

**PAGES  
MISSING**

# CANADIAN GROCER

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

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, MARCH 1st, 1918

No. 9

## Welch's

*"The National Drink"*



If a merchant stocks a brand of tea that proves unpopular he doesn't give up; he searches until a well-liked blend is found.

Yet the same merchant may stock a brand of grape juice that has no sale and the result discourages him from further trials.

If your grape juice experience has not included Welch's don't jump at conclusions. Try Welch's.

For Welch's, while its volume of sales is not comparable with that of tea, has a steady, increasing consumer demand.

Your customers know Welch's and its quick turnover serves the double purpose of a small investment and cash-register profits.

*Sold by Leading Jobbers*

**THE WELCH CO., LIMITED**

ST. CATHARINES

ONTARIO



# ADVERTISING

## —and the O-Cedar Dealer

**A**DVERTISING puts goods in the spotlight and under the searching scrutiny of the buying public. Only goods with merit can be successfully advertised. The O-Cedar Products have exceptional merits and the extensive advertising of these merits has created a great demand.

You can direct this demand to your store by displaying O-Cedar in your window—about your store, and through local advertising in your newspapers. People like to buy advertised goods, because the price and merits are known.

We have a series of newspaper ads that help O-Cedar dealers to sell other merchandise they carry, as well as

# O-Cedar Polish

These are illustrated in our booklet "O-Cedar Sales Helps." This booklet also shows the other O-Cedar Dealer Helps—the O-Cedar electric signs, window trims and Counter and Floor Display Stands. Send a post card to us to-day, requesting the booklet.

It is supplied free to O-Cedar dealers.

**Channell Chemical Company, Limited**  
369 SORAUREN AVENUE . . . . . TORONTO

# **PROHIBITION**

## **BY THE BRITISH GOVERNMENT**

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

### **MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

## **BOTTLE CAPS**

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

**BETTS & COMPANY, LIMITED**

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

# Three Generations Ago

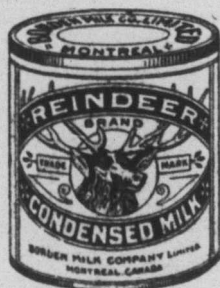


Borden Milk Products set the standard for purity and wholesomeness, a standard that has ever since been consistently maintained.

## BORDEN'S



have been introduced and recommended in every community by means of a persistent consumer advertising campaign and this, in conjunction with its own superior qualities, has made it a "seller" throughout the entire year.



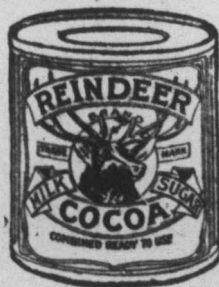
Never be without a good supply of Borden quality lines and keep a display always working for you. The margin is attractive.

**Borden Milk Co.**  
Limited

*"Leaders of Quality"*

**MONTREAL**

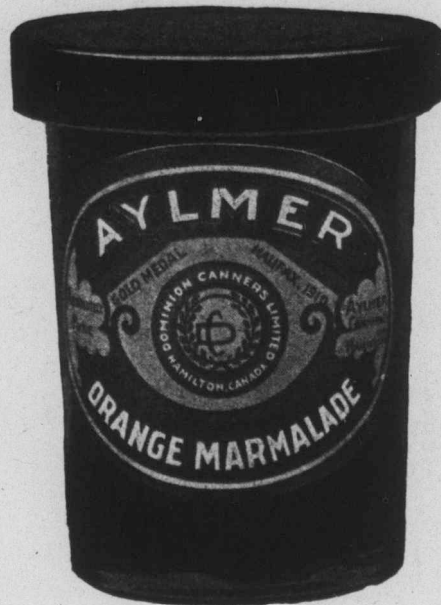
Branch Office: No. 2 Arcade Bldg.  
Vancouver



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



## Reputation



The reputation of Aylmer Orange Marmalade for high quality makes it a most desirable line to carry. Every time you recommend it to a customer it enhances your reputation with her, because she knows that Aylmer on the label insures quality.

Get this business-builder working overtime for you. Display the jars on your counter or shelves prominently. Be sure your stock is large enough. Better order now for early Spring business.

**Dominion Cannery Limited**  
Hamilton - Canada

# Purity

TABLE  
SALT



for the Table  
or the Dairy

There is nothing better made. Our up-to-the-minute vacuum plant and our staff of highly skilled workmen guarantee Purity Salt the very acme of superiority for table or dairy purposes.

Show Purity Salt  
constantly.



THE WESTERN SALT  
CO. LIMITED  
COURTRIGHT  
ONT.

## A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

**COW BRAND BAKING SODA**

You can't stock another line of Baking Soda so likely to please particular people.



**Church and Dwight**  
LIMITED  
Manufacturers  
MONTREAL

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

# *W. G. Patrick & Co., Limited*

*Canadian Distributors for*

*The Midland Vinegar Co., Limited, Birmingham, England*

Toronto, March 1st, 1918

TO THE TRADE

RE H.P. SAUCE

GENTLEMEN,—

Your attention is again called at this time of food conservation to our well-known line of H.P. SAUCE—which might well be termed the economy sauce of the hour.

We want you to know the quality that is inside of every bottle, and the many uses of H.P. as an aid to food economy. Almost any sauce can be used on a piece of beef. It is hard to spoil a good steak or roast. H.P. is a delicious addition to these meats, but when testing out H.P. economize, try it on vegetables. Take a baked potato and add a few drops of H.P.—you will not need any butter or other seasoning. Try it on beans, spinach, beets or tomato. For meats, try it with bacon, mutton and cooked-over dishes. It gives a new appetizing flavor to hash or stews that makes you relish these old familiar dishes.

It would take a book to suggest all the possible ways to use H.P. economically. It is good with fish, salads, cheese, in fact with all kinds of food.

From every angle H.P. Sauce is well worthy of your enthusiasm and your customers will appreciate the courtesy just as we will appreciate your kind and continued co-operation in keeping this line before the consumer.

We are starting our Large Spring Campaign of Advertising, consisting of bill-posting, street-cars and newspapers, on April 1st.

We would recommend your covering in advance sufficient stock to supply the increased demand, which is bound to result from this Campaign.

Hoping we will have the pleasure of serving you, we are

Yours very truly,

W. G. PATRICK & CO., LIMITED

Dict. J.R.S.G./P.



# RICE

## *An ideal Wheat substitute*

Cutting down the daily consumption of wheat products, as urged by the food conserving campaign, is by no means a hardship to those good housewives who substitute therefor such a good, palatable and wholesome food as RICE—the best wheat substitute of all.

And the fact that the price of RICE is still reasonable, despite prevailing conditions, will be a mighty big selling point with every careful “spender,” and most housewives are careful and economical spenders just now.

Dealers should let their trade know they sell Rice. A little reminder about the nutritive value of this food and a little display will boost sales.

*Mount Royal Mills Brand is the RICE to recommend.*

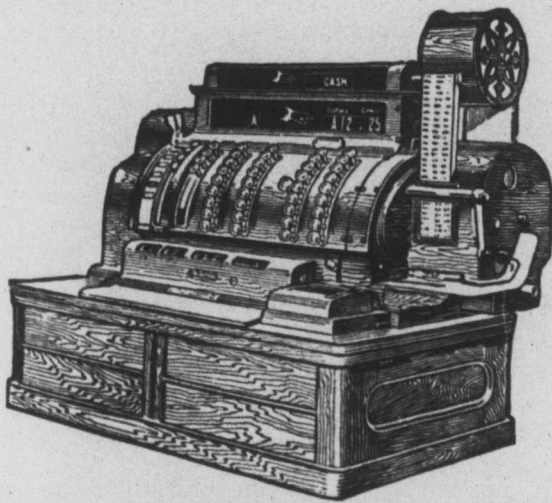
**Mount Royal Milling and Manufacturing  
Co., Limited**

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

# A Machine That *Saves Time*

## *No merchant should do the work a machine can do for him*

*A National Cash Register does 15 important things in 3 seconds. It would take many minutes to do them by hand—yet no merchant can afford to be without the protection and information they give. A National Cash Register—*



- Prevents disputes and stops losses.
- Prevents carelessness and forgetfulness.
- Increases the merchant's trade and profits.
- Makes better clerks by showing what each does.
- Saves clerk hire by speeding up sales.
- Protects you against the mistakes of new clerks.
- Lowers cost by increasing take-with sales.
- Gives quick service, and prevents overtime work.
- More than pays for itself out of the money it saves.

*A demonstration of the register best suited to work your business will prove these statements. Let our salesman show it to you. This will place you under no obligation.*

### **The National Cash Register Co. of Canada, Limited**

The National Cash Register Co. of Canada Limited, Toronto.

I would like to know how a National Cash Register enforces system in business, how it prevents carelessness, how it stops mistakes, how it would save me money. I understand that this places me under no obligation.

Name .....

Address .....

Business.....No. of Clerks.....

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





## The Particular Merchant

Can you imagine anything impressing your trade more favorably than your reputation as a "particular" merchant? Naturally, this suggests the quality and quantity of food-stuffs sold—but how about the oil supply? Are you particular about it, too?

Perhaps your attention has never been directed to a better way of handling oil and you are doing your best with inadequate facilities. If so—investigate the

### **BOWSER** Oil Storage System

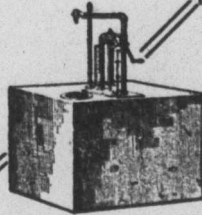
It completes your chain of "particular" service. Prevents damage to food supplies by oil fumes; keeps oil off the floor; gives accurate measure; abolishes the fire hazard; is rapid, clean and a pleasure to operate. Makes a better store wherever it is installed.

Write for interesting literature

**S. F. Bowser & Co., Inc.**  
TORONTO, ONTARIO

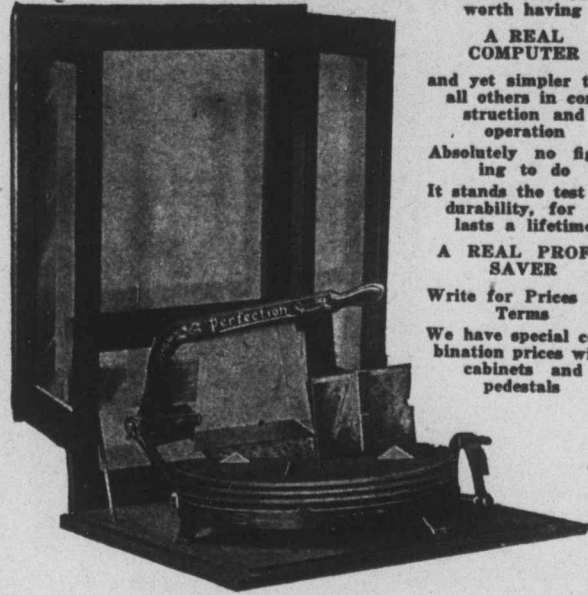
Sales Office in  
All Centres

Representatives  
Everywhere



## Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

**A REAL COMPUTER**

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

**A REAL PROFIT SAVER**

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

**AMERICAN COMPUTING COMPANY**  
HAMILTON, ONT.

# CENTURY SALT



Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round. Are you supplied?

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

# ROLA

"QUALITY"

## EGG POWDER

Pure  
Wholesome  
Convenient  
Economical



Guaranteed to be manufactured from Evaporated Fresh Eggs and other nutritious ingredients.

One tin, retailing @ 25 cents, does the work of 2 dozen eggs.

Put up in very attractive Counter Display Cartons each containing one dozen tins.

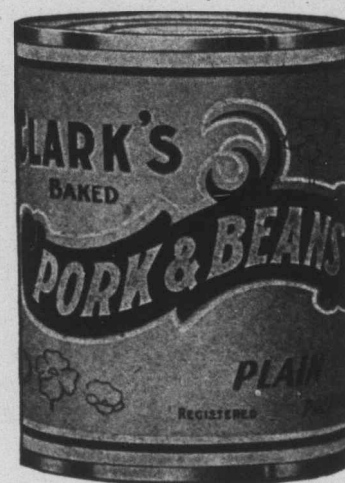
Ask Your Wholesaler for It.

**ROSE & LAFLAMME, LIMITED**  
MONTREAL - TORONTO

The Food Controller  
 asks Canadians to  
**Save the Beef and Bacon**  
 for our Allies.

HERE ARE SOME OF THE  
**CLARK HELPS**  
 TO ATTAIN THIS END.

- CLARK'S Pork and Beans
- " Ready Lunch Veal Loaf
- " English Brawn
- " Boneless Pig's Feet
- " Smoked Vienna Sausage
- " Stewed Ox Tail
- " Stewed Kidneys
- " Jellied Hocks
- " Irish Stew
- " Ox and Lunch Tongue
- " Boneless Chicken
- " Chateau Brand Concentrated Soups
- " Spaghetti with Tomato Sauce and Cheese
- " Peanut Butter, etc.



Every one a delicacy.

STOCK THEM.

PUSH THEM.

**W. CLARK, LTD.**



**MONTREAL**

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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

## WESTERN PROVINCES

MANITOBA  
SASKATCHEWAN

*Wholesale Grocery Commission  
Brokers*

ALBERTA  
WESTERN ONTARIO

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

Head Office: **WINNIPEG** Manitoba

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

PUGSLEY, DINGMAN & CO., LTD.  
JOHN TAYLOR & CO., LTD.

The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

**F. D. COCKBURN CO.**

Grocery Brokers  
Manufacturers' Agents **WINNIPEG**

**THE H. L. PERRY CO.**

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage      Distributing      Forwarding

**This Space is Yours**

**For \$2.50**

**On Yearly Order**

**C. & J. JONES**

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers  
and Importers*

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

**205 CURRY BUILDING  
WINNIPEG**

## Let us connect you with the Western Markets

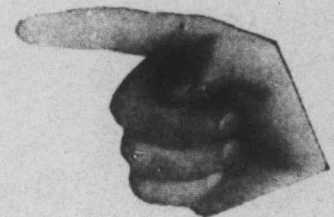
We cover the entire wholesale and retail trade through twelve aggressive men, nine of whom are doing retail work exclusively. Think what a success-making factor these men will be in marketing your product in the West!

May we send you full particulars?

## SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents.

149 Notre Dame Ave. E., WINNIPEG



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

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

Trade Papers are  
Pioneers of Business Expansion

THE  
**Robert Gillespie Co.**  
MALTESE CROSS BUILDING  
WINNIPEG  
IMPORTERS, BROKERS,  
MANFS. AGENTS,  
GROCERY, DRUG AND  
CONFECTIONERY  
SPECIALTIES

WHOLESALE  
**GROCERY BROKERS**

*Manufacturers' Agents  
Commission Merchants*

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

Est. 1907. Write us.  
Correspondence Solicited.  
Head Office and Warehouse, 181-183 Bannatyne  
Ave. E., Winnipeg, Can.

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

Trackage  
Storage  
Distri-  
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

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

# DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

### DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties  
**H. W. Ackerman**  
BELLEVILLE ONTARIO

### Maclure & Langley, Limited

Manufacturers' Agents  
Grocers, Confectioners  
and Drug Specialists  
12 FRONT STREET EAST TORONTO

### W. F. ELLIOT

Importer & Manufacturers' Agent  
(Cor. Leith and Hardisty Sts.)  
FORT WILLIAM, ONT.  
Established 1909.

### Headquarters for Evaporated Apples and Beans

**W. H. Millman  
& Sons**  
Wholesale Grocery Brokers  
TORONTO

### W. G. PATRICK & CO. Limited

Manufacturers' Agents  
and Importers  
51-53 Wellington St. W., Toronto

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

Established 1885  
SUGARS FRUITS

### More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

**A. Lalonde**

Post Office Box 123. TIMMINS, ONT.

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

KINDLY MENTION THIS  
PAPER WHEN WRITING  
ADVERTISERS

## TO Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

We shall be glad to furnish you with other rates upon application.

**Canadian Grocer**  
143-153 University Ave.  
TORONTO

# EL ROI-TAN

# PERFECT CIGAR

# 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.

**ROSE & LAFLAMME  
LIMITED**

Commission Merchants  
Grocers' Specialties,  
MONTREAL TORONTO

**QUEBEC**

*Complete Trade Connection.*

**JOHN E. TURTON**

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

**FREEMAN and SHEELY**

WHOLESALE GROCERY BROKERS  
St. Nicholas Bld. - Montreal

**H. D. MARSHALL**

Wholesale Grocery Broker  
OTTAWA MONTREAL HALIFAX

**Oats—Peas—Beans—Etc.**

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

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

DO YOU WANT TO BUY A BUSINESS? SEE PAGE 63



## Three good customer pleasers

Sell a housewife any of the Malcolm Milk Products and you can count on her coming back for further supplies.

Because the purity and the deliciousness of the Malcolm lines are such as will meet the expectations of your most critical customers.

Malcolm Milk Products are the equal in every respect of the imported lines. Why not sell them then for the good margin of profit they give you, as well as for the fact that in so doing you are building up the industries of Canada.

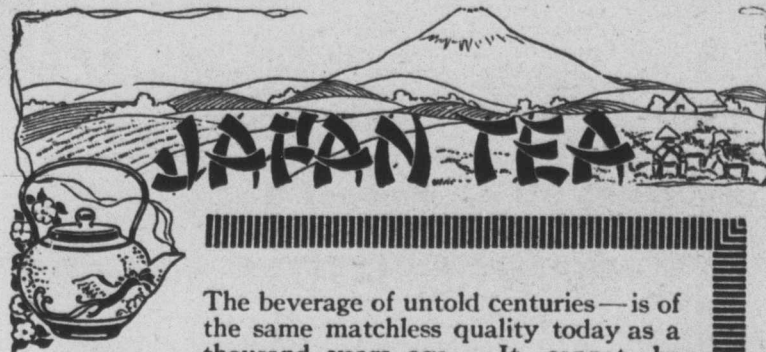
## The MALCOLM CONDENSING CO., LTD.

ST. GEORGE, ONT.

*The All-Canadian Condensed Milk Company*

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





The beverage of untold centuries — is of the same matchless quality today as a thousand years ago. It cannot be improved. The Government of Japan guarantees the purity of Japan Tea. Its use by more than 50 per cent of Canada's tea drinkers testifies as to its quality.

*"The salts of tea reduce the amount of solid food necessary and maintain the vigor."*

—Dr. Williams, Yale.

16

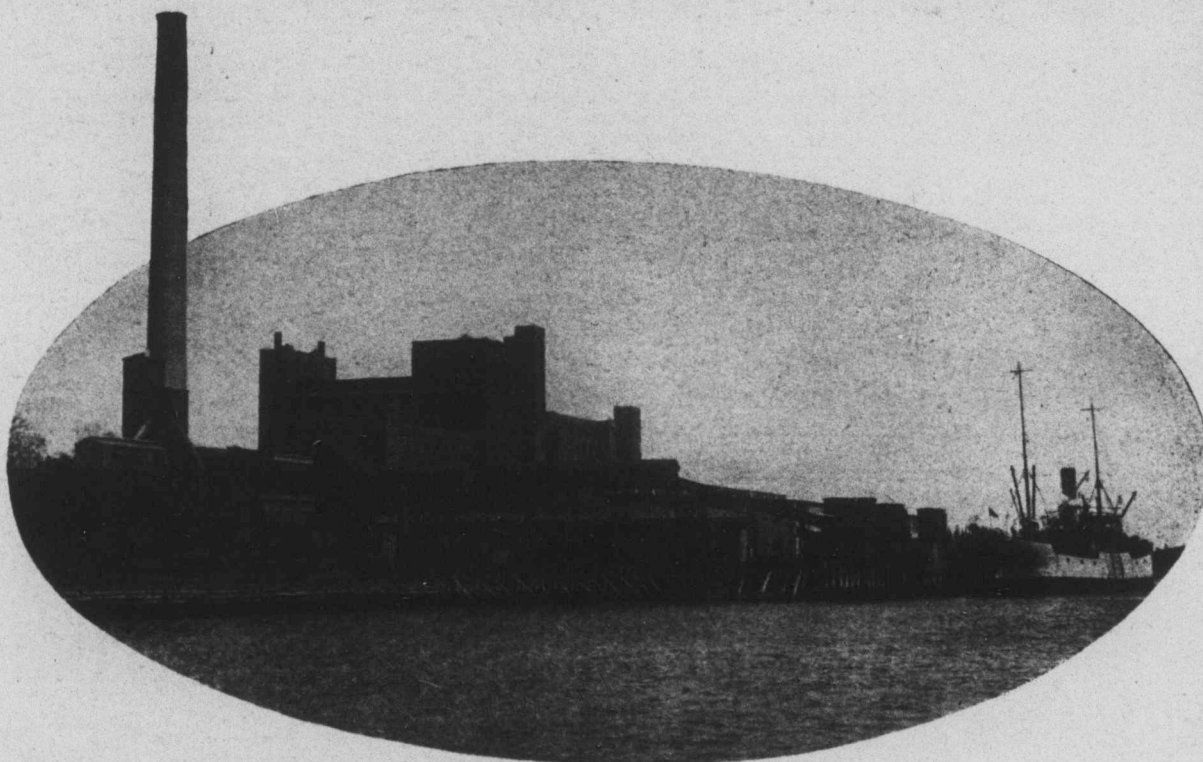
You have but to show Japan Tea in your displays to realize what a splendid selling force is behind it in our consumer advertising, which is constantly introducing it to new friends everywhere to whom its own delicious goodness makes a lasting appeal. And the profit margin is generous enough to make a good Japan Tea display always worth while.

