Sask., has been succeeded by A. & J. Jahnke.

Sanders Bros., Hawarden, Sask., have discontinued their grocery business.

Craik Mercantile Co., Craik, Sask., have been succeeded by W. B. Grant.

Farmers' Supply Co., Beadle, Sask., have dissolved. E. J. James continues.

Mrs. Helen Lipshitz, Winnipeg, has sold her grocery business to E. Gilroy.

Jacob Schneider, Calder, Sask., has been succeeded by Farmers' Trading Co.

Ferguson & Boyd, North Battleford, Sask., have sold their grocery business to F. E. Fawley.

MacLean Grocery Co., Regina, Sask., have sold their fruit department to Lloyd Fruit Co.

Charles Bros., Winnipeg, have been succeeded in their grocery business by A. F. Higgins Co.

Ferguson & Boyd, North Battleford, Sask., have sold their grocery business to Francis Fowle.

The grocery business conducted by Laura Lav, Winnipeg, has been transferred back to C. G. Carter.

Geo. I. Wood, Calgary, Alta., has discontinued his grocery business. The stock has been sold to John Irwin Co.

A. E. Scott, president of the Scott-Bathgate Company, Winnipeg, recently returned from a trip to Eastern Canada.

The death took place recently of A. R. Christie, Winnipeg, founder of the old established grocery business of that name, at an advanced age.

Osmond Marrin, buyer for the Jobin-Marrin Co., was among those called upon by the High Cost of Living Commission, now sitting in Winnipeg, to give expert evidence.

The Scott-Bathgate Co., Ltd., Winnipeg, announce that work will commence at once to rebuild their building, which was destroyed by fire last week. The walls were left standing, but the whole inside was destroyed. Everything was covered by insurance.

### WHAT ABOUT DIRECT TRADING COMPANIES?

(Continued from page 28.)

per can .....	.30	.20
Our guaranteed Japan or gun-		
powder tea .....	.40	.25
4 lbs. of large meaty prunes....	.40	.25
1 can Old Dutch Cleanser .....	.10	.06

All this sounds promising enough. Any housewife knows that sugar is worth more than \$5.00 a hundred. The argument that the immense buying of the firm enables them to sell thus cheaply does not apply in this particular line. Nowhere can sugar be bought at this price. It must consequently be sold at a loss. This being so, the more that is sold the more there will be lost.

#### The Buyer Not a Free Agent

Moreover the housewife when she comes to buy this sugar at a bargain price will find that she is not exactly a free agent. To get the sugar, she has also to buy, some of "our guaranteed baking powder," or some of "our very fine tea." These goods have no stated value, and it doesn't take an overly bright intellect to see that what is saved on one article is lost on another. Attempts have been made to buy from this firm some article, like this sugar for instance, but in every case there have been good reasons advanced why the order should not have been delivered.

#### A Questionable Selling Practice

The idea of the whole concern is that some well-known and reputable lines priced at absurdly low figures, should be made leaders for other lines unknown, their quality problematical, backed only by some vague guarantee of quality that in reality probably is not worth a moment's thought.

The proposition is not one of straight merchandizing. In order to get the articles that you require, you are practically compelled to take others that you do not want and do not require, and which in all probability are not at all up to the quality that the customer has been accustomed to use.

On the face of it, despite the glowing tributes that this firm modestly hands itself. It does not seem that we owe any great debt of gratitude to the State of Michigan, for their assistance in putting this concern on its feet.

### MANY GROCER BROKERS BURNED OUT

(Continued from page 32.)

was that on stock, and that only at \$4,000.

After consuming the Owl Company's stock, the flames ate up the hardware stock of Bissett & Webb, valued at about \$20,000. This was fully insured. The second floor was stocked with groceries owned by Hamblin & Brereton,

who represented the Vioila Toilet Co., Brown & Polson's, etc., and estimated at \$10,000. Boxes and other inflammable goods on this floor gave the flames an impetus, which was accentuated by the Canadian Chewing Gum Company's stock on the third floor, which stock is estimated at \$5,000. D. Campbell had also a small stock of furniture on this floor, and G. B. Thompson a small stock of manufacturers' supplies.

#### Floors Covered With Merchandise

All the five floors on the east side of the building were fully stocked with almost everything in the grocery line. F. D. Cockburn, on the second floor, had a very valuable stock of toilet soaps—a consignment from the John Taylor Co., of Toronto; a stock of cocoa from Epp's, England. Mr. Cockburn also represented the Pugsley-Dingman Co., of Toronto; the William Simmons Co., of Market Harboro' and carried considerable consignments of stocks for these firms. An estimate of \$10,000 is considered for all these stocks moderate. On this side also the Cowan Co., of Toronto, had a large stock of cocoa and chocolate.

The Scott-Bathgate Co. announce that they will rebuild.

### ACCOUNTING FOR RETAIL MERCHANTS

(Continued from page 24.)

—into matters of the liveliest, most vital significance. And when you do this, when you become expert in thus deriving the meaning from your work, you will find your ledger the most absorbingly fascinating book you can get hold of.

This, then, is the final paper on this System of Bookkeeping, except that I have a few letters to handle. I hope there may be many more, for that will indicate that I have stirred you up a bit—that the work has been worth while. So I trust you will write me a volley of questions.

I said a while back that you could use the Harvard Sheets if you prefer them, or have them in use now. I think it will be apparent to you how you can post to them from the Journal as simply as you can to the Ledger. If it is not clear, I shall be glad to show you.

### OTTAWA RETAIL MERCHANTS' BANQUET

The Ottawa Retail Merchants' Association are holding their annual banquet in the Masonic Temple on March 1. They have for the guest of honor on this occasion Sir Wilfred Laurier. It is confidently expected that this banquet will be a more than usually great success.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**SUGAR** is holding in an uncertain market at the advance recorded last week. From all accounts the revolution is still in progress on the Island of Cuba, and some of the centrals have had to close through shortage of labor. Even a temporary cessation of work when the grinding season is on would greatly curtail production. Flour held steady during the week, but mill-feeds advanced. Millers are able to get their shipments through from the West better now. The railroads have lifted the embargo partially and are now permitting them to ship in the proportion of one hundred pounds of flour to thirty pounds of feeds.

Tea held steady in a firm market and there is strong probability there will be higher prices than those now prevailing. Of the dried fruits, prunes are in strong market and advances are anticipated in this commodity in the near future. Cooked meats are all in firm market, with a good demand reported. Compound lard regained its position of strength after a temporary weakness noted last week. Live hogs were easier during the week. Butter is in firmer tone and new-laid eggs are not coming in sufficient supply to meet the demand. Live chickens and hens are in good demand. There have been advances in numerous lines during the week, among them might be named condensed and evaporated milk, table and bulk salt, molasses in tins, soap chips, soups, bath bricks, lantern globes, lamp chimneys, sulphur, sardines, soda biscuits. There have been further advances in potatoes and onions. Halibut is in firm market with higher prices quoted. Business has continued exceptionally good.

## QUEBEC MARKETS

**MONTREAL**, Feb. 20.—Business has been reported better of late in this district, but commercial travellers in Quebec Province have been most seriously hampered by train cancellations, and inconvenience to retailers dependent on their visits has no doubt resulted. The general tone of the markets keeps very firm. Lent brings with it the special demand for fish, but difficulties of shipping frozen fish are very great, and have been noted by many concerned. Flour remains steady with a firm undertone. Feeds have advanced. Potatoes and many vegetables show the strongest possible market tendency, also some of the imported lines of the fruit and vegetable trade. Provisions and kindred products are in firm but not excited market though an undoubted scarcity of hogs is firming up the market for the future. Eggs are now scarce as regards the storage grades, and short on new-laid. Teas are tremendously firm, and wholesalers note advances of from 2 to 4 cents per lb. on Gunpowders and Young Hysons, also black teas. Japans are not so much affected. Imported mustard is up a cent a pound. Wholesale grocers note a ten per cent. ad-

vance in lamp chimneys which advanced in the summer of last year by about the same percentage.

### Sugar in Demand Following Advance

**SUGAR**.—Last week's advance in sugar was rather unexpected, and followed the exciting factor of a revolutionary disturbance in Cuba. This trouble still persists, and there have been broken and uncertain reports from the Island as regards conditions there. Latest reports were that the United States authorities have the matter well in hand, but figures as regards production of sugar were incomplete, the centrals in the interior of the Island being behind with their reports owing to the prevalence of the trouble. Anxiety exists still as to the possible amount of damage done to sugar milling machinery which might retard production, and shorten supply. The reports of a bumper crop of cane are correct, but the production seems short for some reason and so much depends on weather and outside affecting factors that to predict a huge supply of sugar this year would be dangerous prophesying. Other sugar

supplying countries have no surplus this year and if Cuban supplies are below expectations there will be no superabundance, perhaps even a shortage. Following the rise in prices last week there was a rush for supplies lest the market should rise any further, and this coming on the top of the railway congestion has given refiners in Montreal a very busy time indeed. The market was showing rather weaker tendencies at the time of writing, but reduction in price was not figured on by those in closest touch.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 45
Acadia Sugar Refinery, extra granulated	7 35
Wallaceburg sugar	7 35
Special icing, barrels	7 45
Yellow, No. 1	7 05
Powdered, barrels	7 55
Paris lumps, barrels	8 05
Crystal diamonds, barrels	8 05
Assorted tea cubes, boxes	8 05
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 Coming Into Better Demand

**CANNED GOODS**.—Prices on new crop California asparagus are about ten per cent. in advance of the quotations of last year to the wholesaler, and demand for this class of canned vegetable is very much increased of late. It seems that asparagus occupies a better relative position as regards price in the range of canned goods when prices of canned goods have been so high. There has been noted by several wholesalers of late an increasing demand for all the canned goods, and the Lenten season will certainly stimulate the call for all classes of canned fish foods. As the canned goods market has been very dull lately the revival of consuming interest in it is welcomed. Priests, it is thought will not go higher in any hurry, except in special instances such as the matter of milks recently advanced as noted last week.

<b>Salmon Sockeye—</b>		
1 lb. talls, cases 4 doz., per doz.	3 00	
¼ fats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 75
Ochoes, 1-lb. talls	2 40	
Red Springs, 1-lb. talls	2 80	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
<b>Canned Vegetables—</b>		
Tomatoes, 2½s	1 90	2 15
Peas, standards	1 35	1 80
Corn, 2s. doz.	1 50	1 60
Corn (on cob gallon, cans), doz.	5 75	
Red raspberries, 2s	2 65	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Apples (gallon)	3 75	4 00



## Evaporated Apples Scarce on Market

**Montreal**  
**DRIED FRUITS.**—The scarcity of evaporated apples continues, and prices are advanced by half a cent a pound this week. The dried fruit market is still rather dull in tone, but with firmness always present. New crop prunes are being offered at firm prices very early in the season and it is of course not known what sort of crop may be expected. One large firm of wholesalers in the city noted an advance of a cent a pound on Oregon prunes. The various imported dried fruits from the European side of the Atlantic are in short supply and sharply firm market. There have been many disappointments in arrivals of these goods, and slow deliveries are the rule even when the shipments are safely transported. Raisins from California are coming into the limelight under present conditions, and the markets are interested in prospects of good supplies of these.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes.....	0 11½	0 12½
Apples, choice winter, 50-lb. boxes.....	0 11½	0 12½
Apricots (old crop) .....	0 18	0 19
Slabs .....	0 19	0 19
Choice, 25's, faced, new crop.....	0 22	0 22
Nectarines, choice .....	0 11¼	0 11¼
Peaches, choice .....	0 12	0 13
Pears, choice .....	0 15	0 15
DRIED FRUITS.		
<b>Candied Peels—</b>		
Citron .....	0 27	
Lemon .....	0 24	
Orange .....	0 25	
<b>Currants—</b>		
Filiatras, fine, loose, new .....	0 18	0 20
Filiatras, packages, new .....	0 21	0 22
(In the present condition of market current prices are considered merely nominal.)		
<b>Dates—</b>		
Dromedary, package stock, old, 1-lb. pkg. ....	0 12	
Fardis, choicest .....	0 13½	
Hallowee (loose) .....	0 12½	
Excelsior .....	0 10	
Anchor .....	0 09	
<b>Figs—</b>		
8 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb. ....	0 11½	
1 lb. glove boxes, each .....	0 12	
Cal. bricks, 16 oz. ....	0 09½	
Cal. bricks, 16 oz. ....	0 10	
Cal. layers .....	0 10	
Cal. fancy, table, 10 lbs. ....	1 50	
<b>Figs—</b>		
Spanish (new), mats, per mat. ....	2 40	
<b>Prunes, California New Crop—</b>		
30 to 40, in 25-lb. boxes, faced.....	0 13	0 13½
40 to 50, in 25-lb. boxes, faced.....	0 12	0 13
50 to 70, in 25-lb. boxes, faced.....	0 11	0 12½
70 to 80, in 25-lb. boxes, faced.....	0 10½	0 11½
80 to 100, in 25-lb. boxes, faced.....	0 10	0 11
<b>Raisins—</b>		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 4-crown cluster .....	3 75	
Muscadels (loose), 2 crown .....	0 10½	
Muscadels, loose, 3-crown, lb. ....	0 12½	
Muscadels, 4-crown, lb. ....	0 13	
Cal. seedless, 16 oz. ....	0 12½	
Fancy seeded, 16 oz. pkgs. ....	0 11¼	0 11¼
Choice seeded, 16 oz. pkgs. ....	0 11	0 10½
Valencias, selected .....	0 11¼	
Valencias, 4-crown layers .....	0 12	
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

## Firmer Tone Still To Molasses Market

**Montreal**  
**MOLASSES.**—There is a very firm tone to the molasses market in Montreal at present though the prices will not be found altered as yet in the city. Demand is very eager, and embargoes have

been making arrival of new crop shipments very uncertain. The growers are holding out for rather higher prices now and this further strengthens the impression that molasses may go to higher prices to the retailer in Montreal markets before the real influence of the new crop can be felt in relief. The syrups are still in very firm market also, and demand keeps good. Transportation troubles are vexing in this direction also. Outlook at present is for high priced maple syrup though new crop may be plentiful. Estimates of new crop maple syrup are however, not available as yet for the tapping season is not yet opened of course, and will not be for quite a month yet.

Barbadoes Molasses—	Prices for	
	Fancy.	Choice.
Island of Montreal.		
Punchoons .....	0 65	0 60
Barrels .....	0 68	0 63
Half barrels .....	0 70	0 65
For outside territories prices range about 3c lower.		
Carload lots of 20 punchoons 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 25	
2 lb. tins, 2 doz. in case, case.....	3 25	
5 lb. tins, 1 doz. in case, case .....	3 65	
10 lb. tins, ½ doz. in case, case .....	3 55	
20 lb. tins, ¼ doz. in case, case .....	3 50	
Barrels, about 700 lbs. ....	0 04½	
Half barrels, about 350 lbs. ....	0 04½	
Quarter barrels, about 175 lbs. ....	0 05	
2 gallon wooden pails, 25 lbs. each, per pail.....	1 70	
3 gallon wooden pails, 39½ lbs. each, per pail....	2 40	
5 gallon wooden pails, 65 lbs. each, per pail....	3 70	
<b>Lily White—</b>		
2 lb. tins, 2 doz. in case, per case .....	3 75	
5 lb. tins, 1 doz. in case, per case .....	4 15	
10 lb. tins, ½ doz. in case, per case .....	4 05	
20 lb. tins, ¼ doz. in case, per case .....	4 00	

## Nuts Are In Scarce Supply And Firmer

**Montreal**  
**NUTS.**—Only a repetition of the troubles of last week attends the market for nuts this week. Supplies are very scarce, and those consumers who count on nuts as a portion of Lenten fare will find prices high. The retailer has to pay high for almost every kind of nut at present, even the homely ordinary peanut being in firmer market (due partly to its use as an oil-production source in these days of excessively high priced vegetable oils). Small shipments of nuts are being brought into Montreal by devious railway routes, via Boston for instance, and small packages to meet urgent market needs have come in by express. Under present conditions it is costing from \$15 to \$20 per ton more to ship such goods into the city from the congested yards of New York where many nut consignments are still tied up.