We are building up the demand. Are you prepared to supply it?

---

---

# WAS NOT BURNED



SO many reports have reached us from outside places that our refinery at Woodside had been destroyed by the Great Explosion of December 6th that we now take the opportunity to show the above picture of the Woodside plant just as it is to-day.

---

---

THE ACADIA SUGAR REFINING CO., Limited  
HALIFAX : : : : CANADA



## High Prices Demand Full Value

Under present conditions it is inevitable that food products should be high in price, and for this reason the consumer is watching more sharply that the goods be of full value.

Anchor Caps on glass packages offer the retailer the best opportunity of giving his customers the greatest possible value. They absolutely protect the contents from contamination and bring them to the consumer with their flavor and freshness unimpaired.

Anchor Caps also give the retailer certainty of securing full value in his purchase. Anchor Caps will not come off in transit. They prevent leakers, spoiled labels and unsaleable goods, and assure you the full retail price for every jar purchased.

When ordering your supplies for the new pack of jams, jellies, pickles, etc., be sure that all glass packages are sealed with Anchor Caps and in this way secure the maximum of satisfaction and give your customer his money's worth.

### Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND  
GENERAL OFFICES



50 Dovercourt Road  
TORONTO, ONTARIO

## KLIM A LIVE LINE

Klim sells fast. It repeats almost daily. It replaces liquid milk in the home for cooking, for tea, coffee and cocoa, for everything wherever liquid milk is used.

Klim is an added line, not a change from something similar. A new, profit-bringing staple which fills a definite need in every household.

Order a case of household, one-pound size from your wholesale to-day. We help you to sell it by our advertising.

**CANADIAN MILK PRODUCTS, LIMITED**  
10-12 St. Patrick St., Toronto 10 Ste. Sophie Lane, Montreal

Also stocked by

W. H. Escott Co., Ltd., Winnipeg, Regina, Calgary,  
Edmonton.

Kirkland & Ross, Vancouver, B.C.



EVERY HOME  
NEEDS

## KEATING'S

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

|            |         |         |
|------------|---------|---------|
| Flies      | Ants    | Bugs    |
| Fleas      | Wasps   | Roaches |
| Mosquitoes | Beetles | Moths   |

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

Made by **THOMAS KEATING, London, Eng.**  
Established 1788

Sole Agents for Canada

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

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

# A Direct and Forceful Selling Help

in the marketing of your product (and one not to be lightly considered) is the sales creating power of a carefully designed and well executed label, letter-head, poster, carton, folding box or street car sign. The quality of our work enhances and intensifies the effect of such selling helps because in our productions are combined that originality of design, and that genius of artistic effect which focuses the attention and produces an immediately favorable impression. And though the quality of our work is high the prices are not.

**The Standard Lithographic Co.**  
of Canada, Limited

**Head Office: Toronto, Canada**

## Get stocked now with MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

**John MacKay Co., Limited**  
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

## A Year-round favorite

People use Marsh's Grape Juice throughout the entire year. Its delightful flavor and real food value always pleases. Have you Marsh's in stock?



**The Marsh Grape Juice Company**  
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.  
Ontario Agents

Rose & Laflamme, Ltd.  
Montreal, Que.

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





### *An Enemy of the Allies*

The man who wastes food by helping himself to more than he can eat is the enemy of all!

Everyone now sees this is so.

But what of the grocer who keeps his goods under counters which waste food by the wholesale?

Every economical saving device should be adopted at once by patriotic grocers—just as a war measure. The most economical of all such devices is a

### **SHERER COUNTER**

It is a wonder on saving. It pays for itself quickly. The Sherer has many other advantages than "saving" and "paying"—such as keeping goods handy, clean and perfectly wholesome.

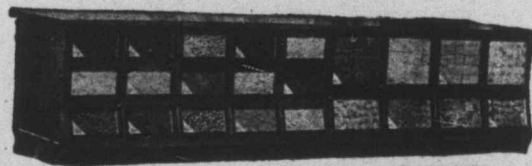
Then, since it displays 31 different lines through the counter's glass fronts, it silently makes sales while the customer waits.

No grocer can imagine half its advantages. Write us about it. We'll send Booklet AC if you ask. It tells!

**SHERER-GILLETT COMPANY, LIMITED**

Patentees and Manufacturers

Guelph, Ontario



PATENTED

## **YOUR WANTS**

are many here below. Use CANADIAN GROCER want ad. page and get rid of a few of them.

Still at  
pre - war  
prices—

## **Holbrook's Imported Worcestershire Sauce**

This line has the superior quality that wins the keen appreciation and the lasting approval of hard-to-please people. It pays to show it constantly in window and interior displays.

The following lines are exceptionally saleable and customer-pleasing:

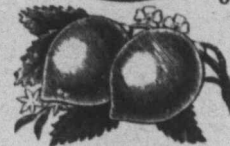
Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powder. Also

## **ROSE'S LIME JUICE**



the peer of all temperance drinks. Sells and stays sold. A favorite 50 years ago and leads all others to-day.

Recommend Rose's Lime Juice to all who seek an invigorating, wholesome and highly delicious beverage.



Dominion Agents

**Holbrooks, Ltd.**

Toronto and Vancouver

# PURITY FLOUR

(GOVERNMENT STANDARD)

## IS A PURE WHOLESOME FLOUR

The same careful milling methods, the same high standard of wheat selection that have won for Purity Flour such a high place in public favor, will be used to produce in

# PURITY FLOUR

(GOVERNMENT STANDARD)

the best flour care and science can produce in accordance with the new milling regulations.

### IMPORTANT

The recipes contained in the Purity Flour Cook Book are recommended for successful baking of the new Purity Flour (Government Standard). With the aid of this valuable collection of tried and tested recipes you will have no difficulty in producing nutritious and palatable bread, cakes and pastry.

## Western Canada Flour Mills Company, Limited

Head Office: Toronto

Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.



CHARBONNEAU'S Imperial Maple Cream Maple Butter is unsurpassed.  
CHARBONNEAU'S Farm-Cream Sodas are in great demand and are rapid sellers.

*Prompt Shipment.*

*Get Our Prices.*

**CHARBONNEAU, LTD., 330 Nicolet St., Montreal**

Distributors: Robt. Gillespie Co., Winnipeg. Morris & Co., Toronto.

*If interested, tear out this page and keep with letters to be answered.*



# Bristol, Somerville & Co., Hamilton

[Formerly Geo. E. Bristol & Co.]

We specialize service, quality and first-class satisfaction. Use the telephone (asking the operator to reverse the check) when needing goods in a hurry.

## Bristol, Somerville & Co.

### 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 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

#### R. E. BOYD & COMPANY

Agents for the Province of Quebec  
18 STE. THERESE ST. MONTREAL

#### DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

We manufacture the highest grade

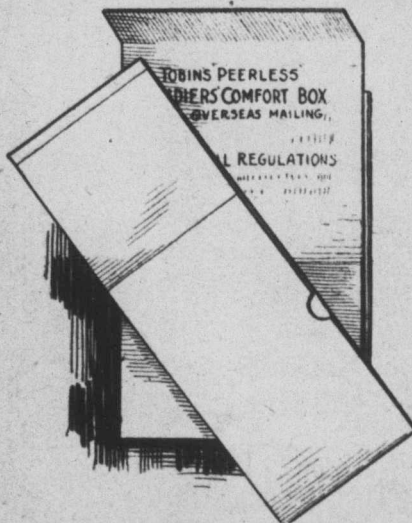
## CANNING BOXES

in Canada

Write for prices.

### W.C. Edwards & Co., Limited

OTTAWA, ONTARIO



#### HIGH-GRADE SPECIALS IN OVERSEAS TRADE

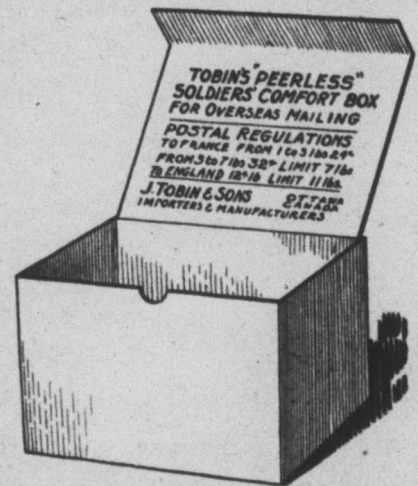
### Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND — the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



# Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

A STOCK of Furnivall's will put your jam sales on a higher profit-making basis. Your customers will buy Furnivall's regularly once they come to know what real quality it represents.

And the margin on Furnivall's is worth while.

# Are Grocers Overworked?

With experienced help so scarce, it is scarcely to be wondered at that many grocers are complaining about being overworked.

Certainly grocers have no time these days to weigh and tie up any more bulk goods than absolutely necessary.

Think what a help Red Rose Tea is to overworked grocers. It is a line so well-known that it needs no pushing or talking up. It is a self-seller. And it is already weighed and put up in a sealed, sanitary package that conserves its splendid quality and prevents waste from spoilage.

Verily, Red Rose Tea "is good tea."

**T. H. ESTABROOKS CO., LIMITED**  
 St. John, Toronto, Winnipeg, Calgary



## "Cobban's Herb Tablets"

(The old Reliable Herb Remedy in tablet form)

**Do you stock them?**

**If not order from your jobber**

They are advertised in the leading papers and are meeting with big demand from the trade. Put up in carton display box of 1 doz. (50 tablets each). Boxes to each carton to retail at 25 cents per box, every box guaranteed.

**MUNCEY SUPPLY COMPANY**  
 PROPRIETORS

Muncey - Ont.

Watson & Truesdale, 120 Lombard Street, Winnipeg  
 Distributors for Canadian North-West



## Ever Ready "Dandee" Cocoa

is the greatest Canadian liquid food. Do you stock this saleable line which gives the retailer a fair profit?

Packed in 4 and 8-oz. tins.

Manufactured and guaranteed by

**Litster Pure Food Co., Limited.**  
 TORONTO

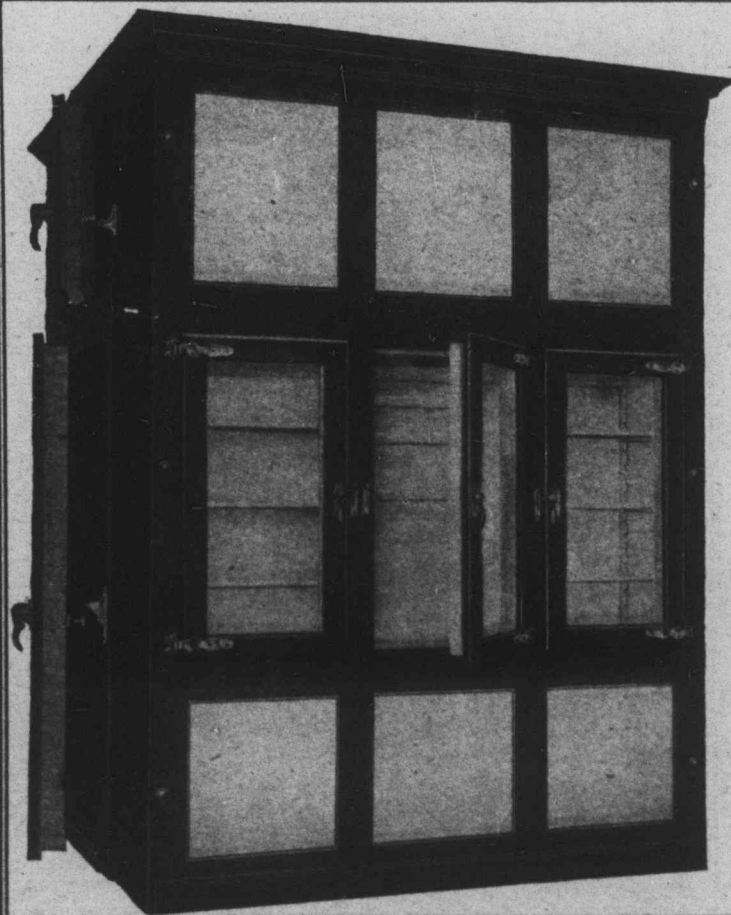
*If interested, tear out this page and keep with letters to be answered.*





**Let this card help you** Your stocks of Keen-Colman Products will move more rapidly if you get one of these handsome show-cards working for you. Ask us to mail you one. Hang it where it gets the eye—then watch your stocks diminish. Write for that card now.

**Magor Son & Company, Limited, 30 Church St., Toronto, 191 St. Paul St., Montreal**



## EUREKA Butcher's Refrigerator

The most scientific and dependable of all Refrigerators.

We will send a Refrigerator expert to you **FREE OF CHARGE**. He will assist you plan and decide on a Refrigerator best suited to your requirements.

Our 31 years' experience is at your disposal **FREE** without any obligation.

*Write to-day for catalogue.*

**Eureka Refrigerator Co., Ltd.**  
11 Colborne Street, - TORONTO

Phone Main 556

Branches: Jas. Rutledge, 2608 Waverly St., Montreal;  
J. H. Galloway, 194 Main St. E., Hamilton; Geo.  
Bonnycastle, Winnipeg.

*If interested, tear out this page and keep with letters to be answered.*

# CANADIAN GROCER

Vol. XXXII.

TORONTO, MARCH 1, 1918

No. 9

## High Record Set by Seed Prices

Corn Practically Unprocurable and Red Clover Prohibitive in Price — Bad Weather Conditions Resulting, in Short Crops, the Cause—Turnip, Onion and Parsnip Seeds Also Reach Record Figures

**T**HE seed situation this year is rather a serious matter. Faced with the need of maximum production, seed products are in many instances exceptionally scarce; in some one or two important instances almost unobtainable; and in practically all important varieties appreciably higher in price.

Probably the most serious situation of all is that of corn. The excessive rain of the early season was a serious element in corn situation, this followed by early frosts practically ruined the crops. Moreover, the enormous production of the United States was also badly hit by frosts, so that only a very limited proportion of it is fit for seed. Moreover, the United States Government has placed an embargo against its export. It is early yet to state definitely what effect this embargo may have. It is possible that there may be more seed corn in the United States than will be required for the American farmer. In that case there is a possibility that there may be some corn available later in the season. This is a far-away hope, however, and there is no great amount of faith placed in this forlorn chance. One seed authority states that there will be in the Province of Ontario only one-third the usual sowing of corn for seed purposes, and there is not much chance that conditions will be better in the other provinces.

### Ensilage Corn Available in Small Quantities

Ensilage corn, which, of course, was also a failure in Canada, is being obtained in small quantities from the United States. The supplies available from this source, however, are very limited, indeed. All corn coming from the United States is consigned to the Canadian Government Purchasing Board, and by them distributed to the seed houses. That is a rather roundabout method that involves a good many difficulties and only a nominal profit, as the seed houses are only permitted to get 5 per cent. profit on car lots and 7½ per cent. on less than car lots.

Red clover is almost prohibitive in price. No. 1 is quoted at \$42 to \$43 per

hundred, and No. 2, \$39 to \$40. Even at these figures there is little anxiety to sell, as stocks are almost unobtainable, and some seed houses are not even quoting, but are merely selling on day-to-day prices. There is a possibility that

creased sowing of these lines and a very limited sowing of red clover.

### Root Seed at High Figure

In root seeds the same conditions prevail—a pronounced scarcity and abnormally high prices. Turnips probably head the list. Here, again, the failure of last year's crop is largely to blame, while short supplies on other markets make it next to impossible to make up the deficiencies. There were no turnips to grow for seed this year, and as a result there is a famine in this product. Moreover, this is not a temporary situation. It is generally believed that it will take three years to again build up a necessary supply.

Turnip seed in small quantities is selling at from \$1.25 to \$1.50 a pound; beets and mangolds range at 65c to 70c a pound; carrots at from \$1 to \$2.25.

### Parsnip and Onion Seed at Record Figures

White beans are at from \$10 to \$12 a bushel. Parsnip is exceptionally high at \$2 a pound. The same applies to all grades of onion seed, which are selling at \$4 to \$4.50 a pound.

Garden seeds are in a trifle better situation; at least they are available. Lettuce is at about \$1 a pound; beans, 30c to 35c, and garden corn at prices ranging from 20c to 30c a pound.

There are, of course, a number of conditions accounting for the unusual situation in seeds this year. The unsatisfactory weather of last fall is, of course, the most important. This applies not only to Canada, but to the United States as well. Then, of course, railroad congestion has added another difficulty that has been hard to overcome, while the natural curtailment of the sources of supply on account of the war has limited the possibilities of compensating for a poor crop in one section by a better one in another.

Generally speaking, there is little likelihood of any better prices than those mentioned on this page, though it is possible that there may be a slight weakening as the buying season draws to a close.

### CURRENT SEED PRICES.

|  |  |
|--|--|
| Red Clover—                            |  |
| No. 1, \$42-\$43 per cwt.              |  |
| No. 2, \$39-\$40 per cwt.              |  |
| Alsike—                                |  |
| No. 1, \$26.50-\$28 per cwt.           |  |
| No. 2, \$24.50-\$26 per cwt.           |  |
| No. 3, \$22 per cwt.                   |  |
| Timothy—                               |  |
| No. 1, \$12-\$13 per cwt.              |  |
| No. 2, \$10-\$12 per cwt.              |  |
| No. 3, \$9.50 per cwt.                 |  |
| Sweet Clover, \$29-\$30 per cwt.       |  |
| Alfalfa, 22-26 cents a pound.          |  |
| White Clover, 45-62 cents a pound.     |  |
| Turnip Seed, per pound, \$1.25-\$1.50. |  |
| Carrot Seed, per pound, \$1.00-\$2.00. |  |
| Beet Seed, per pound, 65c-70c.         |  |
| Mangle Seed, per pound, 65c-70c.       |  |
| Parsnip Seed, per pound, \$2.          |  |
| Onion Seed, per pound, \$4-\$4.50.     |  |
| White Beans, per bushel, \$10-\$12.    |  |

as the season advances some of the primary holders of red clover seed may become panicky and there may be a slight decline, but conditions are such that no very substantial decline is even within the realms of possibility. One well-informed seedsman states emphatically that he does not expect to see red clover go lower than from 38c to 40c a pound at any time this year, and it is possible that it may not touch those figures.

There is a very strong probability that these price conditions will prevent many farmers from sowing this seed. This possibility seems to be borne out by the fact that there has been a substantial increase in buying of other seed where prices are not ranging so high. Both alsike and timothy are available in good quantities at reasonable figures, No. 1 alsike selling from \$26.50 to \$28, and No. 1 timothy at \$12 to \$13. Also there has been a largely increased demand for alfalfa, which sells at 22c to 26c a pound. Sweet clover, too, is in unusually good demand at a price of from \$29 to \$30. It is expected that there will be an in-



# Change in Baking Powder Package

Serious Tin Shortage Makes Conservation Imperative—Food Control Dept. Queries Baking Powder Firms as to Possible Change—May Ban Small Sized Tins

**T**HE tinned plate situation has become a matter of such vital moment that every effort is being made to make the demands as light as possible. At present no one knows just what the actual Canadian needs, needs pared down to the narrowest limits, may be and consequently it is not known whether the supply of tinned plate that may be released by the United States for Canadian use will measure up to the actual requirements or not. P. B. Tustin of the Food Department, Ottawa, has been appointed by H. B. Thomson, Chairman of the Food Commission, to go into the matter of the necessary supplies of tinned plate, and the question of seeing that these supplies are obtained. Mr. Tustin has recently been at the convention of the American Canners at Boston, and probably within a short time he will be able to report on his findings in regard to this very critical situation.