Almonds (Tara), per lb. ....	0 21	0 22
Almonds (shelled) .....	0 39	0 40
Brazil nuts (1916 crop), per lb. ....	0 22	0 23
Filberts (Sicily), per lb. ....	0 18½	0 19
Hickory nuts (large and small), per lb. ....	0 09	0 10
Peanuts (roast), per lb. ....	0 09	0 10
Peanuts (Jumbo), per lb. ....	0 13	0 13
Pecans (new Jumbo), per lb. ....	0 21	0 21
Pecans, New Orleans, No. 2 .....	0 21	0 24
Pecans, "caper shell," extra large Jumbo .....	0 40	0 40
Pecans (shelled) .....	0 70	0 75
Walnuts (Greenoble) .....	0 18½	0 19
Walnuts (shelled) .....	0 45	0 46

## Canadian Beans Are Needed, But Not Found

**Montreal**  
**BEANS.**—Importation of foreign grown beans, while the markets favor the Canadian product, is still likely to be required in large amount to meet demand. Beans are decidedly scarce and firm. Canadian beans are especially scarce and firm. It is believed that Canadian hand-picked beans are practically off the market, and few large firms are sufficiently stocked up in these at present. It is also believed that there are not so very many beans still held by Canadian farmers or they would be tempted forth by the prevailing high prices. This points to the importation of more beans if they can be secured in qualities to satisfy.

Beans—	
Canadian 3-lb. pickers, per bushel....	7 20 7 50
Canadian, 5-lb. pickers .....	6 50 6 90
Yellow Eyes .....	6 90 7 20
Lima, per lb. ....	3 75 3 90
Peas, white soup, per bushel .....	6 75 7 00
Peas, split, new crop, per bag 98 lbs. ....	6 75 7 00
Barley (pot), per bag 98 lbs. ....	6 00 6 75
Barley, pearl, per bag 98 lbs. ....	6 25 6 60

## Rice Shows a Rise In Two Directions

**Montreal**  
**RICE AND TAPIOCA.**—News has reached Montreal that Vancouver rice has been advanced 25 cents per 100 lbs. So far this has not greatly affected Montreal markets, but the tendency to firmness is very much more marked now as regards rice. One large wholesale firm, however, has advanced the price of Carolina Rice by half a cent a pound, making it \$8.00 to \$8.50 per 100 pounds. The market for tapioca continues to show every indication of extreme firmness owing to the difficulty of bringing new supplies into the country, and further because there is a growing tendency on the part of the consuming public to appreciate the value of tapioca as a food. Prices in Montreal remain as quoted but firm.

Rangoon rice, per 100 lbs. ....	4 30
"Texas" Carolina, per 100 lbs. ....	7 00
Real Carolina, per 100 lbs. ....	8 50
Patna (fancy) .....	7 50
Patna (good) .....	4 50
Siam, No. 2 .....	4 50
Siam (fancy) .....	5 75
Tapioca, per lb. ....	0 10 0 10½

## Cocoa in Steady Market Demand

**Montreal**  
**COCOA.**—Cocoa prices remain unchanged this week though there has been a little firmness of market of late for cocoa butter and this important commodity sometimes affects the price of the powder which is practically a by-product of the cocoa-butter industry. Transportation difficulties also affect the importation of the beans, but the chances of increased prices on cocoa are not greatly altered. There has been of late an increased demand for cocoa, and

the prospect of increased cocoa consumption during Lent and while tea prices are soaring, offers quite a market opportunity for the retailer at present.

Cocoa—		
1 lb. tins, per doz.	4 60	
½ lb. tins, per doz.	2 40	
¼ lb. tins, per doz.	1 25	
"10-cent" tins, per doz.	0 90	

### Coffee Still Quiet in Price and Market

**Montreal—**  
**COFFEE.**—The market for coffee remains in the same rather dull and uneventful state of last week's experience. Demand is normal in the countries where coffee goes according to the kindly order of things before the war. The Central Empires are cut off from their coffee supplies, and the primary markets are glutted with plentiful crops which stored up, are improving with age, and promising good coffee for a long time to come unless some untoward fate befalls the huge stocks. Prices keep at the same levels to the retailer, but with the advancing price of teas there are hints that demand for coffee may increase a little.

<b>Coffee, Roasted—</b>		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

### Tea Markets Keep Extremely Firm

**Montreal**  
**TEA.**—Retailers are rapidly realizing the fact that teas have taken a considerable jump. Those who have wisely watched the market reports in CANADIAN GROCER and noted the steadily approaching firmness develop into actual firmness and then decided price changes upwards are not in the plight of a number of others whom the wholesale tea merchants find now standing regretfully on the wrong side of the price barriers that have arisen between them and supplies on which they might have been reaping comfortable profits. Many stocks seem to have run low, and many retailers seem to have overlooked in the business of stock-taking the need for ordering early to secure tea supplies at the former prices. Now it is a case of first come first served, and prices having set in firm, and held firm for a period of seven days or more, are likely to go even higher. Prices of the teas quoted are again shaded up of necessity, for the lower scales of price are off the market, and the biggest package tea merchants are buying teas at the prices quoted below which fact should indicate the market trend very clearly to the retailer. It is believed that tea will go considerably higher yet, but this is a matter of opinion. The firmest market applies to black teas, and the market for Japan teas has

experienced a brisk renewal of demand since the advances in black teas. China greens are available now only in smallest supply if at all. Freights have shown a tendency to advance for the forthcoming crop of Japan teas.

Pekoe Souchongs, per lb.	0 32	0 34
Pekoes, per lb.	0 33	0 36..
Orange Pekoes	0 35	0 40..

### Peppers and Spices May Shortly Advance

**Montreal**  
**SPICES.**—Black pepper advanced fully a couple of cents in New York during the past ten days, but the market in Montreal does not immediately respond to New York's movements. Eventually, however, the great primary market causes which make peppers rise on the American market will prevail upon the Canadian markets also, and there can be no doubt whatever that peppers are in for higher prices. Both the white and the black peppers will be advanced before long. Cloves are very scarce in New York market at present, but certain shipments are on the way through by unsafe sea routes. Nutmegs are in quiet but firm market. Cinnamon is in stronger demand, and shorter supply. Gingers also are in dwindling supply with steady demand draining stocks. The situation as regards all spice seeds, carraways, etc., is very acute indeed, and serious shortages may occur before long. Advances in spice prices may be expected almost any time now. The market has been very slow to reach the higher levels considering primary market conditions, but is moving faster now.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 27	—0 37
Cayenne pepper	—0 28	—	—0 35
Cloves	0 30—0 32	—0 30	—0 39
Cream tartar—45 to 50c.			
Ginger (pure)	—0 20	—	—
Ginger, Cochin	—0 25	—	—0 31
Ginger, Jamaica	—0 25	—1 15	—0 30
Mustard	—0 80	—	—1 00
Nutmegs	0 40—0 60	—0 45	—0 80
Peppers, black	—0 30	0 27—0 25	—0 40
Peppers, white	—0 37	1 17—1 22	—0 39
Pastry spice	—0 22	0 25—1 20	—0 29
Pickling spice	0 20—0 22	—	—
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 cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole		12-15

### Still the Potato Soars Up In Price

**Montreal**  
**FRUIT AND VEGETABLES.**—Once again the humble necessary "spud" boards its 1917 aeroplane for a record flight in price altitude. This week potatoes reached \$3.50 per bag, and the markets gazed in astonishment, asking how much higher the sky-rocketing spud would ascend. Retailers have to exercise extra patience with the consuming public for the problem of the potato

and its aristocratic price becomes exasperating, and once again the daily press and "housewives' league" officials breathe the threat that potatoes shall be banished from the bill of fare until they come down to ordinary earthly levels again. There is no doubt that a scarcity exists, and that American demands on the New Brunswick product have accentuated the shortage. Boston lettuce has also advanced in price this week. California celery is up. Parsnips have gone to \$1.50 a bag, an advance of 25 cents. Spanish onions are scarcer, in fact they are all but off the market. Florida tomatoes are disappointing, due to frost no doubt, and are selling at advanced cost, \$5.50 per crate. Old cabbage is now \$5 per barrel, and new cabbage (New York) \$5.50 per crate. Red onions have also advanced this week by 50 cents a bag.

Bananas (fancy large), bunch	2 75	3 00
Oranges, Navel, per box	1 60	3 00
Oranges (Florida)	3 00	3 25
Oranges (Calif.)		3 50
Lemons	2 60	3 50
<b>Apples—</b>		
	No. 1	No. 2
Wealthy Apples	4 50	3 80
McIntosh Red, per bbl.	8 00	
Fameuse, per bbl.	7 00	
Spies	9 00	6 00
Baldwins	5 50	5 00
Kings	5 50	5 00
Wagners	6 00	5 50
Russets	7 00	5 50
Brussels Sprouts (quarts)	0 15	0 25
Cauliflower, per doz. bunches		3 00
Celery (California) crate		10 00
Onions, red, per bag (75 lbs.)		4 00
Onions, Spanish, per crate		7 00
Onions, Spanish, ¼ crate		2 50
White onions, per bag (100 lbs.)		6 00
Potatoes, per bag (80 lbs.)		3 50
Carruts, per bag		1 25
Beets, per bag		1 25
Parsnips		0 75
Lettuce, Curly, per doz.		1 00
Lettuce, Romaine, doz.		2 00
Lettuce (Boston), per box of 2 doz.		2 00
Tomatoes, hothouse, lb.		0 25
Tomatoes (Florida), per crate	4 00	5 50
Horse Radish, per lb.		0 25
Cabbage (barrel)		5 00..
Cabbage (new) New York crate		5 50
Cranberries (Cape Cod), barrel		13 00
Beans, U.S. wax, basket		9 00
Beans, U.S. green, basket		9 00
Leeks, per doz. bunches		3 00
Parsley, doz.		1 25
Mint, doz.		0 50
Watercress, doz.		0 50
Rhubarb, per doz.		1 50
Eggplant, per doz.		3 00

### Lobster is Price King in Fish Trade

**Montreal**  
**FISH.**—With the opening of Lent, the fish trade is exceedingly active, and prices as a rule are rather tending to advance with a very few exceptions. The weather is the best that could be expected for the sale of frozen fish, though it has its disadvantages also. These are connected with the transportation of supplies to the country districts, the distribution being retarded rather seriously by severe weather. In fact the position has been getting serious for the wholesale trade in view of getting supplies sent out to customers in the country in time for Lenten trade. Of course demand just at present is mostly directed towards frozen fish, but a large turn-over of pickled and preserved fish has been experienced also, and no doubt there will be an exception-



ally large consumption of fish of all kinds between now and Easter. As previously reported frozen lake-fish keep scarce. It seems, however, that the situation as regards halibut and salmon has improved as far as volume of supply is concerned. Haddock will be scarce though the scarcity will be relieved by the fishing of fresh haddock which promises to be better for the future, and fairly good from now on. Lobsters have reached this year the top-notch of price record, and are quoted at 60 cents a pound wholesale. Bulk and shell oysters are coming in a little more freely this week. The weather has improved, and normal conditions seem to have been restored on the oyster fishing grounds.

SMOKED FISH		
Haddies	0 12	0 13
Haddies, fillet	0 16	0 18
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.	20 00	
Salmon (B. C. Red)	16 00	

Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), (100-lb. box)	9 50
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box.	1 00

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 60
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.	
Halibut	18 -20
Haddock, fancy, express, lb.	.09
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 09
Perch	0 10
Whitefish, lb.	0 12
Lake trout	0 14
Eels, lb.	0 10
Dore	0 12
Smelts, No. 1	0 15
Smelts, No. 1 large	0 20

OYSTERS	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

FRESH FISH.	
Haddock	0 09
Steak Cod	0 10
Market Cod	0 08 1/2
Carp	0 10

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. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated. Dark yellow is sold 20c below No. 1 yellow.

### Condensed Milk and Salt Again Advance

CONDENSED MILK, SALT, SOAP CHIPS.—A third advance within four weeks has been put into effect on the Borden brands of condensed and evaporated milk and condensed coffee. On all the brands of condensed milk of this company the advance has been 25c per case, with the exception of the Eagle brand, where the advance has been 30c per case. On the evaporated milks the advance has been 25c per case in each instance, with the exception of the small sizes in St. Charles, Jersey and Peerless, where the advance has amounted to 10c per case. In the condensed coffees and cocoas the advance has also been 25c per case, with the exception of the small sizes, in which there has been no higher prices recorded. Table salt and bulk salt have registered considerable advances during the week. On the small sizes of bags, with 120 bags to a barrel, the advance has been 55c; on 100 bags to a barrel the advance has been 60c; on 60 bags to a barrel the advance has been 40c; 42's have advanced 35c; 30's have advanced 40c, and 15's have increased 25c per barrel. Package salt has advanced 10c per case. On barrels and sacks of coarse salt there have also been advances, the new prices being as follows:—230-lb. barrels, fine \$1.25, coarse \$1.45; 200-lb. sacks, fine 80c, coarse, 95c; 140-lb. sacks, fine 59c, coarse 67c; 100-lb. sacks, fine 44c, coarse 51c; 50-lb. sacks, fine 25c, coarse 30c. On dairy and cheese salt there has been an advance of 5c per barrel on bags and sacks and 1c advance on the 50-lb. sacks. Soap chips have made another advance of 1/2c per pound, Guelph now selling at \$6.25 per barrel, and XX Dingman's at \$8 per barrel. Pure parchment paper has also advanced 10c per ream, now being sold at 70c and 75c per ream.

### Soda Biscuits and Soups Quoted Higher

SOUPS, BATH BRICKS, LANTERN GLOBES, CHIMNEYS, SULPHUR, LOBSTERS, BISCUITS. — Advances have taken place in a number of lines during the week. All makes of Canadian biscuits have been advanced 1c per pound, with bulk now selling at 11c per pound. Campbell's soups have been quite generally advanced 15c per dozen. Some of these lines of soups have been withdrawn with the intimation that other lines may be withdrawn in the near future. New prices on bath bricks provide for an increase of 20c per case.

## ONTARIO MARKETS

TORONTO, Feb. 22.—During the week there have been a number of price changes in the upward direction. Flour held steady, but mill-feeds have been advanced two dollars per ton. Mills are able to get their shipments through from the West in better quantity now, the railways having lifted the embargo to the extent of allowing them to ship mill-feeds in the proportion of one hundred pounds of flour to thirty pounds of feed. Some brokers are looking forward to the British Government being in the buying market for wheat in the near future, when they anticipate prices of wheat will again move to higher levels, with the strong probability that flour will move upward also. Sugar prices have held steady, with a slight weakening recorded in the raw sugars during the week in New York. From all accounts the revolution is still in progress in Cuba. Business in this district has been most gratifying during the week.

### Upward Course of Raw Sugar Arrested for Time

Toronto  
SUGAR.—For the present, at any rate, the upward course of Cuban raw sugars seems to have been arrested. Last week the market under the influence of revolutionary outbreaks in Cuba advanced over a half cent per pound for Cuban raws. During the first part of the week declines in the value of raw sugars to the extent of 3-16c per pound were recorded from the high point reached under the influence of disturbances. This may be a temporary setback, or it may be permanent, depending

largely on the duration of the revolution in the Island of Cuba. In the absence of definite news as to the progress of the revolution there can be but little positive conjecture. The market is an uncertain one, and there are few who will venture a positive opinion as to the way it is likely to go. It is a significant fact, however, that sales of raw sugars were made in New York at prices below the high mark. At last cable advice there were 182 centrals grinding in the Island, but, due to the absence of cable information, nothing definite is known at the time of writing as to the state of production. One report said that no less than three centrals had suspended operations owing to the shortage of labor caused through the insurrection. Sales to the wholesalers and retailers have been heavy in the face of the advancing market. Total stocks of sugars in all hands in the United States on February 14 were 162,733 tons, as against 84,383 tons last year at that time. These stocks are fairly heavy, and in the face of a decreased export of sugars by 69,174 tons since the first of the present year as compared with last year, there is ground for believing that the needs of the United States can be taken care of for some little time, since the present rate of meltings is at the rate of 36,000 tons per week.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	
Acadia Sugar Refinery, extra granulated	7 53
Dominion Sugar Refinery, extra granulated	7 43
Yellow, No. 1	7 13
Special icing barrel	7 73
Powdered, barrels	7 63
Paris lumps, barrels	8 13
Assorted tea cubes, boxes	8 13
In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs.	

Lantern globes are quoted higher by 10c per dozen, the range being now from 70c to 75c. Lamp chimneys, have also advanced from 40c to 60c per case. Prices on Magic Baking powder are still withdrawn, the question of price being still an open one. Sulphur has advanced 25c per bag. Canadian sardines are very scarce, it being almost next to impossible to procure them. Those obtainable are quoted at \$5 and \$5.25 per case. Canned lobsters give promise of opening at high prices as compared with last season's quotations. There is a strong probability they will open in the neighborhood of \$1.90 per case for one-quarters and \$3.15 to \$3.25 for half-pound tins. Last season the opening prices were \$1.75 for quarters and \$2.85 for halves.

### Molasses in Tins Advanced 50c Case

Toronto

**MOLASSES AND SYRUPS.**—During the week gingerbread molasses in 2-lb. tins advanced 50c per case of two dozen, now making the selling price \$2.75 per case. This follows a firmness in the market for bulk molasses, which seems to point to higher prices in this commodity. Bulk molasses is comparatively scarce in the face of a big demand. Syrups have held steady during the week, but there is a firmness in corn syrups owing to the difficulty of getting corn from the United States to operate the factories.

Corn Syrups—

Barrels, per lb.	0 04 1/2
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, 1/4 over bbls.; 1/2 bbls., 1/4 over bbls.	
Cane Syrups—	
Barrels, lb., 5/4c; 1/2 bbls.	0 05 1/2
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
West India, 2-lb. tins, 36 in case	3 50

### Canned Goods Held Steady During Week

Toronto

**CANNED GOODS.**—The market during the week held steady, with a fair consumption of corn, peas, beans and other commodities of a substantial nature. Canned salmon continued to find good sale through consumptive channels. Tomatoes are holding their own well, but this is due largely to the fact that stocks are comparatively light and they are not causing the wholesale much alarm at the present stage.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	3 25
1/2 flats, cases 3 doz., per doz.		2 60
Alaska rein, 1-lb. talls	2 75	2 90
Alaska pink, 1-lb. talls	2 40	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoos, 1/2-lb. tins	0 95	1 00
Cohoos, 1-lb. talls	2 40	2 50
Red Springs, 1-lb. talls	2 35	2 75
Canned Vegetables—		
Tomatoes, 2 1/2s	2 25	2 40
Peas, standard		1 35
Peas, early June		1 45
Beans, golden wax, doz.		1 35
Asparagus tips, doz.	2 75	3 00

Corn, 2's, doz.	1 80	1 60
Pumpkins, 2 1/2s	1 75	2 10
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s		2 60
Pineapple, Hawaiian, 2s, doz.	2 35	2 75
Do., ls, doz.		1 45

### Indications Point To Higher Prune Prices

Toronto

**DRIED FRUITS.**—The prune market is developing considerable strength. Buyers in the Eastern United States are carrying the lightest stocks they have for some years. Owing to the presence of stocks that should have arrived in the New York market some time ago, and found their way into consumption long before this, there has been a steady factor in the market in Eastern points. Embargoes have operated to hold these goods up and so curtail the consumption. As soon as these stocks are exhausted and buyers will have to get into the market again, there is very strong probability that there will be higher prices. Local importers can secure prune stocks from the New York market at cheaper prices than they can buy them at West Coast primary points. In those districts prune stocks are firmly held in a few strong hands. Figs are in firm market also, some of the local importers having made an advance of 10c per cent. during the past week. Fig prices are now 20 per cent. higher than the opening prices of about six weeks ago. There is every indication there will be higher prices in this commodity by next fall.

Apples, evaporated, per lb.	0 12 1/2	0 13
Apricots, choice, 25's, faced	0 19 1/2	0 23
Candied Peels—		
Lemon	0 23	0 24
Orange	0 23	0 25
Citron	0 26	0 30
Currents—		
Filigras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Vostizas, choice	0 23	0 24
Cleaned, 1/2 cent more		
Australians, lb.		0 22
Dates—		
Excelsior, packages, 3 doz. in case	3 10	3 25
Dromedary dates, 3 doz. in case	3 85	4 00
Hallowe, per lb.	0 11	0 12
Figs—		
Taps, lb.	0 05 1/2	0 06 1/2
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced	0 13	0 13 1/2
40-50s, per lb., 25's, faced	0 12 1/2	0 12 1/2
50-60s, per lb., 25's, faced	0 12	
60-70s, per lb., 25's, faced	0 11 1/4	
70-80s, per lb., 2s, faced	0 09 1/4	0 11
80-90s, per lb., 25's, unfaced	0 11 1/4	
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Strds., 50-lb. boxes	0 10 1/4	0 11 1/4
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14 1/4	0 15
Valencia, Cal.	0 10 1/4	0 11
Valencia, Spanish	0 10 1/4	0 12
Seedl. fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13 1/2
Seedless, 16-oz. packets	0 14 1/4	0 16

### Unable to Buy Teas In London Market

Toronto

**TEAS.**—The tea market locally continued to be an active one. Prices at which tea has been sold locally is comparatively low when compared with prices that have prevailed in the London market. As a matter of fact, local importers are unable to get tea in the

London market, and can only get it from the Indian and Ceylon markets by bringing it direct from Colombo or Calcutta. This condition is unusual. Advances locally have not been equivalent to the advances abroad. Stocks of teas in this market have been moving freely. Quotations held steady during the week, but everything points to higher teas locally, even if they do not advance any higher in the markets abroad. Houses that have been inquiring for prices for direct shipment from Colombo and Calcutta by way of Hong-Kong and Vancouver have received word that dealers there will take orders only on an open price, subject to conditions at time of shipment. Importers are inquiring for a positive price. In London the first of the week teas were quoted steady in price. Reports from Calcutta and Colombo state the British Government is discouraging the shipment of teas, and for that reason the auctions have been closed at those centres. Lipton's package teas advanced during the week 5c per pound to the consumer and in the neighborhood of 4c per pound to the retailer.

Pekoe Souchongs	0 35	0 37
Pekoes	0 36	0 40
Orange Pekoes	0 37	0 40
Broken Pekoes	0 37	0 40
Broken Orange Pekoes	0 40	0 45

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.

### South American Freights Higher by 20 Per Cent.

Toronto

**COFFEE.**—Notification of the advance of 20 per cent. in freight rates with South American ports has had the effect of giving some firmness to the coffee markets. However, there are fairly heavy stocks of coffee held in the United States, and this will act as a steadying factor. Locally there are fairly heavy stocks of coffee also. With the higher prices prevailing for teas, coffee dealers are anticipating that such a circumstance may have a beneficial effect on the coffee trade, although it is early yet for any such developments to take place. Demand locally has been good and prices have held steady.

Bogotas, lb.	0 28	0 30
Maraibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamsica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 26	0 28
Chicory, lb.	0 14	0 17

### Cream of Tartar Active; Caraway Very Scarce

Toronto

**SPICES.**—In the New York market high prices prevailed for cream-of-tartar during the week, and this is having the effect of giving a firmness to the local market. Prices at New York in some instances were quoted as high as they are being sold by the local whole-



sale trade. Carraway seeds are also in very firm market, and in some quarters locally have advanced 10c per pound. Pickling spice has also been moved up 3c per pound by some dealers. Cloves, coriander seed, peppers are all in firm market, and advances would not come as a surprise.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 50
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 35	0 25
Peppers, white	0 28	0 42
Peppers, black	0 28	0 35
Nutmegs, select, whole, 100's	0 40	0 45
Do., 80's	0 45	0 60
Do., 64's	0 25	0 30
Mustard seed, whole	0 35	0 45
Celery seed, whole	0 25	0 25
Coriander, whole	0 65	0 75
Carraway seed, whole	0 48	0 50
Cream of Tartar—	0 53	0 55
French, pure		
American high test		

**Wholesalers Inquiring For Nuts For Next Season**

**Toronto**  
NUTS.—With the recent difficulty to obtain nut supplies for the Christmas and holiday trade fresh in mind, wholesalers have already started to work to make provision against such an occurrence for next season. In consequence, in some instances they have been inquiring for quotations from importers on old crop nuts, which are still held in Europe. They realize that with present transportation facilities they would stand no chance whatever of getting supplies in time for the holiday trade at the end of this year if they left ordering until their usual time, and waited for the new crop nuts to come in before getting delivery. Stocks of nuts are very light locally. Trade in this commodity has been light and prices are unchanged.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Marbots	0 16 1/2	0 17 1/2
Walnuts, Bordeaux	0 18	0 19
Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12	0 14
Brazil nuts, lb.	0 20	0 22
Cocoanuts, per sack 100		5 75
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 46	0 50
Walnuts, California	0 26	0 33
Brazil nuts, lb.		0 70
Pecans, lb.		0 85

**Tapioca is Higher; Rice Market Firm**

**Toronto**  
RICE AND TAPIOCA.—Following the advance in the price of tapioca made by importers last week of 1c per pound, there has been a movement toward higher levels on the part of the wholesalers, there being an advance of 1/2c to 1c per pound quite generally. The situation in tapioca points to still greater firmness. Rice is also in firm market. In the Southern United States the planters are holding their stocks for higher prices, and seem in a fair way to realize

their hopes. There is furthermore a good export demand for rice from the producing centres of the South, but a steadying factor is the dearth of shipping facilities. There is a firmness in rices from the Far East owing to the higher prices being realized there and the advance in freight rates. Locally prices have held unchanged.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna	5 00	6 50
Siam, 100 lbs.	4 75	6 00
Japans, 100 lbs.	6 00	6 50
Tapioca, per lb.	0 10 1/2	0 12

**Lima Beans Move Toward Higher Levels**

**Toronto**  
BEANS.—There has been a movement toward higher prices in Lima beans during the week, and quotations are 1/2c to 1c up. In the local market they are scarce, and there is a disposition to look for higher prices owing to the firm situation in the primary market in California. Freight embargoes are also operating to cause a scarcity. There is a good demand for Lima beans locally. Ontario beans are also a scarce commodity, very few being offered by the producers. Prices for the latter have held steady.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 00	7 50
Rangoon, per bushel	5 90	6 00
Japanese, per bushel		6 00
Limas, per pound	0 10	0 12

**Starch Products Firm; Difficult to Get Corn**

**Toronto**  
PACKAGES.—There is a firmness in the market for starch products owing to the difficulty experienced by manufacturers to get their supplies of corn from the United States. Embargoes on the railways are causing a great stringency. It is understood that some of the plant's of one concern have been closed on account of this difficulty. Package cereals held steady during the week, with a continued good demand.

Cornflakes, per case	2 50	2 95
Rolled oats, round, family size, case		4 00
Rolled oats, round regular 2-lb. size, case	1 35	1 60
Rolled oats, square case	4 75	4 85
Shredded wheat, case		3 30
Cornstarch, No. 1, pound cartons		0 09 1/2
No. 2, pound cartons		0 07 1/2
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons		0 06 1/2

**Labrador Herring and Frozen Halibut Are Up**

**Toronto**  
FISH AND OYSTERS.—There has been a scarcity of halibut at the West Coast and higher prices have prevailed there. In consequence, prices are firm and quoted up to 17c and 17 1/2c per pound locally. There has been a good demand from local wholesalers in anticipation of the Lenten demand for fish. The price on halibut this week repre-

sents an advance of 1 1/2c to 3c per pound. Chicken halibut is quoted at 15c per lb. Labrador herring in kegs is also quoted higher by 25c per keg in certain quarters. Demand for fish of all kinds is reported good.

SMOKED FISH.		
Ciscoes, per lb.	0 14	0 15
Haddies, per lb., new cured	0 12 1/2	0 13
Haddies, fillets, per lb.	0 17	0 18
Kippered herring, per box	1 60	2 00
Ligoy herring, bundle of five boxes	1 00	1 25
Smoked boneless herring, 10-lb. box		1 50
PICKLED AND DRIED FISH.		
Labrador herring, keg	4 50	4 75
Labrador herring, barrel	8 75	9 00
Salt mackerel, kits	2 25	2 60
Quail on toast, lb.		0 10
FRESH SEA FISH.		
Crabs, per dozen		2 50
Halibut, frozen	0 17	0 17 1/2
Chicken halibut, per lb.		0 15
Cohoe salmon (red), frozen	0 14 1/2	0 15
Qualla salmon (pink), frozen	0 10	0 11 1/2
Haddock, fancy, express, lb.		0 09
Steak cod, fancy, express, lb.	0 10	0 11
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08 1/2
Whitefish, lb., frozen	0 12	0 13
Goldeyes, lb.	0 07	0 08
Herrings, frozen	0 05 1/2	0 06
Tullibees, lb.	0 08	0 09
Yellow pickerel	0 12	0 13
Smelts, No. 1, lb.	0 13	0 14
OYSTERS—		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel		8 50
SHRIMPS—		
Wine gallon cans		1 40
No. 2		2 70
No. 3		5 20

**Potatoes Advance 75 Cents Per Bag**

**Toronto**  
VEGETABLES.—An advance of 75c per bag in the price of New Brunswick potatoes now makes the price from \$3.75 to \$4 per bag. They are becoming increasingly scarce and hard to get. Now that prices are high, there seems to be eager inquiry for them. Onions also continue to soar in price. Spanish onions in crates are a scarce article, and those that are on the market are quoted at \$8 per crate, which represents an increase of 50c to \$1.50 per crate. British Columbia onions are higher in price by 50c to \$1 per 100-lb. sack, and Ontarios are quoted \$1 per 75-lb. sack higher. All onions are very scarce, and still higher prices seem certain. Beets are quoted 25c per bag higher in certain instances; carrots are 10c per bag higher; parsnips are firm at \$2.25, and turnips are also firm at 85c to \$1 per bag, which is an advance of 10c per bag. Vegetables of all kinds are scarce. California artichokes are now off the market, and green string beans in hampers are so high in price that they are prohibitive. California cauliflower is quoted up 50c per box.

Beets, bag	2 00	2 25
Brussel sprouts, imported, quart	0 15	0 25
Cucumbers, hothouse, doz.	2 50	2 75
Cauliflower, Cal., 18 to 24 in box	4 00	4 50
Carrots, bag	1 65	1 85
New, dozen bunches		1 00
Celery, California, case	8 00	8 50
Florida, half case	4 00	4 30
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 30
Per pound		0 20
Florida head lettuce, hamper	4 00	4 50
Mushrooms, 4 lbs.	2 25	2 75
ONIONS—		
Spanish, crate, 120 lbs.		8 00
B.C. onions, 100-lb. sack		8 00
Ontario onions, 75-lb. sack		7 50
Green, per bunch		0 75
POTATOES—		
N. Brunswick Delawares, 90-lb. sacks	3 75	4 00

Sweet Jerseys, hamper	2 25	2 50
Parsnips, bag	2 25	2 25
Green peppers, doz.	0 60	0 60
Tomatoes, Florida, 6-basket carriers	5 00	6 00
Watercress, 11-qt.	0 25	0 30
Parsley, 11-qt.	0 75	0 75
Turnips, yellow	0 85	1 00

**Apples Are Scarcer;  
Higher Prices Prevail**

**Toronto**  
FRUIT.—There has been an upward tendency in apples during the week, the lowest priced obtainable being \$4.25 per barrel for No. 3's, as compared with \$3.25 last week. No. 1 Spys have also been moved upward, and No. 2 Spys have advanced \$1 per barrel. California navel oranges are firmer in price, being quoted 25c higher than last week. Cuban grapefruit is slightly easier in price for some of the larger sizes, being quoted at \$2.75 to \$3.25 per case. Pineapples are

scarce at the present time, there being practically none on the market. Shipments of fruit have been slow in arriving, and distribution has been retarded owing to the situation on the railways. Marmalade oranges have not yet arrived, but are expected to reach the market in the near future.

Apples—		
Barrel	4 25	8 00
Spys, No. 1	7 50	8 00
Spys, No. 2	6 50	6 50
Boxes, American	2 35	2 75
Boxes, B.C.	2 00	2 75
Bananas, bunch	1 25	2 00
Cranberries, bbl.	10 50	11 00
Do., 45-lb. box	6 00	6 00
Boxes, 25-qt.	3 25	3 75
Oranges—		
Cal. Navels	3 00	3 50
Floridas, per case	4 00	4 00
Tangerines, Florida, case	3 00	3 00
Grapes—		
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	3 75	4 25
Grapefruit, Cuban	2 75	3 25
Lemons, Cal., case	3 50	4 00
Messinas, case	3 75	4 00
Rhubarb, doz. bunches	1 00	1 25
Strawberries, 1-qt.	0 50	0 65

**MANITOBA MARKETS**

**WINNIPEG**, February 21.—A most important event as far as the wholesale merchant is concerned, was the Scott-Bathgate fire. Not only does the Scott-Bathgate Co. represent a large number of important eastern houses but their building housed several other grocery brokers. Altogether they probably represented the products of twenty-five or thirty Eastern, British and American manufacturers. In several cases, the fire consumed stocks of goods which it will be difficult to replace at all. On the other hand, supplies of a number of lines were already on their way from the East. All the brokers affected have found new premises in other parts of the city, and were ready for business again in the early part of the week.

After last week's report was written the raw sugar market showed signs of firmness, and before many days Canadian refiners were compelled to advance their quotations 15c. per cwt. This brought the price up to a basis of 8.15, and has had the effect of stimulating buying a little.