One thing is certain, however, and that is that the canners of actual food will have the first call on the supplies available, and that other businesses will have to play second fiddle. Unquestionably, however, the canning concerns if this is the case will be under strict regulation, and there will be the maximum of conservation. It will be imperative to fill cans to their maximum capacity, which has unfortunately not always been done in the past.

## Possible Change in Baking Powder Containers

The seriousness of the tin plate situation has led the Food Department to contemplate some method of conserving tin, and as a result the following form letter has been sent to all baking powder manufacturers:

Re Baking Powder

Gentlemen:—

In view of the shortage of tin-plate it has been suggested to us that we order that baking powder be put up in cans no smaller than one pound after the present stock of small sizes is exhausted. What effect do you think this would have upon the trade?

Further, would you be so good as to tell us explicitly whether or not there is any necessity for the use of tin cans for baking powder. Baking soda is put up in paper boxes. Why cannot baking powder be put up in the same way? What would be the effect if we were to order that all baking powder should be sold in paper boxes after the present supply is exhausted?

Canadian Food Control,

R. J. McFall,

Chief of Information and Statistics  
Bureau

Almost without exception these manufacturers have opposed this suggestion urging that it would be disastrous to the trade. There might possibly be a suspicion that the baking powder manufacturers were prejudiced in their own interests, so with a desire of getting a still stronger case one manufacturer appealed to the Dominion Analyst, Dr. McGill, who reported regarding the matter in brief as follows:

It is of the utmost importance to keep baking powder dry, not only while it is on the shelves of the grocer but also during use in the household. For these reasons a container is necessary which is impervious to moisture, and for the second reason it is necessary that the container should be easily closed effectively after being opened. Either tin or glass containers fill these requirements, and I do not know of any other form of container suitable for the purpose.

It might be possible to use a paste-

board package provided that the paste-board has been treated with paraffin or a varnish impervious to moisture and at the same time harmless in contact with food. A can made of aluminum would be suitable, but I suppose would cost more than tin. Paraffin paper might be used successfully up to the time of delivery to the consumer, but once the package was opened it could not easily be closed again.

Cases made of wood similar to those employed as mailing tubes might answer the purpose, provided that they were coated with paraffin or with varnish. Everything considered, I think it likely that tin is the most practicable container for baking powder.

Yours truly,

(Signed) A. McGill,

Chief Analyst.

That letter would seem to be a thorough justification of the contention that the substitute container or even the half  
(Continued on page 44.)

## Drastic Decision in Extract Selling Case

Conviction Imposed at Owen Sound, Ont., Under the Ontario Temperance Act, Sets a Dangerous Precedent That Would Make Selling of Flavoring Extracts Impossible

**A** LEGAL decision with far reaching effects was given during the past week in Owen Sound, Ont. This decision if permitted to go unchallenged would set a disastrous precedent as far as the grocery trade is concerned.

Lloyd Bros. of Owen Sound, Ont., are the firm who have suffered by this very unprecedented ruling of the local magistrate.

It appears that a stranger came to the store and Mr. Lloyd waited upon him. He asked for a bottle of lemon extract. When the bottle was produced he enquired if it could be bought cheaper by the dozen, and Mr. Lloyd made a slight cut for that quantity. There was no suspicion in the mind of the seller that there was any intention of using the extract for other than its legitimate purpose and there was no evidence that there was any reason for such a suspicion.

It appears, however, that the purchaser went to a local hotel, and with the lemon extract as a basis concocted a beverage that was beyond the recognized alcoholic content allowed by the Ontario Temperance Act. When this matter was brought to the attention of the authorities the seller was summoned to court charged with a breach of the Act, and fined \$200.

That may have appeared to the presiding magistrate to be a perfectly just judgment, but if it is the grocers of the province of Ontario are certainly standing in slippery places.

CANADIAN GROCER maintains that the judgment was not justifiable. There is nothing in the act to forbid the sale of flavoring extracts, and there is no infringement of the act, where such products are properly used.

There is a measure to be presented at the coming session of the Ontario legislature governing the sale of extracts, to preclude any such use being made of them as that referred to above. Certainly the framers of this legislation are wasting their energies if the selling of extracts is already illegal under that act.

It is understood that the Retail Merchants' Association will take immediate and energetic action to have this decision quashed.

## A TRAVELLED EGG

Miss Irene Meddough, who is employed in the J. E. Richard Store, Dundalk, Ont., watching some eggs being crated last spring, as a joke wrote her name and address on an egg. The other day she received a letter dated Scotland, November 13th, announcing the safe arrival of the egg.



# Housecleaning Lines Reach Record

Ammonia Powders, Cleaning Powders and Soaps Reach High Figures — These Conditions the Result of Enormous Advances in Raw Product Markets — No Likelihood of Decline for Some Time to Come

**T**HE housekeeper has been aghast of late at the steadily mounting price of the usual household cleaners. From time immemorial they have been bidding for public favor at almost absurdly low prices. Those days are now over, and the merchant must be in a position to convince the customer of the right and justice of these increased prices. Moreover, it is a situation that has to be faced squarely, for these prices have come to stay for a considerable time at least.

## The Rise in Soap Prices

Soap is dependent on supplies of tallow, fats and greases, products that the war has made imperative necessities, while at the same time limiting the supply. Caustic soda, another important ingredient, is one of the scarcest of commodities. The demand has been enormous and the supply is limited, and stocks that prior to the war were selling at 5½c a pound have advanced to 10c and 12c. Chlorine gas, with its many war uses, is one of the things that is making the caustic scarce, because the manufacture of chlorine gas precludes the manufacture of caustic soda.

## Ammonia Becoming Scarcer Daily

But soap is not the only commodity that has been influenced by the ever-advancing costs of materials. Ammonia is another product that has advanced enormously in price. The varying forms of this product are being materially affected by present-day conditions. Among them the ammonia sulphate, which is one of the principal ingredients of all ammonia powders, has been extremely active. For instance, in August, 1914, sulphate of ammonia was quoted freely at \$2.60 a hundred. It is at present around \$7.50 a hundred. Even at this enormous advance it is not readily obtainable; supplies have been almost unobtainable at times, and there have been a series of embargoes imposed on the shipment of the product from the United States. Added to this the railway congestion has made the manufacturer's position anything but satisfactory. Many times during the past two years, stated one manufacturer, the situation had been such that they could have closed their doors and sold what raw materials they had on hand, and have made a substantial profit by thus doing nothing.

## Cleaning Powders the Worst Sufferers.

In the lines of cleaning powders, too, there is the same situation. The basis of these powders is soda ash. The average price of this product in August, 1914, was 5½c a hundred pounds. To-day it is quoted around \$9.75. Even the most casual thought will indicate what this

means to the price of these cleaning powders. In 1914 this raw material was an almost negligible item in the cost of manufacture of these products. Now it is the all-important item. And when there is added to this the increased costs of cartons, labels, tins, labor, and the other incidentals, it is readily seen why advances have been absolutely imperative in these lines.

## Only the American Market Available

In all these products the Canadian buyer has been practically restricted to the American market. England was one of the large producers of these chemicals prior to the war, and still is, but it is impossible to get supplies from that source. They, of course, rate as a low grade of freight, and as such steamship companies, with scant space available and an enormous demand for space, are unquestionably going to give the preference to first-class freight with its better prices. Therefore, this continent has been restricted to the American market that is not too well supplied, and the prices are the natural results of this condition.

## German Production the Stabilizing Influence Prior to the War

What are the prospects? The general opinion is that this is a more or less lasting condition, at least for some years to come. The influence that tended to hold these prices down prior to the war was the enormous German production of soda ash especially and of all the other commodities. This was a cheap labor product, and was flooded on the English market, driving down the prices there, and on the South American market. These conditions naturally had a sympathetic effect on the American market, with resulting low prices.

Those conditions are now changed. Germany is, of course, off the market. Even at the close of war there is little expectation that there will be more than a possible temporary weakness. Germany is not in a position to again deluge the world markets with these commodities, and will not be for years to come. There will be immense deficits to be made up in Germany itself and its neighbor countries; there will be

(Continued on page 33.)

## Vacuum Cleaner Draws Trade

J. F. Holloway, Lindsay, Ont., Has Novel Means of Attracting Business in Housecleaning Lines

**J.** F. HOLLOWAY, grocer, of Lindsay, Ont., employs a novel method of drawing trade in Spring housecleaning lines. In addition to dressing windows with seasonable goods and advertising all such lines as soaps, ammonia powders, washing compounds, metal polishes, stove polishes, stove enamels, brooms, brushes, shoe polishes, etc.; Mr. Holloway has successfully developed business in past seasons by renting an electric vacuum cleaner free for one day with each purchase of \$5 worth of housecleaning articles.

This plan, according to Mr. Holloway, does not force upon the purchaser a superfluous amount of goods, especially during present conditions with prevailing high prices of such articles. The plan, he says, rather concentrates widely-distributed purchases in small quantities into one large purchase of sufficient supplies to last through the housecleaning season. It furthermore facilitates, he states, the purchase and the sale from the standpoints of both customer and dealer respectively, and assures Mr. Holloway getting the whole season's business in such lines from his customers. He adds that it avoids the possibility of small individual purchases going to other stores at various times during the season.

Mr. Holloway finds that ordinarily the first purchases of \$5 worth of housecleaning goods are made about the middle of March in the Spring, and during September in the Fall. He states that the cleaner is out every day in the week during these seasons, and is oftentimes ordered weeks in advance. The offer is also extended to purchasers of \$5 worth of all supplies excluding sugar and flour. In this way the offer applies to all seasons, and Mr. Holloway states that his vacuum cleaner is out periodically throughout the year. The machine is delivered and called for by one of the wagons of the Holloway store.

The rental of such a cleaner costs \$1 per day in ordinary circumstances. The customer purchasing \$5 worth of supplies and thereby securing the free rental of the machine for a day is making 20 per cent on the money expended. The fact that \$1 can be saved on a \$5 purchase is advertised in the daily papers.

Mr. Holloway figures the initial cost of the cleaner at \$40. Depreciation at 20 per cent. is \$8 per year. Interest on money involved is approximately \$2 per year. He figures that the benefits accruing from the practice of renting the cleaner to draw business, and incidentally to advertise the store, costs the modest sum of \$10 per year.



# The Retailer's Right to a Fair Profit

The Fair Profit Question Considered by Many Merchants and From Many Angles—Is the Bridging of Profits Legitimate?—Some Interesting Contentions

**I**N the Jan. 25 issue of CANADIAN GROCER under the caption, "The Question of a Fair Profit," there was instanced the case of a Windsor, Ontario, merchant, who was challenged by the Food Controller for selling margarine at 40 cents a pound. In reply this merchant stated that his cost of doing business was 18 per cent., and that this price showed him a gross profit of 18½ per cent. only. He also instanced many lines of goods where it was impossible for him to make anything like his cost charges. These two letters seemed to be of such moment, that we sent out an enquiry to a number of merchants as to their opinions on the justice of this merchant's contentions.

Among the questions asked were these: "Do you think Mr. Nairn's answer to the Food Controller was a sufficient justification?"

"Do you believe that, even in times such as these you have a right to charge such figures for your goods as will assure a fair profit?"

"Do you believe that it is right to make some goods pay an extra profit in order that the small profit on sugar, butter, eggs, etc., might be made up?"

"If you do not think this is right, how would you get over the difficulty?"

The replies to these various questions, as received from merchants in different parts of the country, are as follows:

**A. M. Gates, Kemptville, N. S.,** states his emphatic belief in the right of the merchant to make a fair profit over and above his costs of doing business.

"Unless," he continues, "grocers as well as all others are allowed to make a living profit, they must go out of business. In some cases this would be a calamity, in others a blessing."

**Farmers' Co-operative Stores, Limited, Pugwash, N.S.,** content themselves with merely giving an affirmative answer to the questions.

**C. R. Banks, Torbrook Mines, N.S.,** admits that while it may not be strictly right for some articles to be taxed to make up a loss on others, that under present conditions it seems necessary. These conditions, he believes, might be changed by better organization in the grocery trade.

**W. V. Spurr, Torbrook Mines, N.S.,** is of opinion that a man is justified in getting a fair profit on the business done irrespective of on what lines it is obtained.

**Cockell Bros., Whitney Pier, N.S.,** write:

"We certainly do think that, even in times like the present, we have a perfect right to charge a fair profit on the lines of goods we sell to the public."

"We think it would be better if an equitable margin of profit on all lines of goods could be agreed upon by re-

## A MANUFACTURERS' AGENT'S OPINION

In regard to the question of a fair profit, J. Hunter White, a manufacturer's agent, St. John, N.B., writes in a very convincing manner. "I believe," he says, "that it would be better if every line in one's business should pay its fair proportion of expense. Unless the government is prepared to take over distribution it must allow the distributor a living profit, and in connection with a living profit some allowance must be made for bad debts, wastage, and deterioration in stocks, and the fact that at times, owing to the market, goods must be sold at a loss; as the government would not reimburse the dealer, he must see to it that this is included in his profit.

"I believe some restriction should be placed on the manufacturer and the farmer as well as on the retail grocer and middle man. I understand that the government in setting a price on coal, for instance, has aggravated the situation in the States by cutting out small producers, and that many dealers will not handle coal on the profit suggested. Everyone in business must make a profit, and great care should be taken if there is to be any interference on the part of the government. I believe they should have some oversight so as to prevent an evident hardship. I think the government's action comes in chiefly in the matter of taxing excess profits. Conditions are only made worse if a fair return is not allowed on capital, labor and brains."

tailers instead of starving certain lines and trying to make it up on others.

"As far as we have been able to see, our large manufacturing concerns have all been enabled to earn not only a fair profit in these strenuous times, but, in some cases, an abnormal profit. On the other hand there are very few retailers of groceries growing rich out of war conditions, and I see no reason why they should be singled out for the Food Controller's displeasure."

**McMurray and Hall, Lennoxville, Que.,** believe that a reasonable profit is justifiable, and that it is quite right and proper to figure an extra profit on certain lines to cover a loss on others. They state that they are accustomed to figure this extra profit on general lines as well as on groceries.

**M. Hastey, Kazubazua, Que.,** believes that a merchant is entitled to a reasonable profit on goods at any time, and certainly more than ever so on perishable goods. He does not, however, believe in the justice of bridging the profits by making one article pay tax for another. For instance, he contends that the refiners should set a price on sugar, and that it should be retailed everywhere at a standard price on which a profit should be assured.

**A. W. Mullan, Hudson Heights, Que.,** states that as the retailer, like everyone else, is a consumer and is faced with the high cost of living, there is no reason why he should not be permitted to make a fair profit on his goods. In the matter of compensating for losses on one line of goods with increased profits on another, he stated that he did not consider it a fair practice, but that there appeared no way out at the present.

**Geo. Brouillet, Montreal, Que.—**"We have a right, and have to take even a

higher margin than formerly on our goods, because of the fact that these goods entail an investment double that of pre-war years.

"I consider," he continues, "that the retail merchant is not the man to blame for the present state of the price of food. Wholesalers and manufacturers are really the parties who are responsible. Today there is hardly a chance for the small retailer to make a living."

**M. E. Thomas, Foster, Que.,** believes that the retailer has a right to a fair profit, but he is just as sure that the retailer in these times is unable to get it. The question of a right to make a profit on one line cover a loss on another depends, he thinks, upon what proportion these articles bear to the total sales.

"Every merchant," he contends, "must consider that deadly law of average, average sales, average cost, to do business. If some goods are sold below average cost to sell he must regain on some other article or ultimately go out of business. Fixed prices in purchasing and selling, to my mind, place a premium on lack of brains and business capacity, placing every firm in business in the position of a clerk or 'hired man' for the manufacturer or wholesaler."

**Robert R. Magoon, Vale Perkins, Que.,** has only one fault to find with Mr Nairn's letter to the Food Controller. That is, that the letter was too mild. He can see no reason why the retailer should not demand a fair profit.

**John Hill, Peterborough, Ont.,** is convinced of the justice of getting a good living profit. He protests that the merchant does not profiteer, and notes his own case:

"I know as far as food is concerned," he states. "I handle a lot of potatoes (Continued on page 27.)"



# Pros and Cons of Premium Question

Many Merchants Discuss the Question and Voice a Majority Opinion Against the Practice—A Minority Voice Upholds the Case for the Premium—A Western Manufacturer Makes a Telling Case for the Practice

**T**HERE is a good deal of diversity of opinion on the question of value of the premium method of selling. CANADIAN GROCER was anxious to get an idea of how the merchants were feeling toward the recent order forbidding the use of premiums in packages of cereals, and as to whether the discontinuance had resulted in any falling off in business to those firms who had adopted that system. The numerous replies received make it fairly evident that the merchants as a general thing have not been wedded to the premium idea, and are quite content to see it discontinued. The result of this investigation is reported herewith.

**T. F. Fortune and Sons, Sydney, N.S.**—“We think that the doing away with the premiums in packages is a good move, and do not believe that it will affect the sale of goods formerly associated with premiums nor do we believe that the system of giving premiums has ever been effective. People are now buying goods on their merits.”

**J. Dewar and Son, St. George, N. B.**—“I believe that premiums interest many people and that the curtailment will affect business to a certain extent, and the sale without premiums will be less to the common people, for they are the ones that are attracted by premium offers. Those who can least afford it are the ones who buy the packages for the sake of premiums.”

**James F. McGuire, Lower Southampton, N.B.**—“We believe that premiums have helped to sell goods, but we think that the prohibition of such devices is a good move, and one that will not seriously affect lines that have been associated with the premium line in the past. When premiums are removed the goods will sell on their merits alone.”

**C. M. Pye, Hopewell Cape, N.B.**—“I do not think that the premium idea has been a business getter to any appreciable extent, and therefore I feel that the prohibition is a wise move. I don't think that the former premium lines will be affected. My customers scarcely ever mention the premium, and the large majority of them do not keep them.”

**Charles Asoyuf, Eel River Bridge, N.B.**—“I think this change is a wise move, and do not expect that it will have any effect on sales. In country places where people need goods they do not look for premiums.”

**D. B. Ritchie, St. Chrysostome, Que.**—“I think the elimination of premiums in packages of cereals is a wise move. I do not think that the doing away with premiums will influence the sale of the goods formerly associated with the premium idea, when no premiums are given at all. Customers knowing no premiums are given with any will likely continue

buying the same brand provided the quality of goods has not deteriorated.”

**L. Raymond, Hull, Que.**, favors the elimination of premiums in cereal packages, and expresses the opinion that it will have no effect on the sale of these lines that have been accustomed to give premiums.

**W. Paul & Co., Duncan Station, Que.**—“In our estimation this move is wise because people will use more of the bulk goods (especially rolled oats), and the latter (bulk goods) can be sold at a cheaper figure. The consumer will benefit thereby and the dealer's profit will be about the same.

“Doing away with premiums may cause a decrease in the sale of these premium lines, but we think this decrease was bound to come anyway as the people had come to the conclusion that they had to pay for those premiums and that they were not thrown into the bargain

“There is no doubt but that this offer of premiums has been a great factor in increasing the sale and particularly when this system was inaugurated.

“We believe that in most cases goods should be sold on their own merits and while we are on this subject we may say that we used to give premiums or

## A MANUFACTURER CHAMPIONS PREMIUMS

W. A. Jameson, manager of the W. A. Jameson Coffee Company of Victoria, B.C., makes a strong and consistent case for the premium in the letter to CANADIAN GROCER which follows:

Editor CANADIAN GROCER,

“Dear Sir,—We are coffee roasters, baking powder and extract manufacturers and packers of package tea. We use all forms of advertising and say unhesitatingly that we find the coupon system the best for our line of products. In fact you will find, upon careful inquiry, that almost every manufacturer putting out the same line of products is using, most successfully, the coupon-premium idea in some form or other; whether to merchant, clerk or consumer.

We claim, most emphatically, that it IS advertising; for instance, most manufacturers at the beginning of their fiscal year decide to expend a certain sum on advertising and if they set aside a part of this to be used in premiums or rewards it is still charged to the advertising account and justly so. Mr. John C. Kirkwood itemizes it so in paragraph 9, page 22 of the 14th December, 1917, issue of the CANADIAN GROCER.

And do not all moneys spent on advertising, of whatever nature, add to the cost of the goods? Take \$1,000 out of the cash till to be spent on advertising; the entries are as follows: Credit cash and charge advertising. But what allocation is made of the advertising account? Advertising is as necessary an expense or factor to be counted upon in the selling of goods as is labor in the production of them.