**Sugar Firm Again;  
Canadian Refined Up**

**Winnipeg**  
SUGAR.—The market advanced to a basis of 8.15 for standard granulated last week following a strengthening of the raw sugar market. Brokers would not be surprised to see another advance, as American refined went up 25c last week.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	8 15
Extra ground or icing, boxes	9 00
Extra ground or icing, bbls.	8 70
Powdered, bbls.	8 60
Powdered, boxes	8 80
Hard lump (100-lb. case)	9 10
Montreal yellow, bags	7 75
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 20
Halves, 99 lbs., per cwt.	8 30
Bales, 20 lbs., per cwt.	8 30
Powdered, 50s	8 85
Powdered, 25s	9 10

Icing, barrels	8 85
Icing, 50s	9 05
Cut loaf, barrels	9 05
Cut loaf, 50s	9 25
Cut loaf, 25s	9 50
Sugar, British Columbia—	
Extra granulated sugar	8 15
Bar sugar, bbls.	8 20
Bar sugar, boxes, 25s	8 50
Icing sugar, bbls.	8 30
Icing sugar, boxes, 50s	8 50
H. P. lumps, 60-lb. cases	9 00
H. P. lumps, 25-lb. boxes	9 25
Yellow, in bags	7 70

**Higher Corn Syrup  
Is Being Predicted**

**Winnipeg**  
SYRUP.—Wholesalers are being warned of an impending advance in corn syrup, made evident by a very high corn market. Molasses continues very high, but has undergone no change.

B. C. Cane Syrup—	
2-lb. tins, 2 doz. to case, per case	4 10
5-lb. tins, 1 doz. to case, per case	4 70
10-lb. tins, 1/2 doz. to case, per case	4 40
30-lb. tins, 3 tins to case, per case	4 25
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes, 1/2 bbls., per gal.	0 70
New Orleans, 1/2 bbls., gal.	0 46

**Currants Move Slowly;  
Heavy Buying in Prunes**

**Winnipeg**  
DRIED FRUITS.—It looks as though prunes are going to be very high for some time to come. Future prices named in California are on a basis of 13/4c. over last year's opening prices. There has been a big demand, and the market advanced about 1/4c. Most retailers seem fairly well loaded up with prunes, as they have been warned by the wholesalers of impending advances, and have taken precautions. The market for dried apricots continues very firm, and they are quoted at 19-19 1/2c. There are few currants selling in Winnipeg; women are not willing to pay 19c for currants when they can buy raisins at about half the price.

Dried Fruits—		
Apples, evap., new, 50-lb. boxes, lb.	0 11 1/4	0 12 1/4
Apricots—		
Choice, 25's	0 19	0 20
Choice, 10's	0 19 1/4	0 20 1/4

Pears—		
Choice, 25's	0 12 1/2	
Peaches—		
Choice, 25-lb. boxes	0 10	
Choice, 10-lb. boxes	0 10 1/2	
Currants—		
Fresh cleaned, Australian, lb.	0 19	
Amallas, Greek, wet cleaned	0 18	0 18 1/2
Figs—		
Coking Figs	0 07 1/2	
Dates—		
Hallowees, new, bulk, lb.	0 12	
Fards, box, new, 12 lbs.	2 00	
Raisins, California—		
16 oz. fancy, seeded	0 11 1/4	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09 1/4	
12 oz. choice, seeded	0 08 1/2	
Raisins, Muscatels—		
3 crown, loose, 25's	0 10	
3 crown, loose, 50's	0 10 1/4	
Raisins, Cal. Valencias—		
3 crown, loose, 25's	0 09	
3 crown, loose, 50's	0 08 1/2	
Figs, cooking, lb.	0 09	
Prunes—		
80 to 100, 25s	0 09	
40 to 50, 25's	0 11 1/4	
Peels—		
Orange, lb.	0 22	
Lemon, lb.	0 21	
Citron, lb.	0 25	

**Lima Beans Now 10 1/2c.  
Manchurians Up Too**

**Winnipeg**  
DRIED VEGETABLES.—Winnipeg wholesale houses have been putting their prices up on dried beans, both Japanese and Manchurian. The latter opened on this market at a very low figure, but have been making big strides lately, especially since stocks of fancy Japs became more or less exhausted. It is difficult to get a quotation on Japanese beans, but some idea can be gathered when it is stated that Manchurians are bringing 5.95 per bushel. Lima beans have been soaring in the primary markets, and local houses have put up their quotations; most houses are getting 10 1/2c. to-day for limas, and it would cost close on that to bring them in. In the pea market there is nothing startling.

Beans—		
Japanese, white beans, bushel	6 00	
Manchurian, bushel	5 95	
California Lima Beans—		
80-lb. sacks	0 10 1/2	
Barley—		
Pot, per sack, 96 lbs.	4 60	4 70
Pearl, per sack, 96 lbs.	6 50	6 65
Peas—		
Split peas, stk., 96 lbs.	6 60	7 00
Whole peas, bushel	3 60	4 00

**Further Advance in  
Eastern Package Tea**

TEA.—As evidence of the strong market, an Eastern house, who put the price of their package tea up two weeks ago, have again advanced their price, the basis to-day being 38-39 1/2c.

CANNED GOODS.—As evidence that those holding tomatoes should have no ground for fear, a broker draws attention to the fact that American opening prices were named last week, and in the case of tomatoes and corn were higher than a year ago, and continued to go up. After the opening, buying was so heavy that tomatoes advanced 25c. over this year's opening prices and the latter were 30c higher than opening prices a year ago. Corn opened 35c over a year ago, and went up 5-10c. later. There is little activity in Winnipeg, and little evidence of price-cutting just now.

(Continued on page 44.)



# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Feb. 20.—Sugar has advanced 15c per hundred and further advances are anticipated. Lima beans are being quoted at 12¼c per pound. Ridgeway's package teas have been advanced 8c per pound. A car of Petaluma new-laid eggs arrived last week which sold in the neighborhood of \$15 per case. To-day a car of Oregon new laid eggs arrived and were quoted at \$13 per case. The price of eggs has advanced to 50c per dozen. Vegetables have been gradually climbing to higher levels and quotations on some are as follows: Onions \$5 per sack, cabbage \$6 per barrel, carrots \$2 per bag, beets \$2.25 per bag, turnips \$1.50 per bag. Table salt in barrels has been increased in the neighborhood of 80c per barrel.

**CALGARY:**

Beans, small white Japan, lb.	0 08½	3 10
Flour, No. 1 patents, 98s, per bbl.		9 20
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s	3 20	
Rice, Siam, cwt.	4 75	
Sago and Tapioca, lb.	0 09	
Sugar, pure cane, granulated, cwt.	8 45	
Cheese, No. 1 Ontario, large	0 27	
Butter, creamery, lb.	0 44	
Lard, pure, 3s, per case	13 50	
Bacon, smoked backs, lb.	0 27	
Bacon, smoked sides, lb.	0 27	
Eggs, new-laid, dozen	0 50	
Eggs, storage, case	11 00	12 00
Tomatoes, 2¼, standard case	4 50	4 75
Corn, 2s, standard case	3 50	3 90
Peas, 2s, standard case		2 95
Apples, gala, Ontario, case	2 50	
Strawberries, 2s, Ontario, case	5 25	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 25	
Salmon, finest sockeye, tall, case	12 00	
Salmon, pink, tall, case	5 00	5 50

## Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Feb. 20.—The evident seriousness of the revolution in Cuba has caused sugar to take a jump upward of 15c per hundred, the basis for granulated sugar being now \$8.60 per hundred. The market is very firm and further advances are looked for. In the local flour market there has been an advance of 10c per barrel, first patents now selling at \$9.40. Storage eggs, extras, are now selling at 45c per dozen and No. 1 storage at 40c. Dairy butter is being quoted at 32c per pound with No. 2 dairy butter at 30c. The coal shortage in the East with consequent effect on salt refining is causing interest in the West and prices are expected

to be higher for this commodity. Business throughout the Edmonton district has been especially good since the first of the present month. Wholesalers report city and country collections quite satisfactory.

**EDMONTON:**

Beans, small white, Japan, lb.	0 10	0 11
Flour, No. 1 patents, 98s, barrel.		9 20
Molasses, extra fancy, gal.		0 77½
Rolled oats, 80s, basis		3 40
Rice, Siam, lb.		0 04½
Sago and Tapioca, lb.	0 09	0 10
Sugar, pure cane, granulated, cwt.		8 45
Cheese, No. 1, Ontario, large		0 26
Butter, dairy		0 32
Butter, No. 2 dairy, lb.		0 30
Lard, pure, 3s, per case		13 50
Bacon, pure, 3s, lb.		0 26½
Bacon, smoked sides, lb.		0 26½
Eggs, storage, extras		0 45
Eggs, No. 1 storage		0 40
Tomatoes, 3s, standard case		4 50
Corn, 2s, standard case		3 20
Peas, 2s, standard case		2 90
Apples, gala, Ontario, case		2 50
Strawberries, 2s, Ontario, case		5 50
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 15
Salmon, finest sockeye, tall, case		12 00
Salmon, pink, tall, case		5 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Feb. 20. — Market changes during the week nearly all show an upward tendency. Cotalene, however, shows a decline and is down ¾c, which follows an advance of 15c on February 14. The sugar market has held firm at \$8.29 and another advance is anticipated. Cornmeal is higher at \$3.85 for bails. Lima beans have advanced to 11½c and an advance is expected in other lines of beans. Spices are showing a tendency toward higher prices, some lines having already gone up. Salt is 50c per barrel higher. Lamp glasses have advanced 50c per case. Lard has taken a considerable jump upward and is now quoted at \$13.40 for 3's. Biscuits are all up 1c per pound. Soups have advanced 25c per case and tapioca is quoted 1c up at 9¾c per pound. Many of the recent advances have been due to the higher cost of tins.

**REGINA—**

Beans, small white Japan, bush.	5 75	
Flour, No. 1 patents, 98s, per lb.	9 30	
Molasses, extra fancy, gal.	0 71	
Rolled oats, balls	3 50	
Rice, Siam, cwt.	4 35	
Sago and tapioca, lb.	0 09½	
Sugar, pure cane, granulated, cwt.	8 29	
Cheese, No. 1, Ontario, large	0 27	
Butter, creamery, lb.	0 42	
Lard, pure, 3s, per case	13 40	
Bacon, smoked sides, lb.	0 30	
Bacon, smoked backs, lb.	0 28	
Eggs, new-laid	0 50	0 60
Eggs, storage, No. 2		0 40
Tomatoes, 3s, standard case	4 35	
Corn, 2s, standard case	3 55	
Peas, 2s, standard case	2 90	
Apples, gala, Ontario	2 50	
Strawberries, 2s, Ontario, case	5 00	
Raspberries, 2s, Ontario, case	5 25	
Peaches, 2s, Ontario, case	3 75	
Salmon, finest sockeye, tall, case	12 00	
Salmon, pink, tall, case	6 00	6 75

Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 23	0 24
Eggs, new-laid		0 50
Eggs, storage	0 40	0 42

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Feb. 20.—The feature of the past week has been the persistent advance in the price of potatoes. Almost any variety is now finding a ready market at \$55 with the better varieties quoted at \$65 per ton. All root vegetables are high in price. Wholesalers decline to make any fixed prices on spices, teas and coffees. Sugar, pure cane granulated, is now quoted at \$8.10 per hundred pounds. First patents Manitoba flour is quoted at \$9.70 per barrel in car lots. Japanese beans are scarce, none being offered in fact. Pure lard in 400-lb. tierces is quoted at 21½c per pound. Fresh-made creamery butter is quoted at 49c to 50c. New laid eggs in cartons are quoted at 44c to 45c per dozen, while new large cheese is quoted at 27½c per pound.

**VANCOUVER, B.C.—**

Sugar, pure cane, granulated, 100 lbs.	8 10	
Flour, first patents, Manitoba, per bbl., in car lots	9 70	
Salmon, Sockeye, 1-lb. tall, per case 4 doz.		
Rice, Siam, per 100 lbs.		
Beans, Japanese, per bushel		
Potatoes, per ton	55 00	60 00
Lard, pure, in 400-lb. tierces, per lb.	0 21½	
Butter, fresh made creamery, lb.	0 49	0 50
Eggs, new laid, in cartons, per dozen	0 44	0 45
Cheese, new large, per pound	0 27½	

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Feb. 20.—The difficulty attendant upon getting shipments by rail is causing jobbers in this district serious trouble. Some shipments from Toronto have taken as much as a month to arrive. This makes ordering difficult and is responsible for frequent shortages in stocks, but otherwise trade conditions are good. Sugar shows a net advance of 10c per hundred, standard granulated now being quoted at \$7.55 to \$7.60, United Empire at \$7.45 to \$7.50, bright yellow at \$7.35 to \$7.40, No. 1 yellow at \$7.15 to \$7.20. Arrivals of new crop molasses has caused an easier tone to the market with the re-

(Continued on page 44.)

# FLOUR AND CEREALS

## Flour Market Steady Feeds Are Advanced

**Montreal**  
**FLOUR AND FEEDS.**—Wheat market conditions are still rather unsettled, and flour prices remain steady still at the time of writing, with always the firmness of undertone, which hints at higher prices rather than lower for flour. It is remarked by leading millers that the fact that flour has held steady during the extraordinary period of embargoes and transportation difficulties is a sure indication of the strength of the market, and the suggestion is made that once the railway difficulties are at an end the market will see higher-priced flour again, and an actively strong market. Just at present business, while improving, is still hampered seriously by embargoes, and the reason for the embargoes is believed to be something of Imperial importance, and not merely coal shortage, car shortage, and the difficulties due to snow. The embargo affecting shipments to Ontario is reported lifted this week, but Montreal is still cut off, and the shipment of goods out of Montreal as well as into Montreal is heavily hampered. Feeds are still firmer this week, and some lines have advanced in price. Oats are a shade easier in price, but the market is fluctuating towards firmer again. To obtain straight ears of feeds is the problem of the consumer, and demand is greater than supply. The inactivity of mills in the West due to embargoes has brought about an intensification of the feed shortage, and the difficulty of moving goods contributes to the trouble.

	Car lots	Small lots
<b>Manitoba Wheat Flour—</b>		
First patents	9 60	9 80
Second patents	9 10	8 90
Strong bakers	8 90	8 50
<b>Winter Wheat Flour—</b>		
Fancy patents	9 25	9 50
90 per cent. in wood	8 50	8 75
90 per cent. in bags	4 00	4 15
Bran, per ton	35 00	38 00
Shorts	36 00	38 00
Special middlings	42 00	43 00
Feed flour	51 00	52 00
Feed oats, per bushel		0 72

## Firmer Tone Noted As Regards Cereals

**Montreal**  
**CEREALS.**—The slightly easier tone in package cereals which prevailed last week is showing some indications of vanishing into firmness again. Corn flour is higher in price by 10c a bag. Barley, peas, and oatmeal are firm. Rolled oats, rolled wheat, and wheatlets are all firm also. There is still a scarcity

of rye flour, due to the pressure of embargoes. Some anticipation of increased consumption of cereals during Lent, and consequent strengthening of demand towards spring, is suggested, and the tendency of the market is towards firmness.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.		5 75
Buckwheat grits, 98 lbs.		4 60
Corn flour, 98 lbs.		3 40
Cornmeal, yellow, 98 lbs.		3 40
Graham flour, 98 lbs.		4 55
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.		4 25
Oatmeal, granulated, 98 lbs.		4 25
Peas, Canadian, boiling, bush.		3 75
Roller oats, 90-lb. bags	3 25	3 50
Roller wheat, 100-lb. bbls.		6 50
Rye flour, 98 lbs.		4 00
Whole wheat flour, 98 lbs.		4 55
Wheatlets, 98 lbs.		4 80

## Expect Buying Of Wheat for Military

**Wheat in Firm Market During Week—Seaboard Now Being Cleared and Buying May Develop**

**Toronto**  
**FLOUR.**—There has been a gradual working toward higher levels in the wheat market during the week. On Tuesday of last week No. 1 Northern cash wheat at Winnipeg closed at \$1.68¾ while on Tuesday of this week it closed at \$1.75¼. Throughout the week there was an inclination toward higher levels with the exception of Wednesday of last week when it was quoted down almost 1c from the previous day. With wheat holding at the present level of \$1.75¼ flour is in a fairly strong position. Should there be buying of wheat by Great Britain in the near future it is anticipated that wheat will go to higher levels. It is stated by grain men that the seaboard ports are becoming cleared of stocks of wheat that have accumulated there and that in all probability there will be buying on behalf of the British Government as soon as shipment can be taken care of. In the domestic flour trade the position is not improved any. Railways will not take anything for shipment that does not apply on contracts for the British Government. Government orders are given the preference. From the Canadian West the milling companies are in better position with respect to shipments, the railways having so far relaxed their embargo as to allow them to ship in the proportion of 100 pounds of flour to 30 pounds of millfeed. This is improving the position in Eastern Canada and helping out the feed situation. The milling concern that recently was compelled to close

their mill at Goderich because of an embargo has been informed that the embargo is lifted there. They are again in operation but at the time of writing the railways had been unable to furnish cars so that their position was little better than it was previously. There were promises, however, that cars would be forthcoming. Ontario winter wheat held steady with a firmness developing. Demand has been steady.

	Car lots	Small lots
<b>Manitoba Wheat Flour—</b>		
First patents	9 50	9 70
Second patents	9 00	9 20
Strong bakers	8 80	9 00
<b>Ontario Winter Wheat Flour—</b>		
High patents	8 60	8 80
Second patents	8 20	8 40

## Corn Cereals Firm; Rolled Oats Strong

**Toronto**  
**CEREALS.**—Although there has been considerable price cutting in rolled oats during the week, some quotations being given as low as \$3 per 90-lb. bag, still there was a disposition to firmness in the market. Some firms in fact increased their price 10c per bag during the week. Standard oatmeal developed some strength in sympathy with rolled oats. Corn flour and yellow cornmeal are in firm market as a result of the difficulty in getting supplies of corn from the United States. Indications point to higher prices in these commodities. Demand has been better.

Barley, pearl, 98 lbs.	6 50	7 00
Barley, pot, 98 lbs.	4 85	5 25
Beans, prime	6 75	7 25
Buckwheat grits, 98 lbs.	6 75	7 00
Corn flour, 98 lbs.	3 40	3 50
Cornmeal, yellow, 98 lbs.	3 15	3 25
Graham flour, 98 lbs.	4 50	4 60
Hominy, granulated, 98 lbs.	2 90	3 00
Hominy, pearl, 98 lbs.	3 15	3 25
Oatmeal, standard, 98 lbs.	4 00	4 25
Peas, Canadian, boiling, bush.	3 25	
Roller oats, 90-lb. bags	3 65	3 75
Roller wheat, 100-lb. bbls.	4 75	5 25
Rye flour, 98 lbs.	4 75	5 50
Whole wheat flour, 98 lbs.	4 50	4 60
Wheatlets, 98 lbs.	4 75	5 00

## Millfeeds in Strong Market Go Up \$2 Ton

**Toronto**  
**MILLFEEDS.**—Millfeeds in mixed cars advanced \$2 per ton during the week and bran is now quoted at \$35 in mixed car lots and \$37 per ton in small lots. Shorts are quoted at \$38 in mixed cars and \$40 in small lots. Feed flour in mixed cars is quoted at \$51 and \$52 and \$2 higher in small lots. There is an enormous demand for feeds of all kinds, far beyond the output of the mills in fact. There are rumors that navigation on the Great Lakes is likely



to open earlier than usual this year which would help out greatly in releasing more cars that are now utilized entirely in the all-rail route. Millfeeds are all in strong market.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran .....	35 00	37 00
Shorts .....	38 00	40 00
Feed flour .....	51 00	53 00
Ontario oats, outside points .....	0 63	0 65

### Stocks of Flour in the Country Are Low

#### Winnipeg

**FLOUR AND CEREALS.**—There was more activity to wheat last week than the week before, but even at that trading has been rather narrow. Nobody seems in a position to forecast even the immediate future as far as the wheat market is concerned; and this no doubt accounts for the lack of trading to a large extent. The consensus of opinion seems to be that the Imperial Government will continue to be the largest purchaser of wheat. Country merchants visiting the city state that flour stocks in the country are low, and that millers may expect considerable activity in flour in the early spring months. Farmers, it seems, did not load up with flour during the winter as they did last year. Rolled oats is still bringing 2.80 to 3.00, with considerable business doing. Millers report considerable sales for war purposes, and this has had a tendency to stiffen up the oat market. Feeds are still firm with eastern buyers clamouring for deliveries. In this connection, the traffic situation is worse, if anything, although the railway companies are making strenuous efforts to clean up congestion in the East.

<b>Flour—</b>		
Best patents .....	9 00	
Bakers .....	8 50	
Clears .....	8 10	
XXXX .....	6 90	
<b>Cereals—</b>		
Rollled oats, 80 lbs. ....	2 80	3 00
Rollled oats, pkgs., family size .....	4 10	
Cornmeal, 96's .....	3 00	
Oatmeal, 98's .....	4 00	
<b>Feeds—</b>		
Bran, per ton .....	28 00	
Shorts, ton .....	30 00	
Middlings, ton .....	30 00	
Mixed chop, ton .....	42 00	

### WEEKLY GROCER MARKET REPORTS

(Continued from page 41.)

### Potatoes Take a Jump; Florida Stuff Still High

#### Winnipeg

**FRUIT AND VEGETABLES.**—The chief topic of interest this week has been the scarcity of potatoes, the price of which has jumped considerably, owing, it is said, to the bigger demand. While the retailer is having to pay 1.25 to 1.35 in car lots, one of the big department stores is able to offer them to the public at 1.25. It follows that the retailer who buys in 10 bushel lots will have to pay 1.40 up. Brussels sprouts are getting scarce, and

the price is too high to bring them in. Turnips are higher, and retailers are paying in some cases 60c. a bushel. Difficulty getting Florida fruits and vegetables continues, and all lines from that State are high. Grapefruit are costing the dealer 5.50 and 6.50. There have been some poor ones offered, but dealers report the arrival of good stock from Florida. Wine Saps and Rome Beauties are harder to get, and fresh stock will bring higher prices than those quoted during the past two or three weeks. There are very few cabbages offering on this market. Strawberries continue high at 70c.; Florida oranges are not being offered. Sweet potatoes are also off the market.

Brussels sprouts, lb. ....	0 25	
Manitoba potatoes, 10-bushel lots .....	1 20	
Manitoba potatoes, carlots, bush., f.o.b. ....		
<b>Winnipeg</b> .....	1 00	
Celery, Cal., doz. ....	1 50	
Carrots, bushel .....	1 00	
Turnips, bushel .....	0 50	
Onions, per cwt. ....	4 50	
Cabbage, per cwt. ....	4 10	
Cauliflower, Cal., doz. ....	5 00	5 00
Head lettuce, Cal., case .....	1 75	
Head lettuce, Florida, hamper 5 doz. ....	5 50	
Imported mushrooms .....	0 90	
Sweet potatoes, hamper .....	5 00	
Tomatoes, Florida, basket .....	1 50	
<b>Fruits—</b>		
Oranges, navel, case .....	3 00	3 25
Oranges, Florida, box .....	3 00	3 25
Oranges, bitter, Palermos, case 200 .....	7 00	
Oranges, bitter, Japanese, case 60 lbs. ....	3 50	
Lemons .....	5 00	
Grape fruit .....	4 50	5 50
Malaga grapes, kegs .....	8 00	10 00
Ontario Greenings .....	5 50	
Ontario apples, No. 2 .....	5 50	6 00
Ontario apples, No. 3 .....	4 50	
Jonathans, Washington, box .....	1 75	2 25
Wine Saps, box .....	2 00	2 25
Rome Beauties, box .....	2 00	2 25
R.C. McIntosh Reds, No. 1 .....	2 25	
Cranberries, bbls. ....	11 00	
Pears, Winter Nellis, box .....	4 00	
Pears, D'Anjou, box .....	4 50	
Strawberries, box .....	0 70	
Bananas, lb. ....	0 65	

### Halibut Advanced to 15c. Plenty of Lake Fish

#### Winnipeg

**FISH AND POULTRY.**—Fish appears to be fairly plentiful now, with the single exception of halibut, which has been scarce for several weeks now; dealers have put their prices up on halibut, which is now bringing 15c. Lake fish is now arriving in greater supply. With the beginning of Lent this week, there has been a bigger demand. There appears to be plenty of finnan haddie, selling at 13½c. lb. There is very little doing in poultry, this being off season.

Oysters, Imperial gallon .....	3 00
Whitefish .....	0 10
Salmon, frozen .....	0 15
Halibut, frozen .....	0 14
Cod, frozen .....	0 10
Kippers, boxes .....	2 00
Bloaters, boxes .....	2 00
Mackerel, 10-lb. kits .....	3 80
Finnan haddie, lb. ....	0 13½
Salt herrings, bbl. ....	5 80
Salt herrings, 20-lb. pails .....	1 50
Smelts .....	0 14
Haddock .....	0 09
Flounders .....	0 08
Brook trout .....	0 30
Smoked filets .....	0 17
Sea herring .....	0 07½

### WEEKLY REPORTS BY WIRE

(Continued from page 42.)

sult that this commodity is quoted lower at 59c to 60c. Cornmeal is firmer at \$2.65, per bag, representing an increase

of 15c. Eggs have again registered an advance, new-laid now being quoted at 50c to 55c, with eggs in cases at 45c to 48c. Pure lard has advanced and is now quoted at 22¾c to 23c per pound. American clear pork has again advanced and is now quoted from \$44 to \$45, an advance of \$1. Canned salmon is in firm market with cohoes quoted up 25c, per case at \$9 to \$9.25, while chums are quoted at \$5 to \$5.25, which represents an advance of 25c also. California navel oranges are selling at higher prices, the range being from \$3.25 to \$4.50 per case. Potatoes are in an advancing market, now being quoted at \$5 to \$5.50 per barrel, which represents an increase of 50c per barrel. Onions stocks are very low and those that are left are being quoted at \$8 to \$8.50 per 100-lb. sack.

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

Flour, No. 1 patents, bbls., Manitoba. ....	10 50	
Ontario .....	9 55	
Cornmeal, gran., bbls. ....	7 50	
Cornmeal, ordinary, bags .....	6 65	
Flour, buckwheat, 100-lb. bag .....	5 75	6 00
Molasses, extra fancy, gal. ....	0 60	0 60
Rollled oats, bbl. ....	8 50	8 75
Beans, white, bush. ....	7 00	
Beans, yellow-eyed .....	6 25	6 50
Rice, Siam, cwt. ....	6 00	6 25
Sago and Tapioca, lb. ....	0 11	0 12
<b>Sugar—</b>		
Standard granulated, cwt. ....	7 56	7 60
United Empire .....	7 45	7 50
Bright yellow .....	7 36	7 40
No. 1 yellow .....	7 15	7 20
Paris lumps .....	8 50	8 75
Cheese, N.B., twins .....	0 26	0 26½
Eggs, new laid .....	0 59	0 55
Eggs, case .....	0 45	0 48
Roll bacon .....	0 25	0 26
Breakfast bacon .....	0 27	0 28
Butter, dairy, per lb. ....	0 38	0 41
Lard, pure, lb. ....	0 22½	0 23
Lard, compound .....	0 17½	0 18
American clear pork .....	44 00	45 00
Beef, corned, lb. ....	2 80	3 50
Tomatoes, 2s, standard case .....	4 70	
Corn, 2s, standard case .....	3 80	
Peas, 2s, standard case .....	2 80	
Apples, gala., N.B., doz. ....	3 10	3 25
Strawberries, 2s, Ontario, case .....	5 00	
Raspberries, 2s, Ontario, case .....	5 40	
Peaches, 2s, Ontario, case .....	4 00	
Salmon, red spring, talls, case .....	10 00	10 80
Salmon, pink, talls, case .....	6 00	8 75
Salmon, Cohoes, case .....	9 00	9 25
Salmon, Chums .....	5 00	5 25
Sardines, domestic, case .....	4 80	
Cream tartar .....	0 43	0 45
Currants, lb. ....	0 21	0 21½
Raisins, choice, lb. ....	0 12	
Raisins, fancy, lb. ....	0 15	
Raisins, seedless, lb. ....	0 10	
Prunes, 80-100, lb. ....	0 25	0 26
Candied peel, citron .....	0 21	0 22
Evaporated apples, lb. ....	0 11½	0 12
Evaporated apricots, lb. ....	0 11	0 11
Pork and beans, case .....	4 80	4 80
<b>Fresh Fruits and Vegetables—</b>		
Apples, bbl. ....	2 00	5 50
Lemons, Messina, box .....	4 50	5 00
Lemons, Cal., box .....	5 50	
Oranges, Cal., box .....	3 25	4 50
Grapes, Malaga, keg .....	6 00	7 00
Grapefruit, per case .....	4 50	
Potatoes, bbl. ....	5 00	5 50
Onions, per 100-lb. bag .....	7 00	7 50

### LARGE PACKING PLANT WILL LOCATE AT CHATHAM, ONT.

The City of Chatham, Ont., on Tuesday of this week passed a by-law granting an eleven-acre site, valued at \$5,500, to the Libby, McNeil & Libby Company of Canada, thus bringing the Canadian branch of this large American firm to their city. In the passage of this by-law the company was also granted a fixed assessment of \$5,500 for a term of ten years.

# PRODUCE AND PROVISIONS

## Hogs In Better Supply, But Firm

**Montreal**—**PROVISIONS.**—Conditions in the provision market this week are in all principal respects similar to prevailing conditions of last week. The arrival of Lent has had some effect as regards demand of course, but there is still a very firm condition of market for all provisions, and lard and shortening remain in good request. The firming tendency is maintained in all lines of pork products, and the market indications are towards higher prices. The winter run of hogs from the farm seems to be already on the wane. This means that the supply has begun to run low from six weeks to a couple of months earlier than usual, and with shortage of supply firmer prices are expected. Live hogs were selling this week at \$15.50 to \$16 per 100 lbs., and dressed were at \$21.50 to \$22 per 100 lbs. Prices are only a shade higher than they were last week, but the level was maintained by rather better supplies arriving. Last week railway congestion seriously affected the arrival of country produce, and supplies were scanty. This week, while quality is but little improved, if at all, quantity of deliveries was better. Prices of pork products are as quoted last week.

<b>Hams—</b>		
Medium, per lb. ....	0 26	0 26 1/4
Large, per lb. ....	0 24	0 24 1/4
<b>Bacon—</b>		
Plain .....	0 26	0 27
Boneless, per lb. ....	0 29	0 30
<b>Bacon—</b>		
Breakfast, per lb. ....	0 29	0 30
Roll, per lb. ....	0 22	0 23
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 19	0 20
Long clear bacon, small lots .....	0 19 1/4	0 20 1/4
Fat backs, lb. ....	0 18	0 19
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 38	0 39
Hams, roast, per lb. ....	0 37	0 38
Shoulders, boiled, per lb. ....	0 31 1/4	0 32 1/4
Shoulders, roast, per lb. ....	0 32	0 32 1/2
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 21 1/4	0 21 1/4
Tubs, 50 lbs. ....	0 21 1/4	0 22
Pails .....	0 22	0 22 1/4
Bricks, 1 lb., per lb. ....	0 23	0 23 1/4
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 17	0 17 1/4
Tubs, 50 lbs. ....	0 17 1/4	0 17 1/4
Pails, 30 lbs., per lb. ....	0 18 1/4	0 18 1/4
Bricks, 1 lb., per lb. ....	0 18 1/4	0 18 1/4

## Poultry Market is Steady in Tone

**Montreal**—**POULTRY.**—Market conditions as regards poultry are a little quieter this week, supplies not being very plentiful as yet from the country, and storage stocks being low. Prices keep very firm, though not high in comparison with other

flesh foodstuffs. Demand is normal, but may experience a falling off during Lent, which will tend to maintain prices at the levels of the present quotations. Railway conditions in the country districts are still rather against the free supply of shipments of produce, but are improving a little.

**Poultry (dressed)—**

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

## Storage Eggs Are Off; New-Laid Few

**Montreal**—**EGGS.**—The supply of cold storage eggs in Montreal has at last reached the stage of practically complete exhaustion. Any eggs now in storage are held rigidly to meet demand of regular customers, with previously expected and notified requirements to take care of. There are none left for the market otherwise. Supplies of Canadian new-laid are coming along, but not fast enough. Buyers in Montreal are compelled to replenish their low stocks from Chicago, and the market there is quoting 40c to 41c. It is expected, however, that there will be heavier deliveries during the incoming week, and consequently rather easier prices. A shading down in the price of Canadian new-laid eggs is noted this week, storage eggs being off the market.