Premium or recompense advertising is good advertising. All the rules that apply to the so-called legitimate advertising apply to premium advertising. The quality of the goods advertised must back up the advertising or all is wasted. The quality of the premium used must be of the best and they must be useful. “You can fool all of the people some of the time, but not all the people all the time.” The coupon reaches the small purchaser as well as the large. The keying of advertising through the premium method is by far the surest and easiest. It gives you an excellent mailing list. It enables the manufacturer to show that he values the good-will and continued patronage of the people who use his goods.

Premium advertising reaches many people that other forms do not. Take for instance our great foreign population in the Northwest; of what use would a full-page advertisement, of the best space in *MacLean's* be to these people, although sent broadcast among them. But put a silver spoon into the package and they get you and you get repeats.

Some forms of advertising are good in one locality, some in another; the premium form in all.

Premium advertising is co-operative advertising. Premium or recompense advertising is the only form of advertising out of which the consumer, directly, gets anything or shares in the profits. “It is not something for nothing but something in the place of nothing.”

Recompense is a form of advertising that will, in many cases, bring results by itself, but if used in conjunction with newspapers, magazines, posters, demonstrating or other forms of publicity, will accomplish its end quicker than if unaided.”



coupons ourselves for a long time; we gave it up and we are mighty glad of it too."

**Hart and Ellis, Meaford, Ont.**—"In some instances the premium goods might suffer by the discontinuance, but the quality of some goods is such that the sales might suffer were it not for the premiums. In our opinion it is much better for goods to sell on their own merits."

**R. S. Godfrey, Meaford, Ont.**—"I have not much faith in premiums. I sell more bulk goods, and believe that quality is the greatest argument."

**Roche and Co., Sturgeon Falls, Ont.**—"Premiums are only satisfactory in my opinion when given by the retailer. I do not think the premium enclosed in the package is of any value. Most people throw it away."

**G. B. Barnes, Collingwood, Ont.**—"There are many people who buy premium goods, and never use the premiums, therefore they do not get value for their money. Premiums seem to me to be a bait to catch people. I would rather win them."

**W. M. Webster, Uxbridge, Ont.**—"I do not think there will be any prejudice against premium lines provided that they put in food in lieu of the value of premium or coupon kept out. This is an age of specialists. Let the food specialist specialize on his line, and the china, silverware, etc., men stick to their 'lasts.'"

**International Co-operative Company, Steelton, Ont.**—"We are in favor of the prohibition against premiums in cereal packages because the purchaser pays for the article more than it is worth."

**J. E. Wilson, Steelton, Ont.**—"The premium system is no good."

**Young and Brown, Ridgeway, Ont.**—"Premiums certainly have a selling force, for some people will buy goods 'just as good' for the premiums. It is my opinion, however, that all goods should sell on their merits."

**T. J. R. Jackson, Bethany, Ont.**—"In my opinion it would be better to give better weight and leave the premiums out of the packages."

**F. Millman, Woodstock, Ont.**—"All premiums and trading stamps are a detriment to the public as the public do not get the goods they are paying for, but some paltry article which they could do without. It would be better for everybody if all goods were sold on their merits."

**E. B. Reist, Preston, Ont.**—"I have always been opposed to premiums. The customers that get one or two premiums are apt to keep buying that article for some time, no matter what the price. Some people do not seem to know that they are paying for the premiums."

**Stanley Fetterly, Hallville, Ont.**—"I have never sold the package cereals that adopted premiums."

**T. A. Haddy, Bowmanville, Ont.**—"At the outset there might be a falling off in goods that formerly adopted premiums because people object to being forced to discontinue what they have

been used to buying, but in the end their common sense will lead them to see their advantage in so doing. I think it is a wise measure."

**Dan Reed, Mount Hope, Ont.**—"Some people buy for premiums, but some want food and won't pay for cheap crockery. Good reliable commodities do not need that kind of advertising."

**W. R. Trenaman, Embro, Ont.**—"There are always some people looking for something for nothing. I think, however, that they have to pay for their premiums, and I think that the practice should be discontinued."

**J. S. M. Munroe, Monkland Station, Ont.**—"I don't think that premiums offer an inducement to many people. Now is the time I think to confine ourselves to real values, and for that reason I think that the elimination of premiums is a wise move."

**W. H. Fricker, Millgrove, Ont.**—"In my opinion premiums do increase sales and therefore I do not think that premiums should be offered with goods that the Food Controller wish to conserve."

**Walter Evans, Port Dover, Ont.**—"In my opinion premiums are no good. The quality should be there without premiums."

**Crawford's Grocery, Kingston, Ont.**—"I do not think that the discontinuance of premiums will have any effect on sales because the demand for a favorite brand has been created through the premium, and it would be hard to change the customer to another brand. I think the system does increase the demand for certain lines, but I think that it could be eliminated without any great loss."

**W. J. Mellen, Brantford, Ont.**—"My opinion is that better food value can be given by dispensing with premiums. Anything in the way of a premium has to be paid for anyway, and many people are getting things that they do not want."

**E. Tuffy, Cobden, Ont.**—"I think it is better for the customer to get the value in the article he requires than in some article he could do without, and would not think of buying."

**G. H. Richardson, Hamilton, Ont.**—"I have not experienced a large demand for premium goods, and I believe that they should all be sold on their merit. It is better to make quality count."

**F. Walker, Norwich, Ont.**—"When we want a thing we buy it. We do not like to have to take something else also that we do not want. We think this the commonsense idea re premiums."

**W. Dunn, Islington, Ont.**—"We believe the elimination of premiums in cereal packages is a good thing, for all sane thinking people know that they pay a high price for all so-called premiums."

**G. Pringle and Son, Westwood, Ont.**—"We have never found the premium to be a business getter and are satisfied to see it go."

**Grille Company, New Liskeard, Ont.**—"We think it is a wise thing to discontinue premiums, for then it will be possible to give larger quantity, and quantity and quality are what the people are looking for."

**Charles Reekin, Cobalt, Ont.**—"Lines

of cereals to-day are pretty much sold on their quality, which is as it should be in these trying times."

**J. D. Taylor, Sudbury, Ont.**—"The premium is a vicious system. If premiums are discontinued goods will be absolutely on their merits, and all the value should be in the package."

**Henry Kayala, Fort William, Ont.**—"The purchaser knows, or should know, that they have to pay for the value of the premiums, oftentimes more than the value."

#### Some Western Opinions

**M. O. Nobles, Regina, Sask.**—"A very small percentage of consumers have ever taken any interest in the idea. The doing away with premiums will possibly reduce the price in time through reduction of costs."

**Magrath Trading Company, Magrath, Alta.**—"People should buy the goods for the goods, not for the premiums. However, first class goods often have been sold by the premium method."

#### Some Words in Defence of the Premium System

**John C. Donigan, Magog, Que.**—"I believe that the premium has been effective in increasing sales. Our experience has been that in the lines adopting premiums there has been a practically similar quality, and the best premium has been the deciding factor. However, if the food content could be increased thereby I would be in favor of cutting out the premiums."

**H. H. Guay Ltd., Victoriaville, Que.**—"We believe that the premium system has some merits; plenty of people buy cereals for the premiums, and they are most certainly an element in making sales."

**Alf. Anticknap, MacLennan, Ont.**—"Our experience has been that premium goods sell quicker, and we believe that the stopping of this system will have its effect on the sale of these goods. It is easier to sell bulk goods against the package not featuring premiums than against the premium package."

**C. A. Eelsey, Campbellville, Ont.**—"I think that the premium is a help in making sales. Moreover the people get good value in these premiums as they are bought in such large quantities that it is possible to give good value."

**George McNeil, Haileybury, Ont.**—"I do not think that the curtailment of premiums is a good idea. Customers will often ask, 'Is there any premium in that package?' I think that the premium is a most effective selling method and that sales in some lines will fall off when it is discontinued."

**J. E. Vancise, Collingwood, Ont.**—"In my opinion premiums do increase sales, and the discontinuance will be detrimental because customers have become accustomed to them."

**R. Robertson, Shanty Bay, Ont.**—"I think that the premium certainly is a selling force, and very often if a customer wants spoons or dishes they will buy a line of goods that they know is offering such a premium, but I think that the goods themselves should be as good an advertisement as any premium."



**THE RETAILER'S RIGHT TO A FAIR PROFIT**

(Continued from page 24.)

by the car, and as yet I never held stock for bigger profits as I always try and sell at the prevailing market price, and have not refused to sell any customer when I had them. The same applies to butter and eggs as I handle a big lot of these. I put in storage when plentiful, and when I get short of fresh goods I draw from storage, therefore I don't think that I am profiteering as some say we do."

A. M. Smith and Son, Woodstock, Ont., states that undoubtedly a retailer is entitled to charge such figures for his goods as will assure a fair profit. He sees no wrongdoing either in making one line of goods pay for the failure of others make a living profit.

Ed. A. Kellaway, Belleville, Ont., states emphatically that a reasonable profit is justified. "We have to live as well as our customers," he states, "they get more wages than formerly, but our profits are smaller than ever."

Hooley and Son, Coburg, Ont., deal very interestingly with the subject:

"We think that it is an axiom that a man should be entitled to a fair profit in whatever business he is in. In fact we do not think that any one will question it. It is a fact that the grocer to-day is handling a very large proportion of his goods at less than the cost of distribution. Our gross profit to-day is on sugar, 13 per cent.; flour, 11 per cent.; bacon, 12½ per cent.; butter, 10 per cent.; eggs, 8 1-3 per cent.; margarine, 13 per cent.; lard, 16½ per cent.; whilst our overhead is 20 per cent.

"So that in order to come out successfully one must make up the deficiency on other goods handled and that is getting more and more difficult. It is all very well to put an extra load on the other horse, but the other horse it must be remembered has its limit. We do not know to-day of any grocers who are charging more than a fair profit, and if there ever were any they are now like the great auk and the dodo.

"We remember some years ago one of our customers came in with a friend. He was very fond of a joke. He priced a number of articles and said: 'Your goods are all right, but you charge too much.' and turning to his friend (who was the president of the cotton exchange in their city), he said, 'is that not so?' 'No, Colonel, said his friend, it is not and I may say that I never knew a grocer who charged enough, and I know whereof I speak, as I was at one time in the grocery business myself.'"

H. Parker, Oak River, Man., believes that the retailer is quite entitled to a fair profit. He sees no reason why one line of goods should not make up a deficit in another, though he believes that it would be better to make them all pay their fair share.

Wheatlands Mercantile Company, Mortlach, Sask., suggest some drastic legislation to overcome the difficulty:

"We think the whole system is wrong. Manufacturers should be licensed, and the number in each line limited so that

their mills would run to full and economical capacity. The makers' price of all lines should be set to the distributor (i.e., retailer), and the retailer (distributor), licensed and the number in each district limited and the price to the consumer set. Then every line would reach the consumer at the lowest possible price and a great deal of labor be released for other productive work."

A. Longhurst, Mountain Park, Alta., believes in the merchants' right to a reasonable profit. He has his solution of the difficulties, too, that are incident upon food control legislation.

"Appoint such men," he says, "as F. M. Black, already a member of the Commission Board, and W. Pitfield, of Edmonton, who are in daily contact with such difficulties."

**FOOD REGULATIONS MAY COME ANY DAY**

The proposed order-in-council making the licensing of all manufacturers and wholesalers compulsory, which has been under consideration for some time, is likely to be promulgated at any time now. The matter has been under constant consideration for some time past, and by degrees the difficulties have been overcome.

P. B. Tustin, whom it was supposed would be in charge of the administration of this measure once it was passed, has been delegated to the important task of looking after the procuring and distribution of the supplies of tinned plate for Canada. This will prevent his taking as active a part in this matter as was at first expected. It is understood that H. Amphlett, of the Food Control Depart-

ment, will be entrusted with the duties of administering this order.

**SERIOUS LOSS OF NEWFOUNDLAND FISH**

Heavy losses are reported to be piling up for the owners of fifteen Newfoundland sailing vessels and cargoes which have been detained for some time at Gibraltar. These vessels, carrying about one-tenth of the colony's annual catch of cod-fish, valued at more than \$2,000,000, and consigned to Italian and Greek ports, left Newfoundland at different times from two to three months ago. The ships have been stopped at Gibraltar, according to the policy of the British Admiralty in discouraging the sending of sailing craft into the Mediterranean. Enormous insurance rates for such vessels, due to the submarine menace, have also proved a bar. The fish is said to be spoiling in the holds of the vessels.

**TIME EXTENDED FOR DISPOSAL OF FLOUR**

Word has been received in London, Ont., that the Food Controller has extended the regulation with regard to bakers and war flour to March 15. The original date was March 1. Bakers and dealers now have until March 15 in which to dispose of their stocks of high patent or white flour. After that date all such flour, save, of course, in small lots, will be taken possession of by Government agents at a fair price and sent overseas to be mixed with the coarser grades for consumption. By small lots is meant in the neighborhood of five bags.

**A Circular to Probable Customers**

**A Merchant Propounds the Question as to How He May Best Notify the Trade of an Intention to Enlarge His Business—  
J. C. Kirkwood Suggests Form of an Announcement**

**D**URING the past week CANADIAN GROCER received an enquiry from a Manitoba merchant who has been dealing in teas and coffees only for a number of years, and who desires to branch out into a full grocery line, operated on a cash and carry basis. He is anxious to circularise the vicinity, and appeals to CANADIAN GROCER to outline a circular for him. The matter was submitted to J. C. Kirkwood, an advertising expert associated with the MacLean Publishing Company, who is familiar to CANADIAN GROCER readers through many illuminating and instructive articles that have appeared in these pages. We reproduce herewith the copy submitted by Mr. Kirkwood which may be of interest also to other dealers, who may find in it some suggestions that will be of use to them:

**I Mean to Add Groceries**

My friends—that is, my customers—have suggested to me many, many times that they would like me to extend my service; in other words to sell groceries.

I have resisted the idea of adding other lines to tea and coffee, but the time has come when I feel that I may add general groceries with advantage to my customers and myself.

In selling groceries, I shall make it my chief aim to give service, believing that this is what my customers have mainly desired. And service consists in part in providing you with goods of dependable character and quality at fair prices. I shall not pose as a price-cutter or a bargain-giver. I am taking up groceries from other and better motives. I am adopting a strictly cash system, believing that only so can I best serve my customers and myself. Some of the lines to which I call special attention are:

I solicit the public's custom, on the basis of service and of value given, and I trust to widen and deepen the favor that you have shown me in the past days.

A. Blank  
Teas, Coffees, and General Groceries  
100 Main Street



# Lauds "Cash and Carry" System

H. C. Marlatt, Simcoe, Ont., is Enthusiastic Over New Plan of Merchandising — In Grocery Business for Many Years—Trebles Annual Stock Turnover Under New Plan—Prices Reduced All Through

**H**C. MARLATT, grocer of Simcoe, Ont., is an enthusiastic exponent of the advantages of the "cash and carry" system of selling merchandise in the modern grocery store.

Mr. Marlatt has been engaged in the grocery business in Simcoe for some years, but it was not until December 11 last, that he decided to try his hand at the cash and carry system of doing business. A little over one month has passed, and the verdict of Mr. Marlatt and his wife, who assists him in the business, is that it has been a huge success.

"I would want one hundred cents on the dollar and \$1,000 of a bonus to get out," said Mr. Marlatt recently to CANADIAN GROCER. Mr. Marlatt says he has had the "bug" to go to Vancouver for a number of years. He framed this opinion when he was doing business under the old system. Now he would not give five cents for a railroad ticket to the Pacific coast city.

## Treble Stock Turnover

Under the old business methods of credit and deliveries Mr. Marlatt states that he turned his stock twelve times. From present indications he expects to treble this turnover under the cash and carry system. Mr. Marlatt states that it was necessary for him to increase his stock from \$2,000 to \$3,000 in order to prevent running out of certain lines under the new system.

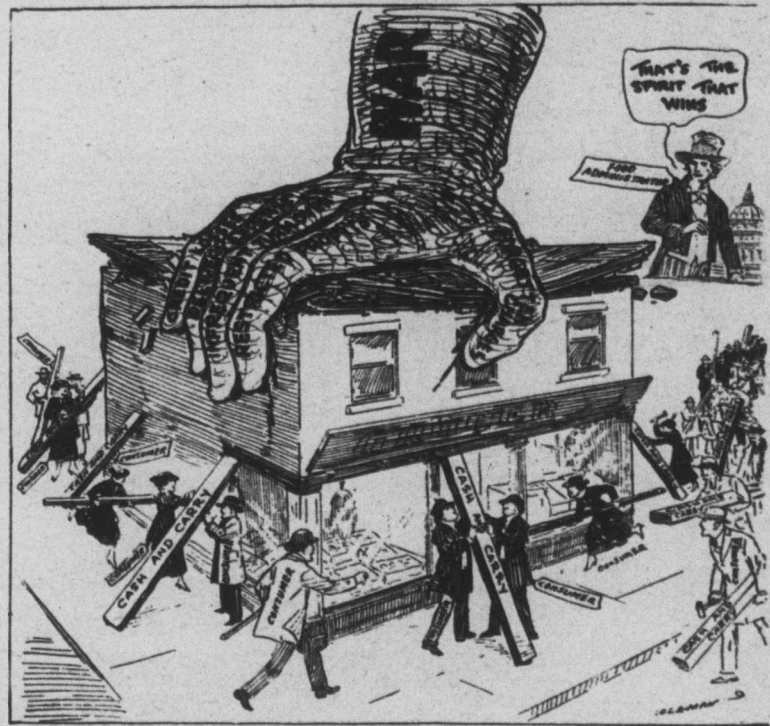
The inspiration to conduct a cash and carry business came to Mr. Marlatt as the result of a patriotic movement adopted in the town. He saw the advantage to be gained by eliminating credit and deliveries. He saw that needless expense could be saved to townspeople. He took a chance on their falling into line with the spirit of the movement, and the results have justified his most sanguine expectations.

## Lost Eight—Gained Hundred Customers

Mr. Marlatt counted on losing about sixty customers when he made the change. Instead he finds that he has lost only eight and has gained about one hundred new customers. The majority of the new customers are farmers from the surrounding communities. This class as a rule carry home their own merchandise in any case, and therefore could be expected to be the first to take advantage of better prices.

Though he has been able to materially reduce his retail prices owing to a substantial cut in the cost of doing business, Mr. Marlatt states that he has never sold any goods without a profit. At no time has he cut prices to cost in order to attract trade. Mr. Marlatt states that

## STRENGTHENING HIS FOUNDATION



—Interstate Grocer, St. Louis.  
One view of the Cash and Carry Movement.

the reduction of expenses has been substantial enough to warrant a cut in retail prices which attracts trade and leaves him a good profit.

No advertising was done by Mr. Marlatt in connection with the change of his method of doing business.

## Women's Tongues Best Advertising Medium

"A woman's tongue is the best advertising medium we could have," remarked Mr. Marlatt in this connection. He states that it does not take long for the information to spread over town when any merchant finds he is able to give better prices than his competitors. Mr. Marlatt says that new customers appeared in the store almost simultaneously with the change in his business.

Mr. Marlatt and his wife conduct the business conjointly, and when the new system was first adopted the step aroused considerable discussion in the town.

"Cash and Carry for Florence and Harry" was a popular term applied to the store in the early stages. Obviously Mrs. Marlatt's christian name fitted in admirably. The term represents effectively the exact situation, for Mrs. Marlatt is as industrious as her husband in the administration of the business.

## Price Stickers Eliminate Needless Interruption

Price stickers are lavishly used throughout the Marlatt store. In most cases the stickers are attached to one article in a display. The shelves are arranged so that a section is devoted to each class of article. In some cases the price stickers are attached to the shelf under a display of a particular line. The principle is that a customer can tell the price of any article on the shelves without asking. Mr. Marlatt is of the opinion that this plan makes for increased efficiency by eliminating much needless interruption from customers. It saves time for both dealer and customer, according to Mr. Marlatt.

## Potatoes and Flour Carried Without Complaint

Some difficulty was expected at first in regard to certain classes of merchandise. It was thought that some objection might be made to carrying home certain weighty and bulky articles. Mr. Marlatt says that from the first no such trouble has been experienced.

"Everybody up to the judge's wife carries all their parcels, even including potatoes and flour," says Mr. Marlatt, "and they are glad to get them at the prices."

(Continued on page 44.)



# Retailer's Side of the Food Question

The Grocer Protests That He Should Not be the Butt of all the High Cost of Living Criticism—The Consumer is Very Often to Blame—A Retail Grocer Makes a Forceful Case for the Trade

By Arthur G. Johnson, Ottawa, Ont.

A GREAT deal has been written lately in the newspapers about the grocer and his enormous profits; selling articles which have been misleading as to the quantity and quality of the different articles of foods which he daily hands over his counter to the buying public, so much so that in many cases he has been called an extortionist—imagine the essential retailer being termed that. I say essential because he is the go-between from the producer to the consumer, and as long as there is a world there have to be retailers.

The grocer buys only such articles as he expects to sell; in other words, foods that are asked for. Should one housewife demand a certain brand of goods, and quite willing to pay more for that article than the same goods in the unprepared form—why blame the grocer? If it costs her the difference in her gas bill then where is the saving?

The other day in the *Journal* newspaper, Ottawa, there appeared in big head lines, "More Profit for the Grocer." The article was very misleading, because it lacked the facts. It read that the grocer is charging 96 cents for a twelve pound bag of flour—that is not correct. It should have read 90 cents, but if the milling companies discontinue putting up their flour in twelve pound cotton sacks (and they are talking of it) and the grocer has to bag the same grade of flour in cotton bags, as at present, then the cost would be at least 96 cents. Paper bags, of course, would be cheaper.

## Do Not Name Goods

Hon. W. J. Hanna, former food controller, asks housekeepers not to purchase from stores where displays are made of perishable goods. Now, what he meant by this, I am quite sure, was to ask the buyers not to maul over perishable goods. I use that word maul, because it is the only word which conveys my meaning. Imagine, if you can, a lady selecting a head of lettuce. She sees a box full, mauls over a dozen or two of the tender bunches (which cost the dealer 4 cents and he sells for 5 cents a head) in order to get the biggest bunch. At last, oh joy! she selects one with pride, a big one, too, says, "I'll take that one," but oh! what a wreck she has made of the box full—that is where the waste comes in. Again in strawberry or peach time, she must paw them over (paw is a good word) to see if they are all good at the bottom, then changes her mind—she won't buy any to-day. Now these luscious, delicate fruits will spoil in six hours if not preserved at once. Who loses?

## Glass Fronts for Butcher

What is more disgusting to the sani-

tary butcher who does his best to keep things spick and span than to have a lady poke her finger into a juicy joint of beef to see if it is tender? They do it every day. No wonder the modern butcher to-day is installing glass fronts on his counters, which look much better than to have signs "hands off." Then again, why will people bring their dogs to the grocery or the butcher shop. The retailer makes displays to sell goods, not for dogs to destroy. One can't blame the dogs; no—and it's not every dog who is well behaved.

Now a word about what the retailer has to contend with in the delivery of his goods. The delivery system of the retailers to-day has come to be so expensive that it is generally recognized to be a chief reason why many merchants are never able to make their businesses pay. The retailers in many cities and towns have agreed to deliver only once each day to any customer. If a customer asks for a special delivery he pays for it, or else goes for his goods and carries them home. It is so common for a lady to telephone orders in the morning for lunch, then in the afternoon for tea, and perhaps at five-thirty or six she has forgotten something—could the grocer send it to her at once, she was having company for tea.

## He Tries to Please

The retailer gets so many requests over the telephone, "could you send an order right away?" To accommodate this lady, he has to drop anything he is doing, no matter how important, get the order ready, have a delivery at the door and race off to the address, though perhaps his regular delivery is going past that person's house in a half hour or so. He endeavors to please her, no matter what it costs in inconvenience and extra help. Does he get any thanks? None. The customer thinks it part of his business.

This habit grows on one, and perhaps the same lady does the same thing next day; if not there are other thoughtless persons who do, and yet one wonders at the increased cost of living. But apart from that, did you ever stop to think how accommodating a grocer really is? You want a loaf of bread, a bottle of milk (the milkman missed you) and, yes, a paper, too. On this sale of twenty-four cents, the goods have cost the grocer twenty-three cents. His delivery, keeping track of the transaction and time, would amount to about eight cents, at least. If it is near six p.m. and the driver is in a hurry (as he always is about that time), and he comes back without an empty bottle, five cents more is added to the eight cents, making

a total loss of about thirteen cents to the grocer on that particular sale, as he has to pay for all empty cream and milk bottles not returned.

## Pay Up Your Bills

Then again, the retailer has to contend with some of his customers who get their goods wholesale—perhaps they have "friends" in the wholesale business and perhaps they have not—but the fact remains that many of our supposed wholesalers are selling to private people on the side, and when confronted with the charge say they were not aware of the fact. And, lastly, only the retailer knows the heavy burden he is carrying in accounts—so much so, that if he can keep his head above water, that's all he can manage. Yet the average public think the grocer never is in any need for his money. They leave balances on his books for years, and he is invariably the last man to be paid from the pay envelope. If extra coal has to be purchased, boots for the children, rent, life insurance, and a hundred other things to be bought with the money which should pay the grocer's bill, this money goes for these objects, and he has to wait, that's all; but unfortunately these excuses will not be considered at the banks and wholesale houses.

## Wake Up Women!

The time has come for women to wake up and be reasonable, put the blame for the high cost of living where it belongs, on the waste of food in the past, and on the fact that so many luxuries have seemingly become necessities. As the boys in the trenches have learned how much they can do without, surely we can show our colors and do likewise.

It is a time when each and all have their part to play in doing their utmost to grasp their individual responsibility in food conservation, thus diminishing the unnecessary increase in the cost of living. Let our problems be, not "How to keep up with the Joneses," but how to conserve food, reduce unnecessary expenditure and make "the Joneses keep down with us."

## TORONTO WHOLESALE GROCERS APPOINT PERMANENT SECRETARY

Toronto wholesale grocers have formed an active association, and at a meeting held last week they appointed as permanent secretary A. C. Pike, who has been with the Wholesalers' Association in the Maritime Provinces for some years past. Mr. Pike will have his headquarters in the Board of Trade Building, Yonge and Front Streets, and will devote his time to looking after the interests of the Toronto wholesale grocers' trade.



# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

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

## THE MACLEAN PUBLISHING COMPANY, Limited

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' 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.

### OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Phone Main 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Phone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY

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

Vol. XXXII. TORONTO, MARCH 1, 1918 No. 9

### EDITORIAL BRIEFS

THE United States Government has taken over the control of all fertilizer products. They are looking ahead and are providing the insurance for the great crops of the next few years that must be obtained if the world is to be fed.

\* \* \*

"WHAT a panic there would be," says the Dodsland *Prairie Times*, Dodsland, Alta., "if there was no retail store at which the farmer could place his rush order,—yes, or if he had to send his horse to the mail order house to be shod." There is the gist of the anti-mail order argument.

\* \* \*

BRITAIN is cutting down her imports of munitions and raw materials to find space for food. That surely is an indication of how urgently food is needed, and should be an added incentive to everyone to save the foods that are exportable.

\* \* \*

MAJOR J. I. HARTT, of West Simcoe, on Wednesday afternoon introduced a daylight saving bill in the Ontario Legislature. The bill provides for advancing the clock for one hour between April 1 and November 1. There is not much to be gained by any localized regulation of this kind, except an example, and it is possible that this example will be sufficient to induce a Dominion-wide movement.

### DAYLIGHT SAVING ON THE WAY

THERE has been a good deal of discussion of late over the advantages of the daylight saving scheme. It has been tried in some places with only moderate success owing to the localized nature of its application. It seems, however, as though in the near future it may be possible to get some uniform action on the matter. The United States Daylight Saving Bill is at present before Congress. It received its first reading without any criticism. The bill has the endorsement of President Wilson, as a useful method of war conservation, and those behind the bill expect that it will go through without comment and will finally be passed toward the end of this week.

One of the difficulties that has always held up any similar action in Canada has been that our great neighbor to the south would not adopt such a change, and that the difference of time between the two countries was a disturbing factor. Now this difficulty is apparently to be removed, and it is hoped that if this measure comes up again in Canada, as it probably will at this session, that it will receive the hearty endorsement of the people, and that action may be taken to make the measure universal over the whole continent.

### THE SANCTITY OF AN ORDER

IT IS an unfortunate fact that Canadian business men are not inclined to look upon a definite order as a contract. Men who would under no consideration dishonor a note or break their word of mouth will without any hesitation cancel an order if it appears to their advantage so to do.

Retailers are of course not the only offenders. There is much to be said from the other side of the question as to whether the wholesaler or manufacturer who at the present time accepts an order without being certain that he is going to be able to fill same on agreed upon date is not equally culpable, but it would doubtless raise the standard of our business life if it were clearly understood that an order given or accepted was a binding contract on both parties.

Retailers would become more efficient and careful buyers and wholesalers and manufacturers would feel that they had a more definite basis upon which to work.

It might be worth mentioning here that many travelling salesmen are to blame for many of the cancelled orders. In their eagerness to get business the retailer is urged to place an order, and is told that he is at perfect liberty to cancel same if he finds he can do better elsewhere. We know for a fact that this is often done, but in such instances the retailer should insist upon this stipulation being clearly written upon his copy of the order. This will often save much trouble and unpleasantness.

## Current Events in Photograph—No. 9



### THE WORLD'S SEARCH FOR FOOD

**T**HE urgent demand of the world for food has been the cause of introducing many new dishes to the menu. Among these are whale steaks, that were recently served at a great New York banquet, and pronounced by the guests to be delicious. The photo shows whalers on the Atlantic Coast cutting the choice parts from many whale carcasses. It is expected that this new source of food may help the poor man to cheaper food, and may be a means of conserving food for the needy in Europe.

### Organize Retailers to Aid Conservation.

New Section of Food Control Department is Depending on the Retail Trade For Assistance—Merchants Will be Asked to Aid in Advertising Conservation Measures

**O**TTAWA, Feb. 27.—A new section has recently been added to the Food Control Department at Ottawa. The department is known as the "Conservation Publicity Section." The idea of this section is to organize the retail merchants throughout Canada, and to secure their co-operation in educating the people in the conservation of foods, the elimination of waste, and the stimulation of garden or home production.

The different provinces have been divided into twenty-five divisions, in each of which a divisional representative has been appointed. They will appoint a local committee, representing all branches of retail merchandising in their city, and also a chairman in each town in their division, who will in turn appoint their local committees to supervise and carry out the work locally.

All retail merchants will be asked to insert educative phrases in their advertisements; make educative food display

windows; place leaflets in parcels; give noon-day talks to employees to educate them to pass along to customers information which will help in securing a proper understanding of the actual conditions prevailing; instal demonstration equipments where possible under qualified demonstrators to show the best methods of economical cooking and the use of new food-stuffs, etc.

The department is enthusiastic over the hearty nature of the early responses to this suggestion.

### HOUSE-CLEANING LINES REACH RECORD

(Continued from page 23.)

the imperative need for concentrating every energy to the production of fertilizers, in which these commodities form such an important element. There will also not be the same amount of cheap labor available as there was prior to the

war. All the producing countries will have heavy burdens to bear, and this will all have its effect.

Those conversant with the situation look for very little change in the situation for some time to come; it may even be years. It is not likely that there will be further advances, barring the unexpected, but also there is little likelihood of any declines.

The housekeeper may as well get familiar with present prices at once, for they are prices that she will perforce come to know well in the future.

### AMERICAN STORE VIOLATES FOOD RULES—IN COURT FOR SECOND TIME

New York, Feb. 23.—The firm of Greenhut and Company, owners of one of the largest stores here, were served with summonses to-day to appear before the local Federal Food Administration Board to answer charges of food law violations.

The same firm was summoned before the board last month on the charge of compelling customers to purchase other goods in order to obtain sugar.

The charges were dismissed with a warning not to offend again.



# CURRENT NEWS OF THE WEEK

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

## Maritime Provinces

G. E. Armstrong, general store, French Lake, N.B., is dead.

L. G. Crosby, of the Crosby Molasses Company, St. John, N.B., is in Florida for an extended visit.

Dollar Day was observed by the retail merchants of St. John on Thursday last, with the usual success in moving large quantities of stock.

St. John bakers were given an opportunity to test the new war flour this week, and all reported in very favorable terms on the bread which it produced.

The building occupied by Roy Spence, retail grocer, in Moncton, was destroyed by fire this week and the entire contents lost. Mr. Spence was fully covered by insurance.

Continued storms and severe weather, adding to the congestion on the railways, has increased the difficulty experienced by grocers and other merchants in securing delivery of supplies recently.

The smelt fishing season on the Miramichi, which is closing now, has been one of the poorest in many years, although prices have been the highest known. After the beginning of the season the fish were scarce and there was difficulty in securing cars to ship even the moderate catch which followed.

## Quebec

A. L. J. Sevigny has moved from Sault au Recollet to 29 Mission Street, Montreal.

The Canada Preserving Co. of Hamilton have appointed McCallum and Co. agents for Montreal.

Henri Charest of 2272 Park Avenue has opened a new grocery near Laurier Avenue, Montreal.

Rery Gellett, fish producer from Campbellton, N.B., was in Montreal this week, calling on the trade.

Walter Johnston has been in the city this week in the interest of his firm, Silverwoods Ltd., London, Ont.

A. H. Dalrymple, of Jas. Dalrymple & Sons, Montreal, and Mrs. Dalrymple have gone to Florida for a few weeks.

Hon. Daniel Gillmor, of Chase & Sanborn, importers and wholesale tea and coffee merchants of Montreal, is dead.

John Rose, of Kirkwood and Rose, importers and exporters of Vancouver, B.C., was a Montreal visitor this week.

Collapsing in J. S. Benoit's grocery, Westmount, Que., W. J. Stethem, well known manufacturer of Montreal, succumbed to an attack of heart failure.

Arthur McKegon, of the firm of A. A. Ayer & Co., Montreal, and Mrs. McKegon left this week for Florida, where they intend to remain for a few weeks.

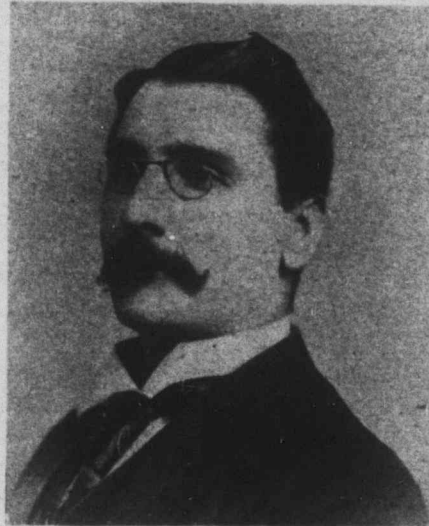
J. Lemaistre, of 1807 Cote St. Paul, has disposed of his business to Karam

and Massad, late of Ottawa. They will enlarge the business and follow general store merchandising.

## Ontario

F. Pinney, grocer, London, has sold his stock.

R. M. Lindsay, general store, Wingham, has sold out.



THE LATE PETER KEARNEY

Whose death was reported in last week's issue. He came to Canada as a boy, and his first business association was with Thomas, Doherty & Co., for whom he travelled for a number of years. In 1880 he formed with his brothers, John and Thomas, the firm of Kearney Brothers, Montreal. The late Mr. Kearney was president of the company.

Miss M. Campbell, grocer, Forest, has sold stock to Wm. Byrnes.

F. C. Barnes, general store, Oil City, has sold to J. S. Shannon.

J. C. McFarlane, general store, Dunganon, has been succeeded by McFarlane & Maize.

John Butcher, a pioneer in the grocery business of Toronto, Ont., is dead. He was head of the grocery firm of John Butcher & Son, Toronto.

Samuel Barr, a grocery clerk at Clinton, Ont., until a few weeks ago, was struck by a train near Hyde Park, London, Ont., and instantly killed.

H. Glickman, grocer, Toronto, is dead.

Grocery stores of Tweed, Ont., will close at 7 p.m. every day except Saturday, when they will be allowed to remain open until 10 p.m., according to regulations just issued. This practice will be required until April 1.

## Western Provinces

J. Cooper, grocer, Victoria, B.C., has sold out.

H. Ramsbottom, grocer, Esquimalt, B.C., has sold out.

N. St. Jean, general store, Denisville, Alta., has sold out.

Moffatt & Robertson, general store, Viceroy, Sask., have sold out.

A. Reiss, general store, Winnipeg, Man., has suffered loss by fire.

Gilbert & Black, general store, Holden, Alta., have dissolved partnership.

Wedin & Willbrecht, general store, Griffin, Sask., have dissolved partnership.

Y. Baltzana, general store, Lipton, Sask., has been succeeded by S. Naemark.

O. Ostrovsky, general store, Wakaw, Sask., has been succeeded by Ostrovsky & Barsky.

Barsky Bros., general store, Cudworth, Sask., have dissolved, R. Barsky continuing the business.

Pergamit & Canter, general store, Amulet, Sask., have dissolved partnership. D. Pergamit continues the business.

F. Chantz and D. B. McColl of the R. H. Williams Company, Regina, are at present in Eastern Canada on a buying trip.

W. H. Penn, who has conducted a butcher business for some time at Yellow Grass is selling out, and expects to enter the Royal Flying Corps.

The executive of the Manitoba Board of the Retail Merchants' Association recently held a get-together meeting of visiting retail merchants for the purpose of conferring on work to be emphasized by the association.

Plans for the construction and operation of a flour mill under the direct control of a local Grain Growers' Association were discussed at a meeting of farmers held at the village of Fiske, Saskatchewan on Monday, February 18.

The staff of Campbell Wilson and Strathdee, Limited, Regina, enjoyed a social evening recently at the Canada Club, when about 70 guests were present. Mrs. McKay and F. Fitton were prizewinners of the progressive games, and among those taking part in the musical program were Prof. W. Mawer, Miss L. Reid, E. Blenkhorn, Roy McGregor, J. Smith and the Misses Chambers.

A meeting of the Saskatoon city council and board of trade is being held to consider the attitude which these bodies will adopt towards the operation in the city of a cold storage plant with its cognate industries under the control of the Saskatchewan Co-operative Creameries, Limited. The annual meeting of the company was held in North Battleford on Thursday, Feb. 21.

Mrs. Jeane Muldrew, of the Food Controller's office, Ottawa, will visit Regina



on her return from the coast and address a public meeting in the interests of food control. On the way to the coast she will visit Yorkton, Saskatoon, Prince Albert and the Battlefords, and on her way East she will visit Moose Jaw, Regina, Weyburn, and other points in Southern Saskatchewan.

With a view to arousing interest in fire prevention, the Saskatchewan branch of the Credit Men's Association, under its manager, Edward Barry, have offered prizes to the Regina school children in grades 7 and 8 for the best essays on the subject. Approximately 400 children have written essays on fire prevention, and these are now being judged. Prizes will be awarded when the results are known. Much interest in the subject of fire prevention has been aroused.

Geo. A. Mantle, clerk of the Legislative Assembly, and honorary secretary of the Saskatchewan branch of the Dominion Food Economy Committee, has returned to Regina from Eastern Canada. While in Toronto he attended the opening of the Ontario Legislature, and while in Ottawa visited the members of the new Food Control Board. He paid a high compliment to the ability of Mr. Thomson, chairman of the board, and stated he was much impressed with the personnel of the board. Mr. Mantle has also conferred with J. D. McGregor, Western representative of the board in Winnipeg.

**NEW PRESIDENT OF QUEBEC WHOLESALE HOUSE**

Archibald Miller has been elected president of Whitehead & Turner Limited, Quebec, to replace the late Hon. Richard Turner, M.P.P. Mr. Miller is a past president of the Dominion Wholesalers' Guild.

**GROCER MEMBERS OF REGINA BOARD OF TRADE**

Among the business men on the 1918 council of the Regina board of trade are a number of retail and wholesale merchants including, James Strathdee of the firm of Campbell Wilson and Strathdee, wholesale grocers; S. C. Burton, of the firm of Cameron and Heap, wholesale grocers; H. D. McPherson, a member of the executive of the Saskatchewan Retail Merchants' Association, and N. L. Green, president of the Regina Retail Merchants' Association, as well as J. A. Yorston, secretary of the Robert Simpson Western Limited, and H. E. Armstrong, local hardware merchant.

**MEETS RAILWAY COMMITTEE**

James Strathdee, of the firm of Campbell Wilson and Strathdee, wholesale grocers, chairman of the Shippers' Committee of the Regina Board of Trade, attended along with other representatives of the Regina board a conference of the Western boards of trade held in Calgary last week to discuss with railway officials questions in connection with classification No. 17.



**HONOR ROLL**

Lieut. Commander Arthur Grindon Tippet, of the Royal Navy, has been awarded a D.S.O., and Dr. John A. Tippet the M.C. These are nephews of W. H. Tippet, of Toronto, and Arthur P. Tippet, of Montreal. Lieut. Commander Tippet has been very actively engaged in the North Sea since 1914.