**Eggs—**

New laid .....	0 55	0 58
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## Butter Arrivals Come in From West

**Montreal**—**BUTTER.**—There was some fairly heavy buying of butter in Montreal towards the opening of Lent, prices paid by retailers ranging around 44c and 44 1/2c for fine September creamery grade. Stocks have been running low of late, and the business done supplies the market for Lenten requirements. Western butter has been coming on the market and commanding prices of from 37c to 38 1/2c, with some at 40c, and as high as 42c for butter from the Middle West. This Western butter from the Prairie Provinces has swelled the arrivals of butter on the Montreal market considerably. Arrivals for the week ending Feb. 17 were 1,512 packages, as compared with only 739 packages for the corresponding period of last year. Prices to the retail trade for the present week are unchanged from last week's quotations:

**Butter—**

Creamery, prints (storage) .....	0 44 1/4	0 44 1/4
Creamery, prints (fresh made) .....	0 42 1/2	0 42 1/2
Creamery, solids (fresh made) .....	0 43	0 43
Dairy prints, choice, lb. ....	0 40	0 41
Dairy prints, lbs., in tubs .....	0 37	0 39
Bakers .....	0 33	0 34

## Cheese Market in Montreal is Quiet

**Montreal**—**CHEESE.**—In Montreal for the time being there is little local market interest in cheese. The prices quoted last week are still prevalent on the market, and demand is fair for supplies of cheese to meet retailers' requirements. Some Lenten acceleration of demand may be looked for, but the main interest in a large way in cheese lies across the ocean, where Canadian cheese is commanding very high prices, and proving in great demand as a most nourishing food for the troops.

**Cheese—**

Large, per lb. ....	0 25 1/2	0 26
New, twins, per lb. ....	0 26	0 26 1/2
Triplets, per lb. ....	0 26 1/2	0 26 1/2
Stilton, per lb. ....	0 28 1/2	0 28 1/2
Fancy old cheese, per lb. ....	0 28 1/2	0 28 1/2

## Honey Advances in Price and is Scarce

**Montreal**—**HONEY.**—Once again, and rapidly following last week's advances, the market for honey takes a still firmer tone. Prices are again advanced this week by a full cent a pound for all grades and qualities. Demand is strong, the excellent food value of honey being recognized at this season, when the keen marketer studies to spend money where it will produce the most in body-building and energy-developing nourishment. Honey in these respects is exceptionally rich and, therefore, economical buying.

**Honey—**

Buckwheat, 5-10 lb. tins, per lb. ....	0 12 1/2	0 13
Buckwheat, 60-lb. tins, per lb. ....	0 12	0 12
Clover, 5-10 lb. tins, per lb. ....	0 15 1/4	0 15 1/4
Clover, 60-lb. tins .....	0 14 1/4	0 14 1/4
Comb, per section .....	0 18	0 19

## Meats Are Firm; Hogs Drop Again

**Compound Lard Has Returned to Recent Higher Prices—Live Hogs Quoted 75c Below Last Week.**

**Toronto**—**PROVISIONS.**—Live hogs reached the local market in fairly good quantity during the latter part of last week and as a result the price of live hogs was easier the first part of the present week. For fed and watered hogs the price paid by packers is 75c below that of last



week, making the quotation now \$14 per hundred. Off cars they are quoted 25c higher than fed and watered hogs. At f.o.b. points the price is \$13.25. Dressed hogs are quoted 50c to \$1 per hundred higher. The price of all meats held firm with a good demand. Compound lard regained some of its strength during the week and the temporary weakness noted last week when the price was 1/2c down has vanished and prices are quoted up to the point of two weeks ago. Pure lard on the tierce basis is quoted from 21 1/4c to 21 1/2c per pound and compound is selling at 16 3/4c to 17 1/4c. Lard prices are very firm. Stocks are light and there has been a big demand during the past week. There has been a lot of inquiry from points all the way to the Coast. The receipts of hogs are expected to diminish and with a firmness in the United States market also firm prices are expected to maintain for lard.

<b>Hams—</b>		
Medium, per lb. ....	0 26	0 27
Large, per lb. ....	0 24	0 24 1/2
<b>Bacon—</b>		
Plain .....	0 29	0 30
Boneless, per lb. ....	0 32	0 34
<b>Bacon—</b>		
Breakfast, per lb. ....	0 27	0 29
Roll, per lb. ....	0 32	0 22 1/2
Wiltshire bacon, per lb. ....	0 25 1/2	0 26
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 19	0 19 1/2
Long clear bacon, small lots .....	0 20	0 20 1/2
Fat backs, lb. ....	0 21	0 22
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 36	0 38
Hams, roast, per lb. ....	0 36	0 38
Shoulders, boiled, per lb. ....	0 31	0 32
Shoulders, roast, per lb. ....	0 31	0 32
<b>Lard—</b>		
Pure tierces, 400 lbs., per lb. ....	0 21 1/4	0 21 1/2
Compound, tierces, 400 lbs., per lb. ....	0 16 1/2	0 17 1/4
In 60-lb. tubs, 1/4c higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.		
<b>Hogs—</b>		
Dressed, abattoir killed .....	\$20 00	\$21 00
Live, off cars .....	14 25	14 25
Live, fed and watered .....	14 00	14 00
Live, f.o.b. ....	13 25	13 25

**Creamery Butter Firmer, With Prices Up 1c Lb.**

**Toronto**  
**BUTTER.**—There is a firmness in the butter market during the week owing to the slightly decreased production and to the firmness in the market in the United States. Creamery butter has in consequence increased 1c per pound. Consumption has not yet increased and until this takes place there will be a retarding effect on the upward tendency of the market. Creamery prints, fresh made, are quoted up to 43c and 45c per pound and creamery solids at 42 to 43c.

Creamery prints, fresh made .....	0 43	0 45
Creamery solids .....	0 42	0 43
Dairy prints, choice, lb. ....	0 36	0 38
Dairy prints, lb. ....	0 34	0 35
Bakers .....	0 33	0 34

**Few Cars of Western Eggs All That Remain**

**Toronto**  
**EGGS.**—A few cars of Western Canada eggs is all that remains of storage stocks at present, and of these there is not over a couple of cars. Storage

stocks are at low ebb both in Canada and the United States. Just at the present time Ontario is looking to the Chicago district for supplies of new-laid as they are not coming fast enough to supply the demand from the Ontario district. Some wholesalers are entirely cleaned out of storage eggs. There is an inclination to look for lower prices in eggs as soon as more favorable weather sets in. Prices have been very erratic during the past week, commission men changing their prices very frequently.

<b>Eggs—</b>		
New laid, cartons .....	0 55	0 57
No. 1 storage, ex-cartons .....	0 46	0 47
Selects, extra .....	0 47	0 49

**New Cheese Expected to Open at High Figure**

**Toronto**  
**CHEESE.**—Commission men anticipate that new cheese will open at a high figure at the factories this spring, some giving it as their opinion that the boards would sell in the neighborhood of 25c per pound. Demand has been fair locally. In Great Britain cheese prices are at record levels, in one instance being quoted as 30 3/4c for some American cheese. The Government has commandeered all of the output of the New Zealand factories and this has put a premium on remaining stocks of American and Canadian cheese. Prices held steady during the week.

<b>Cheese—</b>		
New, large .....	0 26 1/2	0 27
Old, large .....	0 27 1/2	0 28
Twins are 1/4c higher than new large; triplets 1/4c higher than new large, and Stillton 2c above new large.		

**Live Chickens and Hens Higher in Price**

**Toronto**  
**POULTRY.**—There is a better demand for live chickens and hens and in consequence dealers have increased the price they have been paying by 2c per pound. The demand for storage fowl is continuing and considerable quantities are going into consumption. Dressed fowl are in consequence not as eagerly sought by commission men as live.

	Live	Dressed
Spring chickens .....	0 18	0 20
Spring chickens, crate-fed .....	0 20	0 22
Hens, over 4 lbs. ....	0 18	0 19
Hens, under 4 lbs. ....	0 16	0 18
Old roosters .....	0 15	0 17
Young ducks .....	0 17	0 20
Old ducks .....	0 12	0 15
Geese .....	0 13	0 16
Young turkeys (8 and 9 lbs. each) .....	0 22	0 26
Young turkeys (over 9 lbs. each) .....	0 23	0 27
Old Tom or hen turkeys .....	0 20	0 24

Prices are those paid at Toronto by commission men.

**Steady Demand For Honey, With Prices Firm**

**Toronto**  
**HONEY.**—There is a good demand for honey with prices holding steady. Commission men anticipate there will be sufficient supplies to carry along until

the new crop maple syrup comes in when there will be a shifting of the demand to this commodity. There has been a heavy consumption of honey during the past season and prices have held up well even in the face of one of the best seasons so far as production is concerned

<b>Honey—</b>		
Clover, 5 and 10-lb. tins .....	0 13 1/2	0 14 1/2
60-lb. tins .....	0 12 1/2	0 13
Comb, No. 1, doz. ....	2 40	2 75

**Ontario Cheese Jumps; New-Laid Bring 55-65c**

**Winnipeg**  
**PRODUCE AND PROVISIONS.**—The run of hogs during last week was heavier than in the previous week, yet prices underwent a marked advance, opening at the beginning of the week at 13.50, and advancing to 13.75, at which figure they were slightly weak. The future is very indefinite, depending to a great extent on the submarine warfare. If it continues, the market is liable to decline. Pure lard has taken a jump, and is now quoted on a basis of 21c for tierces, this being an advance of half a cent. Eggs are very scarce, and what is left of Canadian storage stocks are being sold at 39-41c for No. 1 candled, and 42-43c in cartons. There are very few new laid on the market, and these are bringing 55-65c per doz. There is a scarcity of Ontario cheese, and prices have advanced to 27 1/2c, and went as high as 28c in some cases.

<b>Hams—</b>		
Light, lb. ....	0 26	0 28
Medium, per lb. ....	0 25 1/2	0 26 1/2
Large, per lb. ....	0 24	0 24
<b>Bacon—</b>		
Breakfast, per lb. ....	0 24	0 25
Breakfast, select, lb. ....	0 28	0 31
Backs, select, per lb. ....	0 28	0 28
Backs, regular .....	0 24	0 25
<b>Dry Salt Meats—</b>		
Long clear bacon, light .....	0 18	0 18
<b>Barrelled Pork—</b>		
Mess pork, bbl. ....	32 00	32 00
<b>Lard, Pure—</b>		
Tierces .....	0 20 1/2	0 20 1/2
20s .....	4 22	4 22
Cases, 5s .....	12 90	12 90
Cases, 3s .....	13 00	13 00
<b>Lard, Compound—</b>		
Tierces .....	0 18 1/2	0 18 1/2
Tubs, 50s, net .....	8 25	8 25
Pails, 20s, net .....	3 37	3 37
<b>Butter—</b>		
Fresh made creamery, No. 1, cartons .....	0 43	0 43
No. 1 storage .....	0 42	0 42
<b>Fresh Eggs—</b>		
New laid .....	0 50	0 55
Extras in cartons .....	0 45	0 45
No. 1 candled .....	0 36	0 36
<b>Cheese—</b>		
Ontario, large .....	0 27	0 27

It is understood that the A. Macdonald Company are making preparations to open a branch in British Columbia. Two weeks ago, W. P. Riley, the president, returned to Winnipeg after visiting Vancouver, and it was rumored then that he had secured an option on the business of Leeson-Dickie-Gross Co., Ltd. Early last week the deal had not been put through, but it was understood that the business would be taken over unless some unforeseen hitch took place.

# Fruit Well Displayed is —fruit half sold



**T**HE California Fruit Growers' Exchange has a most attractive plan to assist every grocer to win first prize in your Fruit Window Display Contest. We have, ready to send you, beautiful window cards and hangers. And the combination of these handsome decorations and artistic suggestions with the still greater attractions of luscious, juicy and wonderfully sweet California Sunkist Oranges, will easily win for you the first lap of the race.

Sunkist Oranges are now being advertised far more extensively and intensely than any other fruit, and this advertising is creating a widespread and ever-increasing demand for the Oranges which are carefully selected and packed by 8,000 growers who are jealous of their trademark "Sunkist."

## Sunkist Uniformly Good Oranges

We are making it possible for dealers to increase their sales on Sunkist Oranges and we are paying almost all the cost.

Let us tell you how to profit by our plan.

Begin to cash in on Sunkist Oranges—To-day is the time to write us for *free* display cards and hangers for your windows and store.

California Fruit Growers Exchange

A Co-Operative, Non-Profit Organization  
of 8,000 Growers

Los Angeles, California



Vancouver

Winnipeg

Montreal

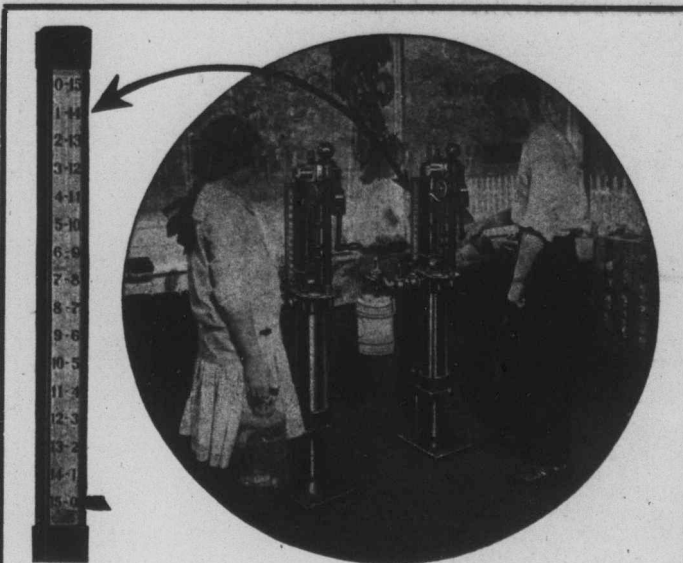
Toronto

Calgary

Regina

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





## Avoid Costly Guessing!

You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?

# BOWSER

ESTABLISHED 1885

## Self-Measuring Outfits

solve this and many other important problems.

But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

You can easily pay for a Bowser with what it's costing you to do without it.

Write to-day for detailed information—no obligations incurred.

**S. F. BOWSER & COMPANY, Inc.**

Engineers, Manufacturers and Original  
Patentees of Oil Handling Devices

TORONTO

ONTARIO

Sales Offices in all Centres — Representatives Everywhere.

## “A STITCH IN TIME”—

to those about to build

You know that your friends who have built homes wish that they had done something else or something different, in order to have secured better results. The little or big errors made in

*choosing a site, an architect, a builder, a design, a style, a plan*

and so on, have cost many times the price of the book which they could have had for \$1.50 (\$1.65 when sent by mail)—the book entitled

### BUILDING A HOME

By Desmond and Frohne, editors of *The Architectural Record*.

And if you are going to build this year or in some near year, you will find the advice and help of this book invaluable. Its price pales away when its real value to you is weighed.

Send for the book. Have it placed in your Public Library, if you have influence. Add it to your own library. It is a handsome volume, with many illustrations.

**The MacLean Publishing Co., Limited**

143 University Avenue

Toronto, Ontario

## An Extra \$5 or \$10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

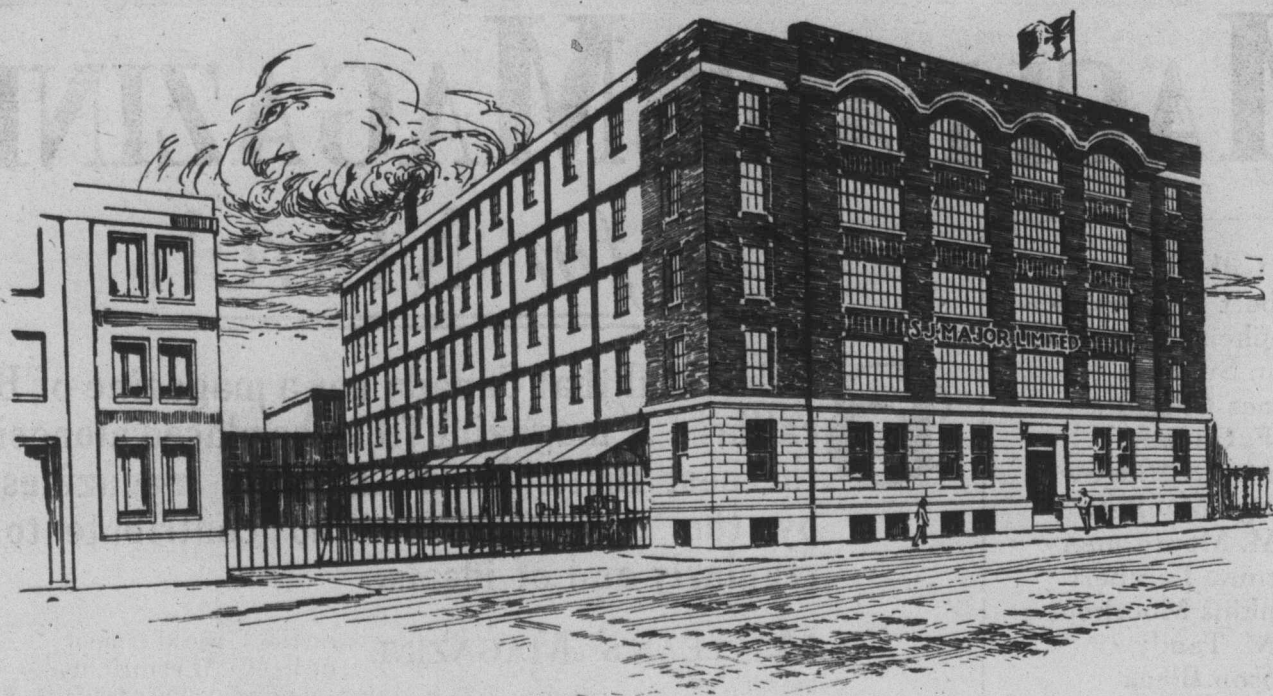
**The MacLean Publishing Co.,**

LIMITED

143-153 University Ave.