**A PROBLEM FOR THE CLERKS**

The following problem has been propounded by a correspondent. This is an interesting problem for the clerk to puzzle over. Let us have your answer. These answers will appear in these columns.

Here is the problem:

There are three measures, one contains 8 gals. of oil, the two others being empty but are 5 gals. and 3 gals. in capacity respectively. How can these three measures, and no others be utilized so that exactly 4 gals. will remain in the 8 gal. measure?

**CONVENTION OF SOFT DRINK BOTTLERS**

**Coca Cola Representatives From All Over Western Canada Meet in Winnipeg—Given a Civic Reception**

The Western Canada Coca Cola bottlers held their convention in Winnipeg last week. The convention was accorded a civic reception, and an address of welcome was delivered by Mayor Davidson at the opening session on Tuesday morning, February 19.

The delegates met in the Fort Garry Hotel. Mr. C. F. Roland, manager of the

Winnipeg branch, opened the convention, and in a short address drew attention to the need of close application to business in these days when there was need for conservation. Mr. Roland divided his address into eight parts, under the following headings, the initial letters of which formed the words "Coca Cola": Confidence, Optimism, Character, Ability, Conscience, Opportunity, Loyalty, Aggressiveness.

Regarding Optimism, he said people liked to do business with a man who had a smile on his face, who brought in a bunch of sunshine and radiated it all round. Character was something they could not advertise, but it was the character at the back of their institution that gave them an introduction into any store. Ability came from knowledge of their line. Next came Conscience; no man can get anywhere unless he puts his conscience into his business. Then came Opportunity. He asked the delegates to remember that the amount of business they did was up to themselves; that they should not blame it on the president, sales manager or manufacturing department, but on their own organization. Now, as regards Loyalty, they should have loyalty to their organization and loyalty to the business they were in. If they did not think this was the best business for them to be engaged in they should get out of it, as they were doing an injustice to the company employing them. Lastly, there was Aggressiveness. It was necessary for them to go after their customers aggressively. The fellow who could go to a customer and shake him by the hand was the man who got the business. They should not depend on the driver; his job was to get out in the morning and get back as quick as he could in the evening.

At the election of officers, R. E. Irwin, Vancouver, was elected president of the association, and left last week for Atlanta, Ga., where he will investigate some of the bottling plants in that part of the country. J. Thompson, Moose Jaw, was elected vice-president. C. F. Roland, Western manager of the Coca Cola Co., was elected secretary-treasurer.



Delegates to Convention of Western Canada Coca Cola Bottlers' Association at Winnipeg. From left to right: C. F. Roland, Western manager, is the third man, top row. R. E. Irwin, the president of the association, is third on bottom row, and J. Thompson, Moose Jaw, vice-president, is the fourth.



# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

Of prime importance in the grocery market is the possibility that ample supplies of sugar are likely to be forthcoming in the near future. Some of the refiners are now selling on the basis of free shipment for March and April. This indicates that supplies of raw sugar are near enough at hand to allow the refiners to be reasonably sure that they can make delivery in the time specified. The situation has been acute during the past two or three weeks, but there has been no actual want or sugar famine. Retailers and wholesalers have distributed their supplies judiciously and have made the stocks go round.

Of considerable interest to the consuming public is the fact that the United States Department of Food Control evidently intends to allow further supplies of margarine to come into the Canadian market. Some shipments came through during the week and permits have been issued for the shipment of additional consignments.

The market for new-laid eggs exhibited considerable weakness during the week. Production is mounting rapidly upward in Canada and the same state of affairs is reported in the United States. In the latter market a big decline was recorded during the week and Canadian importers were able to bring supplies of these eggs into Canada. With continuation of weather favorable to the hens there will in all probability be considerably lower prices for eggs in the Canadian market within the next few weeks.

Grapefruit is in very strong market due to the fact that steamers plying from Cuba are not permitted to carry this fruit as the tonnage is being utilized to carry the raw sugar to the United States markets. Price of grapefruit in the primary market doubled in price during the week. There are fairly good supplies of oranges in wholesalers' hands at present, but consumption of this fruit is being curtailed.

A number of advances were recorded during the week, including those on rice, lima beans, cornflakes, rolled oats in bulk, shoe polish, stove polish, bluing, cocoanut, certain brands of soap, tacks, bi-carbonate of soda, Japan teas, jams. Business with wholesalers has been good during the week. Shortage of supplies is the great obstacle to trade at the present time.

## QUEBEC MARKETS

**M**ONTREAL, Feb. 27.—The week has been one of few changes and somewhat quieter trade conditions. The jobbers are satisfied with the business obtaining generally, however, and if better deliveries were possible they would be able to do more business. Among the changes are advances on linen thread, shoe and stove polishes, paraffine candles and some grades of cheese. Rice has been marked higher in certain quarters, and will probably hold in a firming market owing to increased costs of containers and decreased available supplies owing to damage. Fig prices are high, and it is stated that they will be higher. Demand for flours and cereals is heavy, as also for feeds. Barley is firm and in some quarters higher. Bean markets are strong and an advance made with some

jobbers. Canned goods are quiet. Some trading is passing between jobbers. The United States Government is taking, it is said, from 35 to 40 per cent. of the 1918 canned goods pack. Sugar is still scarce, but some state that they have received new supplies of raws.

### Sugar Situation Shows Signs Of Improvement

Montreal.

**SUGAR.**—There will be a better distribution of sugar supplies, it is generally conceded, if the retail trade throughout the country can do a little educative work with their trade. It will be advantageous to advise the care of sugar by using jars or the like to keep it from the air, and in this way the situation could be improved and a wider distribution of refined sugars effected. This

week the refined sugars are still very hard to obtain, and even if the refiners had all the raws they needed to work full time, it is stated that it would be impossible to overtake the orders accumulating for some time. Some state that they have been able to resume operations, and that the raws are coming to hand fairly well. Prices are maintained without change.

|  | 100 lbs   |
|--|-----------|
| Atlantic Sugar Company, extra granulated sugars, 100 lbs. .... | 8 40      |
| Acadia Sugar Refinery, extra granulated .....                  | 8 40      |
| St. Lawrence Sugar Refinery .....                              | 8 40      |
| Canada Sugar Refinery .....                                    | 8 40      |
| Dominion Sugar Co., Ltd., crystal granulated .....             | 8 40      |
| Special icing, barrels .....                                   | 8 70-9 05 |
| Icing (25-lb. boxes) .....                                     | 9 10-9 40 |
| Icing (50-lb. boxes) .....                                     | 8 90-9 20 |
| Diamond icing .....  | 8 70-9 05 |
| Yellow, No. 1 .....  | 8 10      |
| Yellow, No. 2 (or Golden) .....                                | 8 00      |
| Yellow, No. 3 .....  | 7 90      |
| Powdered, barrels .....  | 8 60-8 95 |
| Paris lumps, barrels .....                                     | 9 10      |
| Paris lumps (50-lb. boxes) .....                               | 9 65      |
| Paris lumps (25-lb. boxes) .....                               | 9 85      |
| Crystal diamonds, barrels .....                                | 9 10      |
| Crystal diamonds (boxes 100 lbs.) .....                        | 9 10      |
| Cut loaf (50-lb. boxes) .....                                  | 9 30-9 65 |
| Cut loaf (25-lb. boxes) .....                                  | 9 50-9 85 |

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

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 of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

## Linen Shoe Thread, Polishes And Cheese Up

Montreal.

**CHEESE, THREADS, POLISHES, ETC.**—There are three or four advances this week. Linen shoe thread is up to 45c per pound, and is selling at \$2.42 for the No. 8, \$2.49 for No. 10, \$2.55 for No. 12, and \$2.65 for No. 15. This is subject to a discount of 5 per cent. Oka and Roquefort cheese are higher, the former selling at an advance of 2c, at 42c per lb., and the latter 85c, representing 5c advance. Stove polishes are up from 95c to \$1.15 per dozen. Paraffine candles also are higher by 1c per lb. on the various varieties. Shoe dressing, 2-in-1, is selling higher at a list price of \$1.20, with the usual trade discount of 7½ to 10 per cent., according to the quantity bought.

## Rice Marked Higher; Tapioca Markets Dull

Montreal.

**RICE AND TAPIOCA.**—The local situation on rice is a very firm one, and one or two jobbers have advanced prices 1½c per pound all around. This is due to several causes. Shippers will not make commitments as to delivery for more than 30 days in advance. Recent



damage to the crop has had a firming effect, the available supplies having been materially decreased. The medium of exchange has been a factor, and the costs of jute and other container materials have made a difference.

|                                |       |       |
|--------------------------------|-------|-------|
| Carolina .....                 | 11 50 | 12 50 |
| "Texas," per 100 lbs.....      | 9 00  | 9 50  |
| Patna (good) .....             | 9 00  | 9 40  |
| Siam, No. 3 .....              | 8 50  | 9 00  |
| Siam (fancy) .....             | 8 75  |       |
| Rangoon "B" .....              | 8 50  |       |
| Rangoon "B," 200-lb. lots..... | 7 70  |       |
| Rangoon CC .....               | 7 60  |       |
| Mandarin .....                 | 8 75  |       |
| Packling rice .....            | 7 70  |       |
| Tapioca, per lb. ....          | 0 15  | 0 16  |
| Tapioca (Pearl) .....          | 0 15  | 0 16  |

### Figs Will Be High; Muscatel Raisins Scarcer

Montreal.

**DRIED FRUITS.**—The dried fruit markets are rather bare of certain kinds. This applies to some of the supplies that should have come forward weeks ago. In speaking with one large jobber, he stated that they had large shipments of raisins on the way since last fall, and that these were still held back. Loose Muscatel raisins in three and four crown varieties are reported very scarce. New fig prices have advanced since the beginning of the booking season for the 1918 pack 1c per lb. on bulk goods and in cases from 10c to 20c per box. In comparing prices with those obtaining a year ago there is an average advance, stated one importer, of about 33 1/3 per cent. in fig prices. Trade is fair.

|                                  |          |
|----------------------------------|----------|
| Currants, old .....              | 0 24     |
| Do., new .....                   | 0 32     |
| Dates, Excelsior, per case.....  | 5 75     |
| Do., Dromedary .....             | 6 50     |
| Figs (new), 100 to case.....     | 11 00    |
| Figs (layer), 10-lb. boxes ..... | 1 90     |
| Figs, Spanish (22-lb.) .....     | 0 20     |
| Figs, Portuguese .....           | 0 13     |
| Figs, Fancy Cal. White (Choice)— |          |
| Pkgs. 16 oz. (10 pkgs.).....     | 1 75     |
| Pkgs. 10 oz. (12 pkgs.).....     | 1 45     |
| Pkgs. 8 oz. (20 pkgs.).....      | 2 00     |
| Pkgs. 6 oz. (50 pkgs.).....      | 3 60     |
| Pkgs. 4 oz. (70 pkgs.).....      | 3 70     |
| Prunes—                          |          |
| 30-40 .....                      | 0 17     |
| California, 40-50s .....         | 0 13 1/2 |
| 25-lb. cases, 50-60s .....       | 0 13     |
| 60-70s .....                     | 0 12 1/2 |
| 70-80s .....                     | 0 12     |
| 80-90s .....                     | 0 11     |
| 90-100s .....                    | 0 10     |
| Oregon, 30-40s .....             | 0 15 1/2 |
| 40-50s .....                     | 0 15 1/2 |
| 50-60s .....                     | 0 12 1/2 |

### About 30 Days' Supply Patent Flours Estimated

Montreal.

**FLOURS AND FEEDS.**—There is a continued heavy demand for flour, and millers are having an unabated request from their customers everywhere. One of the difficulties is that of delivery. Orders placed for delivery within certain dates have to be shipped out well in advance, and these are delayed through the present congestion and cause more or less difficulty at remote points. It was pointed out by a large milling concern that the estimated supply of patent flours might last a month. There will, of course, be certain small quantities here and there over the country for a longer period. Bakers will have to make returns of the stocks they have on hand after the 1st of March, which order will

doubtless apply to the restaurants. In any case it will be but a few days until the standard loaf of the standard flour will be used everywhere, except in private homes where bread is made. Feeds are in strong demand, and orders are being filled with as much despatch as possible. Feed oats are stronger this week.

War Standard, Graham and Whole

|                                   |       |
|-----------------------------------|-------|
| Wheat Flours—                     |       |
| Car lots (on track) .....         | 11 10 |
| Car lots (delivered), Bakers..... | 11 20 |
| Small lots (delivered) .....      | 11 30 |
| Bran, per ton .....               | 35 00 |
| Shorts .....                      | 40 00 |
| Crushed oats .....                | 69 00 |
| Barley chop .....                 | 71 00 |
| Barley meal .....                 | 71 00 |
| Feed oats, per bushel .....       | 1 12  |

### Cereals In Demand And Prices Stay High

Montreal.

**CEREALS.**—The continued good demand for cereals, especially for rolled oats, has been the feature of the week. No changes have been made, but there is a very firm undertone to the rolled oats market. This cereal is likely to rule high in view of all the surrounding circumstances, embodying decreasing supplies and transportation, as well as that of the maintained heavy trade. Corn meal and other corn products are in steady market. Rye flour and split peas are firm, but without change.

|                                       |       |       |
|---------------------------------------|-------|-------|
| Barley, pearl .....                   | 6 90  | 8 25  |
| Barley, pot, 98 lbs. ....             | 5 25  | 6 50  |
| Corn flour, 98 lbs. ....              | 6 50  | 7 00  |
| Cornmeal, yellow, 98 lbs. ....        | 5 90  | 6 60  |
| Hominy grits, 98 lbs. ....            | 6 75  | 8 00  |
| Hominy, pearl, 98 lbs. ....           | 7 00  | 7 75  |
| Oatmeal, standard, 98 lbs. ....       | 5 85  | 6 25  |
| Oatmeal, granulated, 98 lbs. ....     | 5 85  | 6 25  |
| Peas, Canadian, boiling, bush.....    | 5 00  | 5 50  |
| Split peas .....                      | 11 00 | 11 25 |
| Rolled oats, 90-lb. bags .....        | 5 30  | 5 65  |
| Rolled oats (family pack.), case..... | 5 65  | 6 20  |
| Rolled oats (small size), case.....   | 2 00  | 2 05  |
| Rye flour, 98 lbs. ....               | 5 25  | 5 60  |

### Beans Are Higher And Firmness Obtains

Montreal.

**BEANS.**—The bean market has been one of much strength the past week, and, in view of the fact that jobbers do not hold out much hope of getting the Ontario product, all the buying has been done, by some jobbers at least, from the Quebec growers. Prices have been advanced by some half a cent per pound all round. Trading is fairly good from outside centres, and the local trade is buying as required from week to week.

Beans—

|                                     |          |       |
|-------------------------------------|----------|-------|
| Canadian, hand-picked, bush..       | 9 50     | 10 50 |
| Ontario, new crop, 3 to 4 lbs..     | 8 15     |       |
| British Columbia .....              | 8 16     |       |
| Do., in 100-lb. sacks, gross,       |          |       |
| per 100 lbs. ....                   | 15 00    | 15 50 |
| Canadian, 3-lb. pickers, per bu.    | 9 00     | 9 50  |
| Canadian, 5-lb. pickers .....       | 7 40     | 8 00  |
| Michigan, 3-lb. pickers .....       | 9 00     | 10 00 |
| Michigan, hand-picked .....         | 9 50     | 10 50 |
| Yellow Eyes, per lb. ....           | 0 14     |       |
| Rangoon beans, per bush.....        | 7 00     | 7 50  |
| Lima, per lb. ....                  | 0 20     |       |
| Chilean beans, per lb. ....         | 0 14 1/2 |       |
| Manchurian white beans, lb. ....    | 0 15     |       |
| South American .....                | 5 20     |       |
| Peas, white soup, per bush.....     | 5 00     | 5 50  |
| Peas, split, new crop, bag 98 lbs.  | 11 00    | 11 25 |
| Barley (pot), per bag 98 lbs. ....  | 6 25     | 7 25  |
| Barley, pearl, per bag 98 lbs. .... | 7 50     | 8 00  |

### Strength Maintained In Spice Markets

Montreal.

**SPICES.**—There is a marked tendency

## Newspapers Afraid To Tell Readers Truth About War

Astounding Resolution Passed by Engineers in Britain

**I**N THE FINANCIAL POST this week the tremendous fact is given that the Engineers Trade Union, following an address by Sir A. Geddes at Glasgow, went on record against the Lloyd George Government, and declared in favor of an immediate armistice on all fronts, and no action in support of carrying on the war.

**"Why We Are Losing The War"**  
The fearlessly outspoken article, "Why We Are Losing the War," which appeared first in MacLean's Magazine, and which has been published subsequently in THE FINANCIAL POST, has aroused for its writer, John Bayne Maclean, the ire of two Toronto daily papers. In reply to his critics, Col. Maclean expresses in THE FINANCIAL POST this week, the policy which has guided him throughout his articles in his Business Newspapers since the beginning of the war. This, given in the leading article on page 1 of THE FINANCIAL POST, is a most trenchant defence of the plain, straight policy of telling the truth, and the truth in time to be of real use to people concerned.

**"A Five Years' War"—THE POST, October, 1914**

The fact that in October, 1914, THE FINANCIAL POST advised the country to be prepared for a long war—five or six years of it or even more—is pointed out.

Other notable facts are given and for this leading article alone THE FINANCIAL POST this week is thoroughly worth your attention.

**Business News of the Week**  
From this list of the principal headings you will get a fair idea of the POST'S business news contents this week:

- Big Factions of Toronto Railway Have Agreed.
- Canada Figures on Increased Field Crops.
- The Case For "Big Business" is Presented.
- N.Y. Financiers Were Ready to Support C.N.R.
- Bank Clearings Well Ahead of Last Year.
- Getting the Workman's Bank Account.
- Banking as an Aid to Industry After the War.
- Auditor's Criticism of Hydro Financing.
- Bond Market is Continuing Active.
- Municipalities Not Justified in Avoiding Obligations.
- Fire Insurance Companies Enlarge 1917 Business.
- Seek to Recover Taxes From Hudson's Bay Co.

While these headings by no means cover the entire contents of this week's FINANCIAL POST they will indicate to you the wide field thoroughly covered by this outstandingly good business newspaper. To gain a more intimate knowledge of the value of THE FINANCIAL POST to you in your business send for a sample copy, or if you prefer to make a still more extended test, order a subscription. The little coupon below will help you. You have only to sign and send it.

The Maclean Publishing Co.,  
153 University Ave., Toronto.  
Send me THE FINANCIAL POST each week till further ordered. I will send subscription price (\$3.00 per year) on receipt of bill, or you may draw on me for this.

Send me sample copy of THE FINANCIAL POST (current issue). Cross out if not required.

Name .....

Address .....

C.G. 1



to higher levels in the spice market, although prices are held without change, both locally and outside. Some items are scarce indeed, and buyers would like to pick up lots, but are having small success in doing this. Trade here is reported to be fair and seasonable, and everything points to advances on different commodities, say the jobbers and importers. Prices are as follows:

|                              | 5 and 10-lb. boxes |
|------------------------------|--------------------|
| Allspice                     | 0 16 0 18          |
| Cassia                       | 0 25 0 30          |
| Cayenne pepper               | 0 28 0 35          |
| Cloves                       | 0 70               |
| Cream of tartar              | 0 80 0 90          |
| Ginger, pure                 | 0 25 0 35          |
| Ginger, Cochín               | 0 25               |
| Ginger, Jamaica              | 0 30 0 35          |
| Mace                         | 0 80 1 00          |
| Nutmegs                      | 0 40 0 50          |
| Pepper, black                | 0 38 0 40          |
| Pepper, white                | 0 42 0 45          |
| Pickling spice               | 0 22 0 25          |
| Tumeric                      | 0 21 0 23          |
| Cardamon seed, per lb., bulk | 2 00               |
| Carraway, Dutch, nominal     | 0 75               |
| Cinnamon, China, lb.         | 0 22 0 25          |
| Cinnamon, per lb.            | 0 35               |
| Mustard seed, bulk           | 0 25               |
| Celery seed, bulk            | 0 46               |
| Shredded cocoanut, in pails  | 0 21 0 23          |
| Pimento, whole               | 0 12 0 14          |

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

**Nut Markets Quiet  
Prices Well Held**

**Montreal.**  
NUTS.—The interest in nut markets is not so keen as it has been in the past, and trade is confined pretty generally to sorting orders. Of course, the fact of short supplies of so many lines has made the number of orders from the usual sources larger, perhaps, and as odd shipments come forward they are absorbed fairly well. Various supplies of a somewhat limited character are arriving at import centres and are being distributed at rather high prices. This is true especially of walnuts. The high prices will probably make the demand somewhat confined.

|                                     |       |       |
|-------------------------------------|-------|-------|
| Almonds (Tara), per lb.             | 0 20  | 0 24  |
| Almonds (shelled)                   | 0 42  | 0 43  |
| Almonds (Jordan)                    | 0 44  | 0 70  |
| Almonds, Valencia, shelled          | 0 44  | 0 46  |
| Almonds, soft shelled Tarragonas    | 0 21½ | 0 22½ |
| Brazil nuts (new)                   | 0 14  | 0 18  |
| Brazil nuts (med.)                  | 0 15  | 0 17  |
| Filberts (Sicily), per lb.          | 0 19  | 0 21  |
| Filberts, Barcelona                 | 0 17½ | 0 18½ |
| Hickory nuts (large and small), lb. | 0 10  | 0 15  |
| Peanuts, Bon Ton                    | 0 15½ | 0 16½ |
| Peanuts, "Diamond G"                | 0 18  | 0 16  |
| Peanuts (coon), per lb.             | 0 12½ | 0 13½ |
| Peanuts (Jumbo), per lb.            | 0 16  | 0 21  |
| Peanuts, shelled, Spanish, No. 1.   | 0 17  | 0 17  |
| Peanuts, shelled, Virginia, No. 1   | 0 16  | 0 17½ |
| Do., No. 2                          | 0 14  | 0 14  |
| Pecans (new Jumbo), per lb.         | 0 21  | 0 25  |
| Pecans, New Orleans, No. 2.         | 0 21  | 0 24  |
| Pecans "paper shell," extra large   |       |       |
| Jumbo                               | 0 40  |       |
| Pecans (shelled)                    | 0 30  | 0 30  |
| Walnuts (Grenoble)                  | 0 23  | 0 23  |
| Walnuts (new Naples)                | 0 16  | 0 18  |
| Walnuts (shelled)                   | 0 59  | 0 61  |
| Walnuts (Marbots), in bags          | 0 22  | 0 24  |
| Walnuts (California), No. 1.        | 0 24  | 0 24  |

**Canned Goods  
Moving Slowly**

**Montreal.**  
CANNED GOODS.—The canned goods situation presents perplexities. Locally it is stated that there is a limited amount of spot canned goods of various kinds, while on the other hand some

maintain that the supply in the hands of jobbers and retailers the country over is large. In any case, the trading is reported to be light and the retail trade is apparently somewhat dull. In view of the fact that the season is advancing it is probable that there will be a liquidation of much stock during the spring months, and at which time there is a better demand. One of the large importers here stated to CANADIAN GROCER that there would be a strong likelihood of the United States Government absorbing from 35 to 40 per cent. of the new 1918 pack. This being the case, it is obvious that there would be little for export. In the United States market the interest of the past week centres around the salmon pack, of which the United States Government is reported to have absorbed all unsold goods.

**Salmon Sockeye—**

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

**Canned Vegetables—**

|                                 |       |       |
|---------------------------------|-------|-------|
| Tomatoes, 2s                    | 2 67½ | 2 75  |
| Tomatoes, U.S. pack (2s)        | 2 12½ | 2 12½ |
| Tomatoes, 2½s                   | 2 40  | 2 60  |
| Peas, standards                 | 1 75  |       |
| Peas, Early June                | 1 90  |       |
| Beans, golden wax               | 1 85  | 1 90  |
| Beans, Refugee                  | 1 85  | 1 90  |
| Corn, 2s, doz.                  | 2 35  | 2 40  |
| Spinach (U.S.), 3s              | 3 00  |       |
| Do., (U.S.), gallons            | 10 00 |       |
| Corn (on cob, gal. cans), doz.  | 8 50  |       |
| Red raspberries, 2s             | 2 90  |       |
| Simoes                          | 2 75  |       |
| Red cherries, 2s                | 2 60  | 2 75  |
| Strawberries, 2s                | 3 00  |       |
| Blueberries, 2s, doz.           | 1 35  |       |
| Pumpkins, 2½s                   | 1 60  | 1 70  |
| Pumpkins, 3s                    | 1 75  |       |
| Pumpkins (gallon), doz.         | 6 00  |       |
| Carrots, sliced, 2s             | 1 45  |       |
| Apples (gallons)                | 5 00  |       |
| Peaches, 2s (heavy syrup)       | 2 00  |       |
| Pears, 3s (heavy syrup)         | 2 45  |       |
| Pineapples, 1½s                 | 2 25  |       |
| Greengage plums (light syrup)   | 1 90  |       |
| Lombard plums (heavy syrup), 2s | 1 70  |       |

**Corn Syrups Firm  
And Molasses Scarcer**

**Montreal.**  
MOLASSES AND CORN SYRUPS.—In view of the strong corn market syrups are in a firm position and the demand is stated as good. It is probable that this tendency will maintain for the immediate future owing to the tie-up in traffic and the difficulty of getting corn forward. As an indication of the effect of the recent quotations glucose has gone up 20c per 100 lbs. However, notwithstanding the foregoing, manufacturers are getting along with orders that have accumulated during the enforced closing of their plants while corn was unobtainable. Stocks of syrup are now very light. Molasses continues to be very firm and the market is practically bare of supplies, according to the jobbing trade. One jobber has some supplies at St. John, N.B., at present and hopes to get these forward soon.

**Corn Syrup—**

|                         |      |
|-------------------------|------|
| Barrels, about 700 lbs. | 0 07 |
|-------------------------|------|

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

**Prices for  
Fancy, Choice,  
Island of Montreal**

|                     |           |
|---------------------|-----------|
| Barbadoes Molasses— |           |
| Puncheons           | 0 91 0 93 |
| Barrels             | 0 94 0 96 |
| Half barrels        | 0 96 0 98 |

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.  
Cane Syrup (Crystal Diamond)—  
2-lb. tins, 2 doz. in case, per case... 5 05  
Barrels, per 100 lbs. .... 7 50  
Half barrels, per 100 lbs. .... 7 75

**Maple Syrup, Sugar  
And Honey Scarce**

**Montreal.**  
HONEY AND MAPLE PRODUCTS.—Trading is decidedly confined in the maple syrup and sugar markets owing to the scarcity of supplies. These are said to be practically nil, although it is probable that the retail dealers have certain supplies in hand to meet present demand. Honey, too, is very scarce and while there is some to be had still, the available supply is getting smaller from week to week. In combs the price has held unchanged and in pails the prices are from 19c to 22c per pound as given hereunder, according to grade and quantity.

**Honey—**

|                                |       |
|--------------------------------|-------|
| Buckwheat, 5-10 lb. tins, lb.  | 0 19  |
| Buckwheat, 60-lb. tins, lb.    | 0 16½ |
| Clover, 5-10 lb. tins, per lb. | 0 22  |
| Clover, 60-lb. tins            | 0 21  |
| Comb, per section              | 0 21  |

**Maple Product—**

|                                 |      |      |
|---------------------------------|------|------|
| Syrup, 13 lbs. Imp. meas., gal. | 1 70 | 1 80 |
| 11-lb. tins                     | 1 35 | 1 45 |
| Sugar, in blocks, per lb.       | 0 19 | 0 20 |

**Coffee Holds Steady  
With Trading Fair**

**Montreal.**  
COFFEE.—Trade is fairly good and the roasters and jobbers seem to be fairly busy, although the demand is somewhat smaller than it has been. Prices are held without change. In the future markets there is a certain firmness to prices, although trading is limited, very little being reported. The spot situation at New York and other United States points is quiet. Prices here are given as follows:—

**Coffee, Roasted—**

|                      |       |      |
|----------------------|-------|------|
| Bogotas, lb.         | 0 28  | 0 32 |
| Jamaica, lb.         | 0 23  | 0 25 |
| Java, lb.            | 0 33  | 0 40 |
| Maracaibo, lb.       | 0 23  | 0 24 |
| Mexican, lb.         | 0 28  | 0 29 |
| Mocha, lb.           | 0 34  | 0 37 |
| Mochas (genuine)     | 0 43  | 0 48 |
| Rio, lb.             | 0 19½ | 0 20 |
| Santos, Bourbon, lb. | 0 24  | 0 25 |
| Santos, lb.          | 0 23  | 0 24 |

**Cocoa—**

|                    |      |      |
|--------------------|------|------|
| Bulk cocoa (pure)  | 0 30 | 0 35 |
| Bulk cocoa (sweet) | 0 25 | 0 25 |

**Firmer Tendencies  
Noted In Tea Markets**

**Montreal.**  
TEAS.—Firming of the tea situation is reflected in both the local and outside markets. One jobber sold a quantity of better grade teas last week at an advance over previous quotations and the feeling



is strong generally. Outside markets such as New York are very firm with reference to futures, and the absorption of large supplies for the navy and Allied Governments has diverted supplies that were expected to arrive on this side of the water. From all indications it is evident that there will be a continued firmness to the market for all grades and particularly for the better. The fact that so many countries are bare of supplies would probably serve to maintain prices even if a break in the war should come.

|                           |      |      |
|---------------------------|------|------|
| Ceylon and Indias—        |      |      |
| Pekoe, Souchongs, per lb. | 0 38 | 0 40 |
| Pekoes, per lb.           | 0 40 | 0 46 |
| Orange Pekoes             | 0 43 | 0 50 |
| Javas—                    |      |      |
| Pekoes                    | 0 31 | 0 34 |
| Broken Orange Pekoes      | 0 33 | 0 36 |
| Orange Pekoes             | 0 35 | 0 40 |

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

### Celery Declines \$2 Case; Other Lines Decline

**Montreal.**  
**FRUITS AND VEGETABLES.**—The week has brought some declines. Celery has reduced as much as \$2 per case. This is due in part to the advance of the season and trade has been somewhat quiet also, this having a weakening tendency on the market. Oranges can be bought favorably, too, while some other lines are about sold out and quotations are available for small lots only, as in the case of grapes, some of these being sold by the pound. The vegetable markets are fairly active for this time of the year and some declines are noted. Carrots are as low as 50c a bag. Potatoes are frosted in many parts and favorable prices can be obtained in some quarters. The Green Mountain variety is still holding on previous quotations. Prices on potatoes and some other vegetables are expected to be very much lower when the weather breaks definitely.

|   |      |       |
|---|------|-------|
| Bananas (fancy large), bunch...                 | 3 50 | 4 00  |
| Oranges, Valencia lates                         | 5 00 | 5 75  |
| Oranges, Porto Ricos                            | 4 25 | 5 25  |
| Oranges, Cal., according to size.               | 4 50 | 7 50  |
| Oranges (bitter)                                | 4 00 | 4 50  |
| Oranges (Seville, bitter)                       | ...  | 5 50  |
| Grape fruit, Cuban                              | 4 00 | 4 50  |
| Grape Fruit, California                         | 5 00 | 6 00  |
| Grape fruit, Florida                            | 5 00 | 6 00  |
| Lemons (fancy new Messina), as to size          | 4 50 | 6 00  |
| Lemons, California seedless                     | ...  | 5 00  |
| Grape fruit (fancy Jamaica)                     | 3 25 | 3 75  |
| Grape fruit (fancy Porto Ricos) 80, 96, 64      | ...  | 4 75  |
| Grape fruit (fancy Porto Ricos) 112, 126, 150   | ...  | 4 00  |
| Grape fruit (fancy Porto Ricos) 36, 46, 54      | ...  | 3 75  |
| Pineapples, Cuban, grate                        | ...  | 5 00  |
| Grapes, Malaga (keg)                            | 7 00 | 7 50  |
| Grapes, Malaga (heavy weights, tinted), per keg | ...  | 12 00 |
| Grapes, Malaga, medium                          | ...  | 10 00 |
| Cocoanuts (sack)                                | ...  | 7 25  |
| Apples, (bbls.)—                                |      |       |
| Wealthy, No. 1                                  | 7 00 | 7 50  |
| Fameuse   | 7 00 | 8 50  |
| Ben Davis                                       | 4 75 | 5 75  |
| Russets   | 6 00 | 6 50  |
| Apples, boxed                                   | ...  | 2 75  |
| Pears (eating), small lots only, doz.           | 0 30 | 0 60  |
| Ontario Apples—                                 |      |       |
| Spys, No. 1, per bbl.                           | 8 00 | 8 50  |
| Do., No. 3 (special), bbl.                      | ...  | 5 50  |
| Do., No. 3, bbl.                                | ...  | 4 50  |
| Pewaukee, No. 1, bbl.                           | ...  | 6 50  |
| Do., No. 2, bbl.                                | ...  | 5 50  |
| Baldwin, No. 1, bbl.                            | 6 00 | 7 00  |
| Do., No. 3 (special), bbl.                      | ...  | 5 50  |
| Do., No. 3 (ordinary), bbl.                     | ...  | 4 00  |
| Stark, No. 1, bbl.                              | ...  | 7 00  |

|   |      |
|---|------|
| Do., No. 3 (special), bbl.              | 5 50 |
| Do., No. 3 (ordinary), bbl.             | 4 00 |
| Boxed apples (all sizes)                | 2 75 |
| Rhubarb, doz.                           | 1 50 |
| Cauliflower (California), crate, 2 doz. | 4 50 |
| 1 doz. crate                            | 5 00 |
| Cabbage, Montreal, per bbl.             | 2 50 |
| Cabbage, Montreal, doz.                 | 1 00 |
| Celery, Canadian, per doz.              | 0 50 |
| Celery, Cal., 4, 5, 6 doz. case.        | 6 00 |
| Celery, Cal., 2 doz. crate              | 7 50 |
| Celery (Wash.), doz.                    | 4 50 |
| Celery, Florida                         | 1 50 |
| Mint                                    | 3 00 |
| Leeks                                   | 3 75 |
| Onions, Canadian, bag                   | 0 60 |
| Onions, red, 100-lb. bag                | 3 00 |
| Oyster plant                            | 1 50 |
| Parsley (Amer.)                         | 2 00 |
| Parsley (Can.)                          | 0 75 |

|   |      |       |
|---|------|-------|
| Spanish onions, half cases                | 2 25 | 3 00  |
| Spanish onions, large crate               | 4 50 | 5 00  |
| Spanish onions (small crate)              | ...  | 1 25  |
| Potatoes (sweet), per hamper, as to size  | 2 50 | 5 00  |
| Potatoes, bag                             | 2 00 | 2 25  |
| Carrots, bag                              | 0 50 | 0 75  |
| Beets, bag (60-lb. bag)                   | 0 90 | 1 00  |
| Parsnips (60-lb. bag)                     | ...  | 1 00  |
| Turnips (Quebec), bag                     | ...  | 1 00  |
| Turnips (Montreal), bag                   | 0 75 | 0 90  |
| Lettuce, curly (3 doz.)                   | ...  | 2 50  |
| Lettuce, Boston, hothouse (2 doz. in box) | 1 50 | 2 25  |
| Lettuce (Florida), hamper                 | ...  | 2 75  |
| Cranberries (Cape Cod), box               | ...  | 5 50  |
| Cranberries (new), small size, bbl.       | ...  | 15 00 |
| Watercress (Can.)                         | ...  | 0 75  |
| Watercress (Amer.)                        | ...  | 1 25  |

## ONTARIO MARKETS

**T**ORONTO, Feb. 27.—Conditions in the wholesale grocery trade were encouraging during the week. The volume of business is good, retailers apparently having no hesitancy about taking in fairly good quantities of goods. Wholesale houses, however, are restricted in their operations through the shortage of goods in many lines. Operations in dried fruit are light owing to the non-arrival of stocks, particularly prunes. Advances have been fairly numerous during the week and include such lines as shoe blacking, stove polish, brass and silver polish, bluing, corn-flakes, cocoanut, tacks, shoe dressing, carbonate of soda, rice.

### Canada Gets Some San Domingo Raws

**Toronto.**  
**SUGAR.**—Announcement has been made that Canadian refiners have purchased some 21,800 bags of San Domingo raw sugars at 4.749c per pound. This is slightly lower by .236c than the established price for Cuban raw sugars at 4.985c. This lower price was made possible through the difference in duty which applies to San Domingo sugars. Report by the International Sugar Committee during the week showed the amount of raw sugar received at the six principal refining ports of the Eastern seaboard amounted to 63,285 tons. Meltings during the week amounted to 57,805 tons. Stocks of sugar on hand amounted to 34,744 tons. A regulation by the United States Department of Food Control provides that retailers shall not be allowed to purchase more than 1,000 pounds of sugar at any one time until the present acute situation is cleared up. Wholesalers in Canada of necessity have had to limit the amount to their customers due to the lightness of supplies. With the arrival of stocks of raws which are now on the way the situation in Canada is expected to show rapid improvement. Some of the refiners are now selling freely for March and April shipment which indicates that plenty of raw sugar is in sight to take care of the needs of the refiners. Prices for sugar held unchanged.

|   |      |
|---|------|
| Atlantic, extra granulated              | 8 54 |
| St. Lawrence, extra granulated          | 8 54 |
| Acadia Sugar Refinery, extra granulated | 8 54 |

|   |      |
|---|------|
| Can. Sugar Refinery, extra granulated.. | 8 54 |
| Do., No. 1 yellow                       | 8 14 |
| Dom. Sugar Refinery, extra granulated.. | 8 54 |
| Icing sugar, barrels                    | 8 74 |
| Powdered, barrels                       | 8 64 |

St. Lawrence and Canada Sugar differentials: —25-lb. sacks, 10c over 100-lb.; 20-lb., 15c advance; 10-lb. gunnies, 20c advance; 5-lb. gunnies, 40c advance; 5-lb. cartons, 25c advance; 2-lb. cartons, 30c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

### Shoe, Stove And Metal Polishes Higher

**Toronto.**  
**POLISHES, BLUING, COCOANUT, TACKS.**—Advances have been fairly numerous in various lines handled by wholesalers. Dustbane has been advanced \$1 per case and is now quoted at \$7.75. Two in one shoe blacking has been advanced to \$1.20 per dozen, Nugget shoe polish to \$1.15 per dozen, Zebra stove polish to \$1.10 per dozen. Brasso and Silvo metal polish have been advanced. No. 3 is quoted at \$1.10 per dozen, No. 6 at \$2 per dozen and No. 12 at \$4.20 per dozen. Reckitt's blue has been advanced 4c per pound and is now quoted at 23c. Fairbanks laundry soap has been advanced, Santa Claus and Clairette now being quoted at \$6.75 per box and Sunny Monday at \$7.25 per case. Cocoanut in pails has been advanced ½c per pound and is now quoted at 30c to 31½c in 20-lb. pails and 31c to 32½c in 15-lb. pails. Tacks have been advanced, blue 6-oz. now being quoted at 65c per dozen, and tinned at 75c; blue 8-oz. are quoted at 75c per dozen and tinned at 90c per dozen. Crescent shoe dressing has been advanced and is now quoted at \$2 per dozen. Carbonate of soda has been advanced to \$4.50 per keg with broken lots at 5c per pound. Prices on cotton clotheslines in some quarters are as follows: 30-foot, \$2.35 dozen, 40-foot, \$3.00, 48-foot, \$3.50 dozen, 50-foot, \$3.65; 60-foot, \$4.40; 72-foot, \$5.25; 80-foot, \$5.85; 100-foot, \$7.35 dozen.