TORONTO - CANADA

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## Our facilities for service-giving are your best guarantee of busi- ness expansion and better profits

The name S. J. Major is well and favorably known to the Grocery trade of Canada. Since our firm was first established, back in '79, our policy has been **quality and satisfaction to every customer**, with the result that our business has steadily increased and our reputation for consistent square dealing has been steadily maintained.

As an instance of the stability and steady growth of our institution we might mention the fact that last year's business showed an increase in our favor of \$400,000.

If prompt, courteous service appeals to you, get connected with the firm of S. J. Major, Ltd. We pay strict attention to every order, large or small. Mail orders are our strong point.

We invite you to wire or telephone your requirements at our expense. Our stock is always high grade. We guarantee satisfaction.

**S. J. MAJOR, LIMITED**  
*Wholesale Grocers and Importers*  
**Ottawa, Ontario**

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



# MACLEAN'S MAGAZINE

## *for March*

Sir Gilbert Parker  
Robert W. Service  
Stephen Leacock  
Alan Sullivan  
Agnes C. Laut  
H. F. Gadsby  
Erman J. Ridgeway  
Madge MacBeth  
L. M. Montgomery  
Norman Lambert  
Hopkins Moorhouse  
H. M. Tandy  
Robson Black  
Adam Barnhart Brown  
Arthur William Brown  
Peter McArthur

**B**E thankful that Canada has a magazine of BIG calibre. A magazine fit to be placed alongside the best British and American magazines—by the test of those who contribute to it regularly and of ideals.

**MACLEAN'S MAGAZINE** carries world-famous names in its list of contributors—writers who have an open sesame to any magazine, yet writers that some magazines cannot get, because they fail to measure up to a standard set. Not every or any magazine can have the work of Sir Gilbert Parker, Miss Laut, Stephen Leacock, Arthur Stringer, Arthur E. McFarlane, L. M. Montgomery, Nellie McClung, Robert W. Service, Alan Sullivan, and others whose names are familiar to readers of MACLEAN'S MAGAZINE.

## MACLEAN'S MAGAZINE is favored by these fine and

high-priced writers because they are Canadian-born or bred and because they are genuinely interested in seeing the land of their birth or adoption have a magazine worthy of the land of their love and of their work and fame. *And they have found this magazine in MACLEAN'S.* MacLean's gives them access to the readership they desire to reach—the man and women of culture and position, of real love for Canada and in earnest to see its nationality enlarge and its destiny advanced.

And so we feel that we have a right to ask you to give MACLEAN'S MAGAZINE a first place in your favor. *It is truly Canadian,* doing a needed service for Canada, and doing this worthily. Doing all that it is doing at a heavy present cost, looking to the future for its larger reward.

You can show your appreciation of what the publishers of MACLEAN'S MAGAZINE are doing by making MACLEAN'S an elect magazine among all magazines enjoying your favor, and by making it better known to others who have your spirit—your sense of Canadian nationality, your purpose to advance Canada in all right and high ways.

*At All News - Agents*  
*- Fifteen Cents -*

### Contents of MARCH MACLEAN'S (CONDENSED)

**Jordan is a Hard Road.** Serial by Sir Gilbert Parker.

**The Gulle of Ulysses.** By Peter McArthur.

**Face Up.** By Hopkins Moorhouse.

**The Rabbit Revolution.** By Adam Barnhart Brown, with illustrations by his brother, Arthur William Brown.

#### *The Above are Stories*

**Ten Million for the Asking.** By Stephen Leacock—a serious contribution on a phase of national finance.

**National Policies—**How they are formulated and exploited by Parties and Cabinets. By H. F. Gadsby.

**Prospects for Peace and Peace's Problems.** By Agnes C. Laut. A stirring and thought-provoking article by this wonderful woman writer with a statesman's mind.

#### *The Above are Special Articles*

**Mrs. Hayter Reed—**the woman who is responsible for the decorative schemes of the big C.P.R. hotels. By Madge MacBeth.

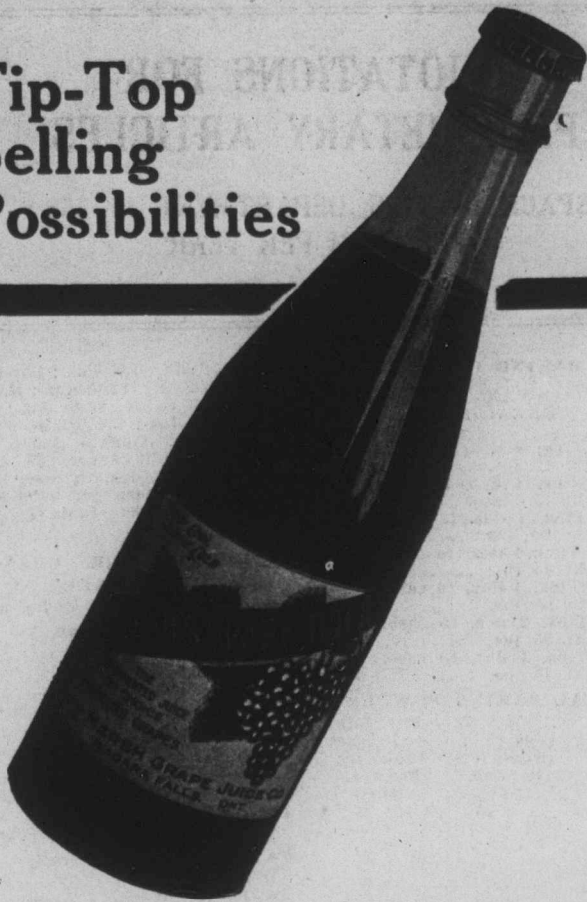
**H. C. Brewster—**Premier of British Columbia. By Norman Lambert. A timely sketch of a man of interest to all Canadians. These are brief biographies of interesting Canadians—a feature of every issue of MACLEAN'S MAGAZINE.

**The Review of Reviews Department** condenses for busy readers the cream of the best things appearing in the current magazines of the world. So MACLEAN'S becomes many magazines in one.

**The Business Outlook and Information for Investors** are two features of MACLEAN'S greatly liked and esteemed by many of its readers.

*These are Department Features found in every issue*

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**E**VERY customer coming into your store is a sure prospect as far as Marsh's Grape Juice is concerned, because every customer likes to buy a line which the dealer can honestly recommend to be first-rate in every respect. And the dealer stocking

### Marsh's Grape Juice

can recommend it unhesitatingly even to the most particular patron.

The care exercised in the making of Marsh's, the full rich purity it represents is a positive guarantee to the dealer that the customer is going to be pleased and is going to come back again for a further supply after a trial of this delicious grape juice.

That is why quality dealers everywhere are stocking Marsh's. They find it a fruitful source of customer satisfaction.

Introduce this All Canadian Grape Juice to your trade immediately and learn what good honest profits are within your reach. You will not want to be without it afterwards.

THE  
**MARSH GRAPE JUICE CO.**  
NIAGARA FALLS, ONT.

Before you wrap  
up that grocery  
order suggest

## Shirriff's

### Orange Marmalade



Whether you're taking an order over the 'phone or over the counter, don't miss suggesting this delicious customer-pleaser. A sale may not result in every instance, but still you will find it richly

worth your while to mention Shirriff's to every customer.

The Shirriff quality standard is well-known to the trade. And Shirriff's Orange Marmalade is a worthy member of a family of satisfaction givers. It is made from Seville Oranges and Pure Cane Sugar, made by experts in an ideally equipped and up-to-the-minute factory.

One big feature of Shirriff's Marmalade is its freedom from "thinning." It holds its consistency right down to the very last, a fact every good housewife will appreciate.

Don't let the present season pass without getting a stock of Shirriff's on display. The neat, handy-sized bottles will make a big appeal in the window or on the counter. Shirriff's will improve your profits.

## Imperial Extract Co. TORONTO

Western Representatives: H. F. Ritchie & Co., Limited, Toronto. Montreal: W. S. Silcock. Quebec City: Albert Dunn. Maritime Provinces: W. H. L. Usher, Halifax. A. A. Adams, Hamilton.

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



# LARD

continues to advance in price, and we think will remain at present high prices for some time to come. Hogs are very scarce, very high in price, and are not producing the usual amount of lard per hog.

We are making a very good Brand of "Star" Shortening in all the usual size of package, and shall be glad to quote you prices.

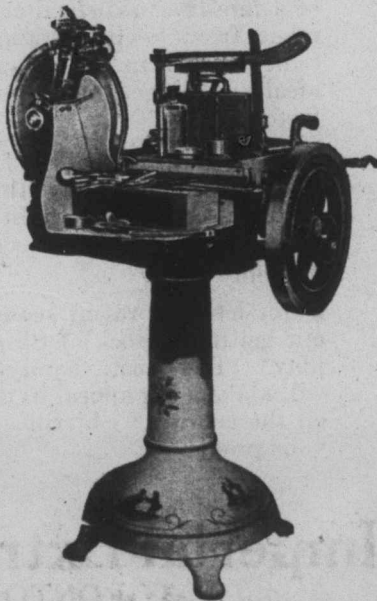
**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## 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

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

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

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs. ....	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs. ....	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 75
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

### ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
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
2 1/2-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.

### DOMINION CANNERS, LTD. JAMS.

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

Screw Vactop Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	2 40
Currant, Black	2 50
Gooseberry	2 30
Plum	2 30
Pear	2 30
Peach	2 30
Raspberry, Red	2 50
Ranberry and Red Currant	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, 1/2 doz. in case	4 40
20 lb. tins, 1/4 doz. in case	4 25
Perfect seal glass jars in the case	2 40
Delivered in Winnipeg in carload lots.	

### BAKED BEANS WITH PORK. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	80-90
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 only, \$2.40 doz.; 3's, Plain, Tall, \$3 doz.; 3's, Tomato Sauce, \$3 doz.; 3's, Chili Sauce, \$9 doz. The above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), .... 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 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 30
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 50
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 13 1/2
30's Tin or Wood, one pail only, per lb.	0 13 1/2

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

### COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	\$4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-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 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

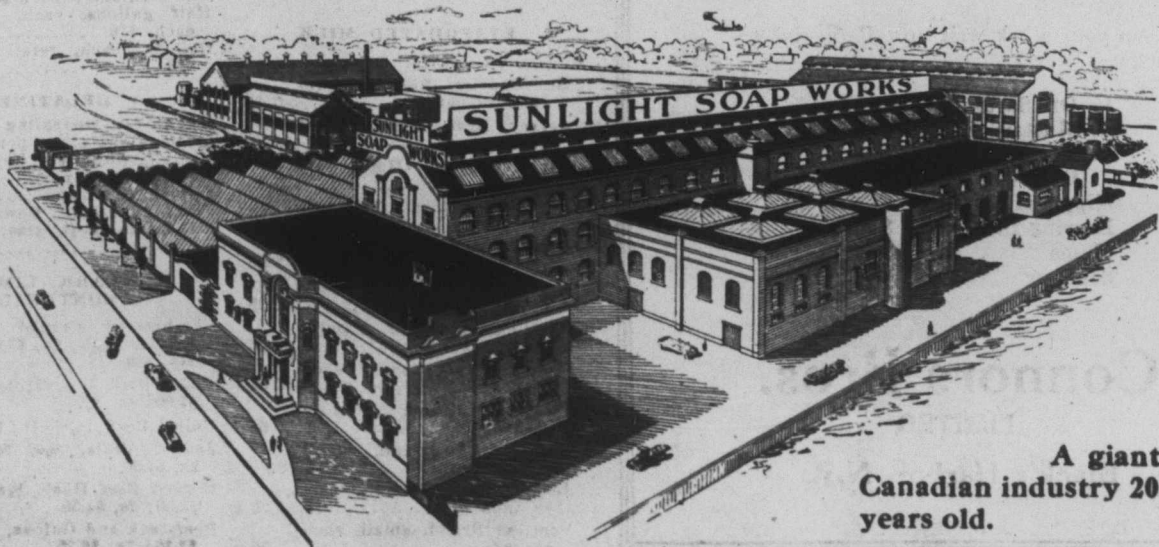
If any advertisement interests you, tear it out now and place with letters to be answered.



## As good as guaranteed

Look them over. You'll admit that the "Big Five" lines shown above are the best known and most popular specialties of their kind in the market. Why? QUALITY, and again, ADVERTISING, and again, REPUTATION. You can't beat that combination. Stock these lines, big, you're safe!

Lever Brothers Limited, Toronto, Canada



A giant Canadian industry 20 years old.

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





# Get Your Full Share of the Lenten Fish Sales

To let the Lenten Season pass without one strenuous effort for heavy fish sales is to pass up your greatest opportunity to create an extensive demand for all-year-round sales.

Let the proven quality, the established appetizing goodness of Brunswick Brand open up the demand in your locality.

Start now to push Brunswick Brand Sea Foods in your window displays, your counter displays, and on your shelves; get them most prominently before your customers.

If you ever want the extra profits of extra fish sales—and year-round fish sales—now is your opportunity to secure them with the established goodness and popularity of Brunswick Brand.

Keep your stock well up. Replenish today.

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

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

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 80
Vanilla, 1/4-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, 1/4's, 6 and 12-lb. boxes .....	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. ....	1 00
Chocolate Confections. Per doz.	
Maple buds, 5-lb. boxes ....	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes .....	0 33
Chocolate wafers, No. 2, 5-lb. boxes .....	0 28
Nonpareil wafers, No. 1, 5-lb. boxes .....	0 33
Nonpareil wafers, No. 2, 5-lb. boxes .....	0 28
Chocolate ginger, 5-lb. bxs., per lb. ....	0 38
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, 1/2's 6, lb. boxes, lb. ....	0 39
Nut milk chocolate, 1/4'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

**BORDEN MILK CO., LTD.**

**CONDENSED MILK**

Terms net 30 days.

Eagle Brand, each 48 cans..	\$7 70
Reindeer Brand, each 48 cans	7 45
Silver Cow, each 48 cans...	6 90
Gold Seal, Purity, each 48 cans .....	6 75
Mayflower Brand, each 48 cans .....	6 75
Challenge, Clover Brand, each 48 cans .....	6 25

**EVAPORATED MILK**

St. Charles Brand, Hotel, each 24 cans .....	5 15
Jersey Brand, Hotel, each 24 cans .....	5 15
Peerless Brand, Hotel, each 24 cans .....	5 15
St. Charles Brand, Tall, each 48 cans .....	5 25
Jersey Brand, Tall, each 48 cans .....	5 25
Peerless Brand, Tall, each 48 cans .....	5 25
St. Charles Brand, Family, each 48 cans .....	4 65
Jersey Brand, Family, each 48 cans .....	4 65
Peerless Brand, Family, each 48 cans .....	4 65
St. Charles Brand, small, each 48 cans .....	2 30
Jersey Brand, small, each 48 cans .....	2 30
Peerless Brand, small, each 48 cans .....	2 30

<b>CONDENSED COFFEE</b>	
Reindeer Brand, "Large," each 48 cans .....	5 25
Reindeer Brand, "Small," each 48 cans .....	5 80
Regal Brand, each 24 cans..	4 95
COCOA, Reindeer Brand, each 24 cans .....	5 25

**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 35

**ENGLISH BREAKFAST COFFEE.**

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	0 28
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	0 28

**MOJA**

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

**PRESERVATION COFFEE.**

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. ....	0 27
--	------

**FLAVORING EXTRACTS**

<b>WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.</b>	
1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2 1/2 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. ....	22 00
Bulk, per gallon, weight 16 lbs. ....	10 00

**CRESCENT MFG. CO.**

**CRESCENT MAPLEINE**

Per doz.