### Syrups Have Been Moving Freely

**Toronto.**  
**MOLASSES, SYRUPS.**—The market for molasses was firmly maintained, with a good sale reported. There is a good demand for syrups of various kinds at the present time owing to the comparatively light supplies of sugar that have been available. While there has been no actual pinch or famine in sugar supplies have been low. Furthermore, a campaign by departments of food control to use syrups has perhaps had some effect. Prices were steady for corn syrup during the week.

|   |      |      |
|---|------|------|
| <b>Corn Syrup—</b>  |      |      |
| Barrels, per lb.  | 0 07 |      |
| Cases, 2-lb. tins, 2 doz. in case                         | 4 65 |      |
| Cases, 5-lb. tins, 1 doz. in case                         | 5 20 |      |
| Cases, 10-lb. tins, 1/2 doz. to ca.                       | 4 95 |      |
| Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls. |      |      |
| <b>Cane Syrups—</b>                                       |      |      |
| Barrels and half barrels, second grade, lb.               | 0 06 |      |
| Cases, 2-lb. tins, 2 doz. in case                         | 5 05 | 5 25 |
| <b>Molasses—</b>  |      |      |
| Fancy Barbadoes, barrels                                  | 0 92 | 0 95 |
| Choice Barbadoes, barrels                                 | 0 88 | 0 90 |
| West India, 1/2 bbls., gal.                               | 0 55 | 0 65 |
| West India, 10-gal. kegs                                  |      | 6 50 |
| Tins, 2-lb., table grade, case 2 doz., Barbadoes          |      | 4 75 |
| Tins, 3-lb., table grade, case 2 doz., Barbadoes          |      | 6 40 |
| Tins, 5-lb., 1 doz. to case, Barbadoes                    |      | 5 30 |
| Tins, 10-lb., 1/2 doz. to case, Barbadoes                 |      | 5 20 |
| Tins, 2-lb., baking grade, case 2 doz.                    |      | 3 50 |
| Tins, 3-lb., baking grade, case of 2 doz.                 |      | 4 60 |
| Tins, 5-lb., baking grade, case of 1 doz.                 |      | 3 90 |
| Tins, 10-lb., baking grade, case of 1/2 doz.              |      | 3 75 |
| West Indies, 1 1/2, 48s.                                  |      | 5 00 |
| West Indies, 2s, 36s                                      | 4 00 | 4 25 |

### Jams Are Higher; Canned Salmon Firm

**Toronto.**  
**CANNED GOODS.**—Announcement was made during the week that the United States Government had commandeered all supplies of canned salmon within the country for use of the army. This is expected to put a measure of firmness into the local market. Advances have been recorded in jams during the week. Aylmer 12-oz. strawberry jam has been advanced to \$2.75 per dozen, raspberry and black currant jam 12-oz. are still being quoted at \$2.45 per dozen, while peach and plum are also unchanged at \$2.25 per dozen. Jams in 4-lb. tins have been increased in price, St. William's raspberry and strawberry 4's now being quoted at 83, Aylmer strawberry and raspberry 4's at 87c tin and Aylmer black currant at 80c tin. Stuart's jams strawberry and raspberry are quoted at 90c tin and black currant at 88c per tin. Some supplies of kippered herring in tins have reached the market and are quoted at \$2.25 per dozen.

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

|                       |      |      |
|-----------------------|------|------|
| <b>Salmon—</b>        |      |      |
| Soekeye, 1s, doz.     | 4 00 | 4 50 |
| Soekeye, 1/2s, doz.   | 2 40 | 2 50 |
| Alaska reds, 1s, doz. | 3 75 | 3 85 |
| Chums, 1-lb. tins     |      | 2 25 |
| Do., 1/2s, doz.       | 1 35 | 1 45 |
| Pinks, 1-lb. tins     | 2 25 | 2 60 |

|  |      |          |
|--|------|----------|
| Do., 1/2s, doz.                        | 1 35 | 1 50     |
| Cohoos, 1/2-lb. tins                   | 1 85 | 1 90     |
| Cohoos, 1-lb. tins                     | 3 45 | 3 60     |
| Red springs, 1-lb. tins                | 3 15 | 3 65     |
| White springs, 1s, dozen               | 2 15 | 2 25     |
| Lobsters, 1/2-lb., doz.                | 3 10 | 3 25     |
| <b>Canned Vegetables—</b>              |      |          |
| Beets, 3s                              | 2 10 | 2 30     |
| Tomatoes, 2 1/2s                       | 2 60 | 2 75     |
| Peas, standard                         | 1 90 | 2 25     |
| Peas, early June                       | 1 95 | 2 32 1/2 |
| Beans, golden wax, doz.                |      | 2 10     |
| Beans, Midget, doz.                    |      | 2 45     |
| Asparagus tips, doz.                   | 3 25 | 3 65     |
| Corn, 2's, doz.                        | 2 40 | 2 50     |
| Pumpkins, 2 1/2s                       | 1 80 | 2 10     |
| Spinach, 2s, doz.                      | 1 80 | 2 40     |
| Succotash, No. 1, doz.                 | 2 00 | 2 35     |
| Pineapples, 2s                         | 3 00 | 3 25     |
| Cherries, 2s                           | 2 75 | 2 90     |
| Peaches, 2s                            | 2 10 | 2 40     |
| Pears, 2s                              | 1 85 | 2 90     |
| Plums, Lombard, 2s                     |      | 1 75     |
| Plums, Green Gage                      | 1 80 | 1 95     |
| Raspberries, 2s, H.S.                  | 3 00 | 3 25     |
| Strawberries, 2s, H.S.                 | 3 00 | 3 40     |
| Jam, raspberry, 16 oz., doz.           | 2 90 | 3 30     |
| Do., black currant, 16 oz.             | 2 90 | 3 20     |
| Do., strawberry, 16 oz.                | 3 00 | 3 40     |
| Do., raspberry, 4-lb. tin              | 0 83 | 0 90     |
| Do., black currant, 4-lb. tin          | 0 80 | 0 88     |
| Do., strawberry, 4-lb. tin             | 0 83 | 0 90     |
| <b>Preserved Fruits, Pint Sealers—</b> |      |          |
| Peaches, pint sealers, doz.            | 3 40 | 3 45     |
| Plums, Green Gage, doz.                | 2 40 | 2 95     |
| Do., Lombard, doz.                     | 2 25 | 2 90     |
| Do., Blue, doz.                        | 2 25 | 2 40     |
| Black currants, doz.                   |      | 3 45     |
| Red currants, doz.                     |      | 3 45     |
| Raspberries, doz.                      | 3 45 | 3 60     |
| Strawberries                           | 3 60 | 4 40     |

### Raisins Reach Market; Prune Supplies Light

**Toronto.**  
**DRIED FRUITS.**—Some three or four cars of raisins reached the local market during the week but arrivals of prunes were practically nil. Wholesalers and importers are beginning to show some uneasiness over the situation in prunes; it is feared that consumption will be restricted if they do not soon reach the market for distribution. Prices on all lines of dried fruits were firmly maintained during the week. Reports have been current that the United States Government intended to pass a regulation prohibiting the sale of prunes for any length of time in the future. Local brokers, however, have been advised by their principals during the week that they will be permitted to book orders subject to opening prices to be named later. This will mean that selling will be conducted as in the past.

|                                  |          |          |
|----------------------------------|----------|----------|
| Apples, evaporated               | 0 23     | 0 24     |
| Apricots, unpitted               |          | 0 16 1/2 |
| Do., fancy, 25s                  |          | 0 30     |
| Do., choice, 25s                 | 0 25     | 0 27     |
| Do., standard, 25s               | 0 24     | 0 26     |
| <b>Candied Peels, American—</b>  |          |          |
| Lemon                            | 0 26     | 0 30     |
| Orange                           | 0 28     | 0 35     |
| Citron                           | 0 35     | 0 36     |
| <b>Currants—</b>                 |          |          |
| Filiatras, per lb.               |          |          |
| Australians, lb.                 | 0 29     | 0 30     |
| <b>Dates—</b>                    |          |          |
| Excelsior, pkgs., 3 doz. in case | 4 50     | 4 75     |
| Dromedary dates, 3 doz. in case  |          | 6 00     |
| <b>Figs—</b>                     |          |          |
| Taps, lb.                        |          |          |
| Malagas, lb.                     |          |          |
| Comadre figs, mats, lb.          |          |          |
| Cal., 6 oz., doz.                |          |          |
| Cal., 10 oz., doz.               |          | 1 45     |
| <b>Prunes—</b>                   |          |          |
| 30-40s, per lb., 25's, faced     | 0 17     | 0 18     |
| 40-50s, per lb., 25's, faced     | 0 16     | 0 17     |
| 50-60s, per lb., 25's, faced     | 0 15     | 0 16     |
| 60-70s, per lb., 25's, faced     | 0 14     | 0 14 1/2 |
| 70-80s, per lb., 25's, faced     | 0 12     | 0 13 1/2 |
| 80-90s, per lb., 25's, unfaced   |          | 0 13 1/2 |
| 90-100s, per lb., 25's, faced    |          | 0 12     |
| <b>Peaches—</b>                  |          |          |
| Standard, 25-lb. box             | 0 15 1/2 | 0 17     |

|                              |          |          |
|------------------------------|----------|----------|
| Choice, 25-lb. boxes         | 0 18 1/2 | 0 19     |
| Fancy, 25-lb. boxes          |          | 0 22     |
| <b>Raisins—</b>              |          |          |
| California bleached, lb.     | 0 14     | 0 15 1/2 |
| Valencia, Cal.               | 0 10 1/2 | 0 10 1/2 |
| Valencia, Spanish            |          |          |
| Seeded, fancy, 1-lb. packets | 0 12 1/2 | 0 13     |
| Seedless, 12-oz. packets     | 0 12     | 0 12 1/2 |
| Seedless, 16-oz. packets     | 0 14 1/2 | 0 15 1/2 |
| Seedless, screened, lb.      | 0 13 1/2 | 0 15 1/2 |

### Japan Teas Show Higher Range By 2c

**Toronto.**  
**TEAS.**—There was a firmer market for Japan teas during the week owing to the dwindling of supplies and the possibility that additional stocks coming forward will be very restricted. Japan teas are shipped only at one season of the year usually, the time being ordinarily in September and October. Last year, however, shipment was not made until about December 1. Until the new crop comes off there will be no additional supplies coming forward. Stocks of Japan teas now in this country are low with a good demand. Indians and Ceylons are moving freely in the medium-priced grades. Early pickings Japans are quoted up 2c at 40c per pound and second pickings from 30c to 38c per pound.

|                           |      |      |
|---------------------------|------|------|
| <b>Ceylon and Indias—</b> |      |      |
| Pekoe Souchongs           | 0 36 | 0 38 |
| Pekoes                    | 0 38 | 0 46 |
| Broken Pekoes             | 0 46 | 0 48 |
| Orange Pekoes             | 0 48 | 0 50 |
| Broken Orange Pekoes      | 0 50 | 0 52 |
| <b>Javas—</b>             |      |      |
| Broken Pekoes             | 0 35 | 0 38 |
| <b>Japans and Chinas—</b> |      |      |
| Early pickings, Japans    |      | 0 40 |
| Second pickings           | 0 30 | 0 38 |
| Hyson Thirds, lb.         | 0 30 | 0 35 |
| Do., Seconds              | 0 40 | 0 45 |
| Do., Sifted               | 0 40 | 0 52 |

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 movement.

### Statements On Coffee Situation Now Banned

**Toronto.**  
**COFFEE.**—Indicating the tendency in the United States to forestall any undue inflation in prices a regulation has now been adopted by the Board of Managers of the New York Coffee and Sugar Exchange which prohibits the issuance of circulars or publications of whatever character that contain matter which in any way tends to increase the price of coffee or to encourage outside speculation. This action is calculated to put a crimp in the activities of the bullish elements of the coffee exchange. This regulation, however, apparently does not apply to such circulars issued by large coffee dealers who do not happen to be members of the coffee exchange. In the local market conditions held in a steady position with demand reported fairly good.

|                       |      |      |
|-----------------------|------|------|
| <b>Coffee—</b>        |      |      |
| Bogotas, lb.          | 0 28 | 0 30 |
| Guatemala, lb.        | 0 24 | 0 25 |
| Maracaibo, lb.        | 0 25 | 0 29 |
| Mexican, lb.          | 0 27 | 0 31 |
| Jamaica, lb.          | 0 26 | 0 30 |
| Blue Mountain Jamaica |      | 0 40 |
| Mocha, Arabian, lb.   | 0 35 | 0 40 |
| Rio, lb.              | 0 19 | 0 23 |



|                           |      |      |
|---------------------------|------|------|
| Santos, Bourbon, lb. .... | 0 25 | 0 26 |
| Chicory, lb. ....         | 0 20 | 0 20 |
| Cocoa—                    |      |      |
| Pure, lb. ....            | 0 25 | 0 26 |
| Sweet, lb. ....           | 0 18 | 0 20 |

**Coriander Seed**  
*Prices Narrowed*

**Toronto.**—The range of prices on coriander seed show a narrowing tendency during the week in some quarters, prices having been quoted at 28c to 35c. Caraway seed is scarce and prices are firm, range being slightly increased during the week in some quarters at 90c to \$1 per pound. There is a firm market for pepper but prices have not been changed as yet. Demand for spices of all kinds is good, as there seems to be a generally expectant market that prices are likely to be higher in a number of lines.

|   | Per lb. |      |
|---|---------|------|
| Allspice .....                                    | 0 16    | 0 18 |
| Cassia .....                                      | 0 30    | 0 35 |
| Cinnamon .....                                    | 0 40    | 0 50 |
| Cayenne .....                                     | 0 30    | 0 35 |
| Cloves .....                                      | 0 70    | 0 75 |
| Ginger .....                                      | 0 25    | 0 35 |
| Herbs—sage, thyme, parsley,<br>mint, savory ..... | 0 40    | 0 60 |
| Mace .....  | 0 90    | 1 10 |
| Pastry .....                                      | 0 25    | 0 32 |
| Pickling spice .....                              | 0 22    | 0 28 |
| Peppers, black .....                              | 0 36    | 0 40 |
| Peppers, white .....                              | 0 42    | 0 48 |
| Paprika, lb. ....                                 | 0 35    | 0 45 |
| Nutmegs, selects, whole, 100's .....              | 0 40    | 0 40 |
| Do., 80's .....                                   | 0 50    | 0 50 |
| Do., 64's .....                                   | 0 55    | 0 60 |
| Mustard seed, whole .....                         | 0 30    | 0 40 |
| Celery seed, whole .....                          | 0 40    | 0 50 |
| Coriander, whole .....                            | 0 28    | 0 35 |
| Caraway seed, whole .....                         | 0 90    | 1 00 |
| Cream of Tartar—                                  |         |      |
| French, pure .....                                | 0 79    | 0 80 |
| American high test .....                          | 1 45    | 1 45 |
| 2-oz. packages, doz. ....                         | 2 60    | 2 60 |
| 4-oz. packages, doz. ....                         | 5 05    | 5 25 |
| 8-oz. tins, doz. ....                             | 0 21    | 0 21 |
| Tartarine, barrels, lb. ....                      | 0 23    | 0 23 |
| Do., kegs, lb. ....                               | 0 25    | 0 25 |
| Do., pails, lb. ....                              | 0 90    | 0 90 |
| Do., 4 oz., doz. ....                             | 1 75    | 1 75 |
| Do., 8 oz., doz. ....                             | 3 25    | 3 25 |

**New Brazil Nuts**  
*Reach New York*

**Toronto.**—Shipments of new-crop Brazil nuts are reported to have reached the New York market, prices on this line being approximately 2c per pound higher than the old crop. Shelled walnuts are in very firm market, quotations quite generally being now made on the basis of 65c per pound. An embargo on the shipment of nuts from France has now been in effect some six weeks. Those closely in touch with the situation anticipate the price of shelled walnuts will go considerably higher than present figures. In some quarters Jumbo roasted peanuts were quoted as high as 27c per pound. Chinese and Japanese peanuts have been advanced 1c per pound to 17c. There is a very strong market for peanuts.

| In the Shell—                 |      |      |
|-------------------------------|------|------|
| Almonds, Tarragonas, lb. .... | 0 20 | 0 22 |
| Walnuts, Bordeaux .....       | 0 20 | 0 26 |
| Walnuts, Grenobles, lb. ....  | 0 22 | 0 22 |
| Walnuts, Manchurian, lb. .... | 0 20 | 0 20 |
| Filberts, lb. ....            | 0 16 | 0 22 |
| Pecans, lb. ....              | 0 25 | 0 27 |
| Peanuts, Jumbo, roasted ..... | 0 21 | 0 27 |
| Do., No. 1 Virginia .....     | 0 19 | 0 21 |
| Brazil nuts, lb. ....         | 0 12 | 0 17 |

|                                  |      |      |
|----------------------------------|------|------|
| Cocoanuts, per 100 .....         | 7 50 | 7 50 |
| Shelled—                         |      |      |
| Almonds, lb. ....                | 0 42 | 0 44 |
| Filberts, lb. ....               | 0 35 | 0 40 |
| Walnuts, lb. ....                | 0 65 | 0 65 |
| Peanuts, Spanish, lb. ....       | 0 18 | 0 18 |
| Do., Chinese, Japanese, lb. .... | 0 17 | 0 17 |

**Lima Beans Headed**  
*Toward Higher Levels*

**Toronto.**—BEANS.—There was a firm trend to the market for lima beans during the week in the face of dwindling supplies with the prospect of being unable to secure no additional stocks. Prices ranged from 18c in sack lots to 22c in broken lots. Some Ontario beans came into the market during the week. Choice hand-picked were quoted at \$9.25 per bushel and 1-lb. to 2-lb. pickers at \$9 per bushel. Rangoon beans are getting in light supply.

|  |      |      |
|--|------|------|
| Ontario, 1lb. to 2-lb. pickers, bu. .... | 9 00 | 9 00 |
| Do., hand-picked .....                   | 9 25 | 9 25 |
| Can. white kidney beans, bush. ....      | 6 50 | 7 00 |
| Indians, per bush. ....                  | 6 50 | 7 00 |
| Yellow eyes, per bushel .....            | 6 60 | 6 60 |
| Japanese, per bush. ....                 | 6 60 | 6 60 |
| Limas, per pound .....                   | 0 18 | 0 22 |

**Rices Advance 1/4c**  
*To 1/2c Per Pound*

**Toronto.**—RICE.—Demand for rice continues active. In the Southern United States with the cleaning up of available stocks for the use of the United States Government there has been an active demand for screenings to be used in the manufacture of rice flour, which is coming into use as a substitute for wheat flour to a considerable extent. Prices in the local market were firmly maintained with advances of 1/4c to 1/2c per pound all along the line in various grades. The firm tendency in this commodity has been indicated in these columns from time to time for several weeks past. Following are the prices now prevailing:

|                                    |          |       |
|------------------------------------|----------|-------|
| Texas, fancy, per 100 lbs. ....    | 11 00    | 11 50 |
| Blue Rose Texas .....              | 11 00    | 11 50 |
| Honduras, fancy, per 100 lbs. .... | 12 50    | 12 50 |
| Siam, fancy, per 100 lbs. ....     | 9 25     | 9 50  |
| Siam, second, per 100 lbs. ....    | 8 50     | 9 25  |
| Japans, fancy, per 100 lbs. ....   | 10 50    | 11 25 |
| Japans, second, per 100 lbs. ....  | 9 25     | 9 50  |
| Chinese XX, per 100 lbs. ....      | 8 25     | 9 75  |
| Do., Simlu .....                   | 11 00    | 11 50 |
| Do., Mujin, No. 1 .....            | 10 25    | 10 50 |
| Tapioca, per lb. ....              | 0 14 1/2 | 0 15  |

**Cornflakes Advance;**  
*Package Oats Firm*

**Toronto.**—PACKAGE GOODS.—An advance of 50c to 60c per case has been made effective in the various lines of cornflakes, Quaker brand now being quoted at \$3.90 per case, Kellogg's at \$4 and Dominion cornflakes at \$4.25 per case. Quaker puffed wheat has been discontinued as the manufacturers were unable to get license for its manufacture. Tillson's oats are no longer obtainable from the manufacturers. There is a firm market for rolled oats in packages although the market had held unchanged during the week. Cornstarch and laundry starch were in steady market.

|                                  |      |      |
|----------------------------------|------|------|
| Cornflakes, per case .....       | 3 90 | 4 25 |
| Rolled oats, round, family size. |      |      |

|   |          |          |
|---|----------|----------|
| 20s .....                                   | 5 65     | 5 75     |
| Rolled oats, round, regular 18s, case ..... | 2 00     | 2 05     |
| Rolled oats, square, 20s .....              | 5 65     | 5 75     |
| Shredded wheat, case .....                  | 4 25     | 4 25     |
| Cornstarch, No. 1, pound cartons .....      | 0 11     | 0 11     |
| No. 2, pound cartons .....                  | 0 10     | 0 10     |
| Starch, in 1-lb. cartons .....              | 0 11     | 0 11     |
| Do., in 6-lb. tins .....                    | 0 12 1/2 | 0 12 1/2 |
| Do., in 6-lb. papers .....                  | 0 09 1/2 | 0 09 1/2 |

**Light Supplies Of**  
*Tinned Honey Available*

**Toronto.**—HONEY, MAPLE SYRUP.—Some light supplies of honey in 5-lb. and 10-lb. tins reached the local market during the week and were quoted at 22c to 23c per pound. Some buckwheat honey was also available in 60-lb. tins at 18c per pound. Comb honey was within small compass. Maple syrup has not yet put in an appearance but is expected in the not distant future.

|                                 |      |      |
|---------------------------------|------|------|
| Honey—                          |      |      |
| Clover