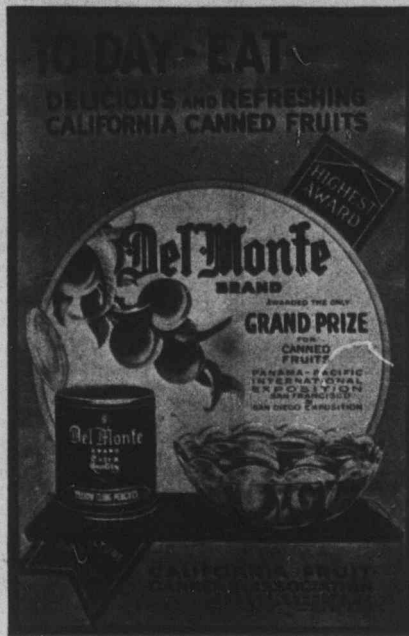
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c. ....	\$1 25
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. ....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. ....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. ....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60. ....	13 25
Pint (1 doz. case), weight 20 lbs., retail each \$3. ....	24 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. ....	45 00
Half gallons, each, retail each, \$10 .....	7 00
Gallons, each, retail each \$18 .....	14 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 10

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

Compressed Corned Beef, 1/2s, \$2; 1s, \$3.10; 2s, \$7.00; 6s, \$25.14s, \$60.	
Roast Beef, 1/2s, \$2; 1s, \$3.10; 2s, \$7.00; 6s, \$22.	
Bolled Beef, 1s, \$3.10; 2s, \$7.00.	
Jellied Veals, 1/2s, \$2; 1s, \$3; 2s, \$4.50.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, 1/2s, \$3; 1s, \$3.50; 2s, \$6.25.	



We print the net weight of each tin on all our labels.

### California Packing Corporation

Successors to CALIFORNIA FRUIT CANNERS' ASSOCIATION

San Francisco, Cal.

## TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

## DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA  
OCTOBER 7th, 1916.

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



# THE HALL-MARK OF QUALITY



People now look for Sterling on Catsup as they do on silver, and when it appears are satisfied as to its quality.

*Stock a supply now and note how fast it will disappear.*

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

**THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS**

**Laundry Starches—**

Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss .....	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons ....	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters .....	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes .....	.10
100 lbs., kegs, Silver Gloss, large crystals ..	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07½
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs. ....	.15
Celluloid, 45 cartons, case	3.75

**Culinary Starch**

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

**BRANTFORD STARCH**

**Ontario and Quebec**

**Laundry Starches—**

Canada Laundry—	
Boxes about 40 lbs. ....	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs. ....	.07½
Kegs, 100 lbs. ....	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs. ....	.08½
8 in case .....	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ....	.10
Kegs, extra large crystals, 100 lbs. ....	.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case .....	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case .....	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Malt" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20-lb. boxes ¼c higher than 40's)	.08½

**COW BRAND BAKING SODA**

In boxes only.

Packed as follows:

5c packages (96) .....	\$ 3 20
1 lb. packages (60) .....	3 20
½ lb. packages (120) .....	3 40
½ lb. 60 } Packages Mixed	\$ 30
1 lb. 30 }	

**SYRUP**

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP**

Perfect Seal Jars, 3 lbs., 1 doz. in case .....	\$3.25
2 lb. tins, 2 doz. in case..	3.25
5 lb. tins, 1 doz. in case ..	3.55
10 lb. tins, ½ doz. in case.	3.55
20 lb. tins, ¼ doz. in case.	3.50

(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs. ...	.04½
Half bbls., about 350 lbs. ...	.04½
¼ bbls., about 175 lbs. ....	.05
2 gal. wooden pails, 25 lbs.	1.70

3 gal. wooden pails, 38½ lbs. ....	2.40
5 gal. wooden pails, 65 lbs. ....	3.70

**LILY WHITE CORN SYRUP**

2 lb. tins, 2 doz. in case .....	\$3.75
5 lb. tins, 1 doz. in case. ....	4.15
10 lb. tins, ½ doz. in case. ....	4.05
20 lb. tins, ¼ doz. in case. ....	4.00

**ST. LAWRENCE SUGAR REFINING CO.**

**Crystal Diamond Brand Cane Syrup**

2-lb. tins, 2 doz. in case. ....	4 80
Barrels, per 100 lbs. ....	5 25
¼ barrels, per 100 lbs. ....	5 50

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

Size	Mam.	Large	Med
2½ Can. ....	\$ 4.75	\$ 3.75	\$ 2.50
No. 1 Tall Can .....	2.75	2.25	1.60
No. 16 Jar ....	3.00	2.25	1.80
No. 4 Jar ....	1.50	1.25	1.15
No. 10 Can ..	14.00	12.00	9.00

**YUBA BRAND**

2½ Can .....	\$3.00	\$2.25
No. 1 Tall Can .....	1.50	1.20
No. 10 Can .....	9.00	8.00
Picnic Can .....		.90

**INFANTS' FOOD**

**MAGOR SON & CO., LTD.**

Robinson's Patent Barley and Groats.

1 lb. tins, per doz. ....	\$3 50
½ lb. tins, per doz. ....	1 80

**STOP-ON POLISHES** Doz

Polish, Black, Tan, Ox-blood and Nut-brown .....	6 88
Dressing, White, 4-oz. bottle .....	2 00

**NUGGET POLISHES** Doz.

Polish, Black, Tan, Toney Red and Dark Brown....	0 85
Card Outfits, Black and Tan	3 40
Metal Outfits, Black and Tan .....	3 80
Creams, Black and Tan....	1 10
White Cleaner .....	1 10

**YEAST**

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. ....	1 20
Yeast for bakers, 12½ lb. cartons; per carton, \$1.25.	

**IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.**

Black Watch, 8s. butts 9 lbs. ....	\$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs. ....	0 48
Currency Bars, 12s, ¼ butts, 12 lbs., boxes 6 lbs. ....	0 48
Currency, 6s, ¼ butts, 9 lbs. 0 48	
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. ....	0 48
Walnut Bars, 8½s, boxes 7 lbs. ....	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes .....	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes .....	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies .....	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. ....	0 51
Great West, pouches, 9c. ....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons .....	0 80
Forest and Stream, ¼s, ½s and 1-lb. tins .....	0 80
Forest and Stream, 1-lb. glass humidors .....	1 00

# Golden Orange Brand California Sunkist Navel Oranges

## The Best Orange Grown

Fresh cars arriving every few days.

Also

### Fancy Bananas

### Grape Fruit

### Almeria Grapes

THE HOUSE OF QUALITY

## HUGH WALKER & SON

GUELPH, ONT.

Established 1861

# Fish Orders for Lent

Can be shipped promptly from our well assorted stock. Every variety

## Sea and Lake Fish

either Frozen, Fresh, Salted, Pickled.

## Fruits and Vegetables

New Cabbage, Celery, Cauliflower,

Navel and Florida Oranges,

Pineapples, Bananas, Sweet Potatoes.

*The Best of Everything from  
the World's Markets.*

## WHITE & CO., LIMITED

*Fruit Importers and Wholesale Fish Dealers*

Toronto and Hamilton

## Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a fore-runner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

## 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.*



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

???

Ask us for

# Wrapping Papers

## Twines

### Brooms Brushes

#### Parchment Butter Paper

Printed and Plain


PROMPT SHIPMENT

## WALTER WOODS & CO.

HAMILTON and WINNIPEG

## 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

The Reputation and Standing of

## Walter Baker & Co.'s

### Cocoa and Chocolate Preparations



Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

## Walter Baker & Co. Limited

Established 1780

Montreal, Can.      Dorchester, Mass.

## THEY LIKE IT

That is one very good and sufficient reason for

## MAPLEINE

You can order it of your jobber or

Frederick E. Robson & Co.  
25 Front Street E.  
Toronto, Ont.

Mason & Hickey  
287 Stanley Street.  
Winnipeg, Man.



**CRESCENT MFG. COMPANY**  
SEATTLE, WASH.

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

Kindly mention  
this paper when  
writing advertiser

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

Why You Should Feature

# KING GEORGE'S NAVY



## Men like to be catered to

and you know very well the good-will of the men is a thing worth going after.

Show the men-folk that you have their interests at heart by displaying quality tobaccos, such as King George's Navy. Get them acquainted with its unrivalled chewing qualities and their good-will will react favorably on your other lines.

King George's gives you a good-sized profit.

Handled by  
the Wholesale  
Trade

Rock City Tobacco Co., Ltd.



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

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

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

**Windsor  
Table  
Salt**  
THE CANADIAN SALT CO. LIMITED

**It pays to push  
Cow Brand Baking Soda**



**B**ECAUSE it gives the housewife results in keeping with its quality reputation you will find it always worth while to keep a stock of Cow Brand Soda on hand.

**Y**OU can honestly recommend it to the best cook or the most particular housewife, knowing that it will live up to your recommendation.

**Church & Dwight, Limited**  
Manufacturers - - 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.



The best value in Rice being offered on Canadian markets today.

## NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE  
Stavanger (Norway)  
Apply: STANDARD IMPORTS, LIMITED, Montreal  
"LORD NELSON" BRAND (Bristling)

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The quality of the fruit used, the high-grade cane sugar, the up-to-date manufacturing methods—these are the chief reasons why Furnivall's Fine Fruit Pure Jam gives satisfaction to the most fastidious taste.

You will find Furnivall's a strong seller, one worth concentrating on. Prove this by a trial supply. Send for it to-day.

**FURNIVALL-NEW, Limited**

Hamilton

Canada

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

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. 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.

## FIRE NOTICE

WINNIPEG, FEBRUARY 20, 1917

### To the Trade—

We regret to advise that a disastrous fire visited our premises Thursday night, Feb. 15, and gutted the building badly, the contents being mostly destroyed.

You will be glad to know, however, that WE WILL BE IN A POSITION TO DO BUSINESS AS USUAL BY FEBRUARY 23rd.

Fortunately we had several cars of **Christie's Biscuits** and **Robertson's Confectionery**, and other specialty lines in transit from Toronto and other points, so that we can take care of your orders almost immediately.

Mail us your requirements if you are needing any of our lines before our traveller makes his regular call.

We take this opportunity of thanking our many customers for their patronage in the past, and can assure you that it will be our aim to merit a continuance of same, by **FAIR DEALING, PROMPT SERVICE, and RELIABLE GOODS.**

Yours truly,

**SCOTT-BATHGATE CO., LIMITED, WINNIPEG**

## Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.



# 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.

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

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

### FOR SALE

**A** FIRST-CLASS OPPORTUNITY TO SECURE an established business of staple dry goods, crockery and groceries in town of Simcoe. Stock about \$7,000. R. Edmunds, Simcoe.

**F**IRST-CLASS GENERAL STORE IN heart of Niagara District. Good, clean stock, about \$6,000, at a low rate. Turnover \$30,000 annually. Box 217, Canadian Grocer.

**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.

## FORGETTING


One of the things we all do well is to forget.

Names that were household words yesterday are gone to-day.

Because people knew your Name and your Line a year ago it is no sign they do to-day. They forget easily.

Keep yourself in the public mind by advertising. It is just as important to make old friends remember as it is to win new friends. Advertising does both.

**OAKLEY'S KNIFE POLISH**



20-102-5785

**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 Specialty. Butchers' Coats and Aprons.  
**49 DUNDAS STREET, - - TORONTO**

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

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.

## 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.**

## 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

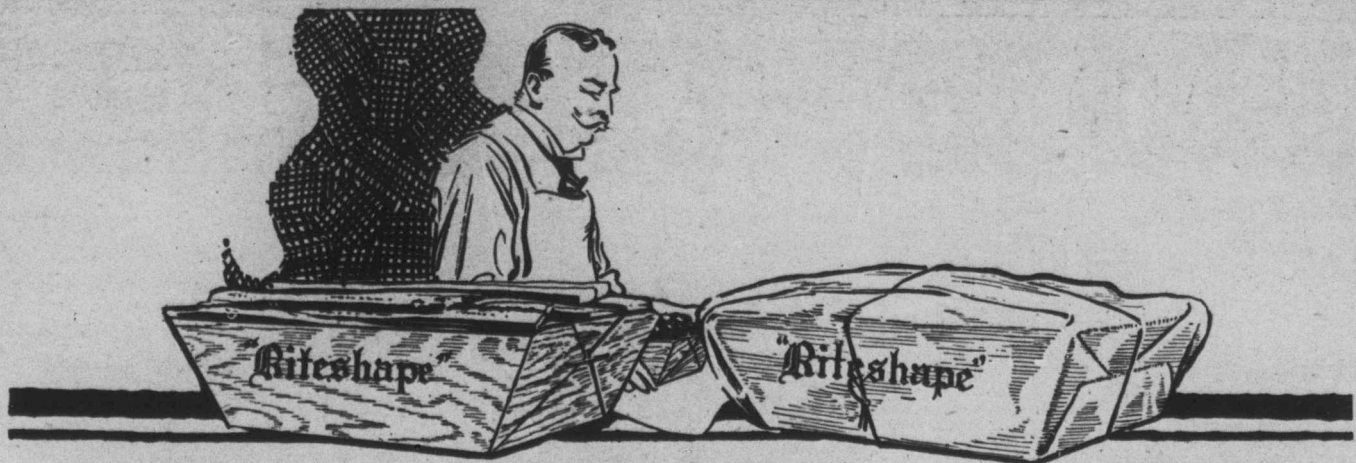
**\$2.00**

It Will Pay You to Send at Once.

**MacLean Publishing Co.**

Technical Book Department  
143-153 University Avenue, Toronto.

CANADIAN GROCER



PUT OUT YOUR GOODS  
IN THE  
"Riteshape"

Spring stuff catches the eye.

The first "Garden truck" is a promise of summer. It makes a great hit with folks who have grown weary of winter landscapes.

How they like the taste of it. They pay fancy prices for it. They expect you to have all kinds of it.

How do you display and package these fresh food lines?

There is one best way—the "Riteshape" way.

The ten pound "Riteshape" gives you a display dish that will show off your stock in the very best of style.

Water doesn't hurt the "Riteshape." Keep the green stuff sprinkled if you want to.

But put tomatoes, onions, radishes, beans, peas, beets, lettuce, new potatoes and such fresh things in "Riteshape" dishes.

The dish dresses the food—makes it look its best—gets the appearance of class and value you want.

"Riteshapes" come in all sizes. Get in a stock now.

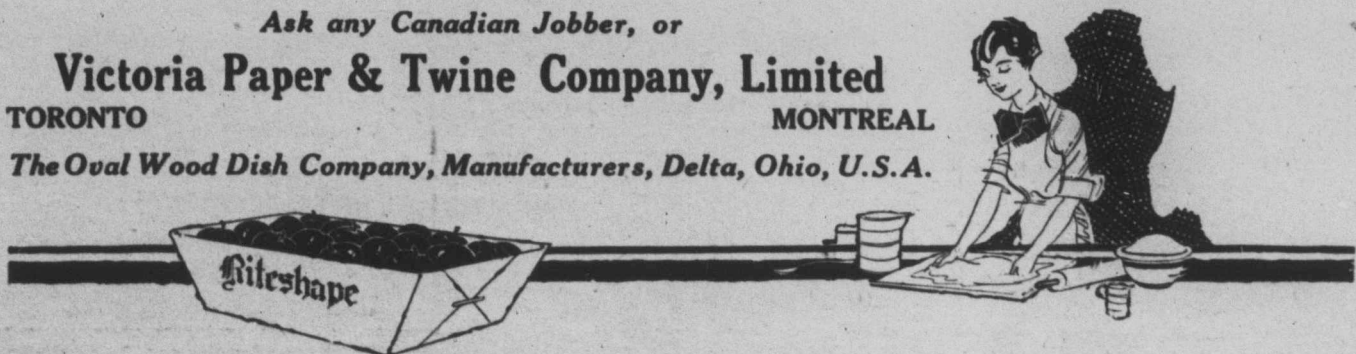
*Ask any Canadian Jobber, or*

**Victoria Paper & Twine Company, Limited**

TORONTO

MONTREAL

*The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.*



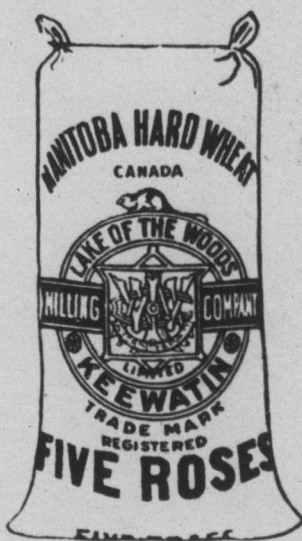


## IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be  
worth to YOU?

- right in the home of every possible retail flour buyer in YOUR district,
- to have a daily reminder of compelling interest, filled with useful daily suggestions,
- a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

*And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.*

- a constant source of flour-consuming suggestions
- the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**  
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary  
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie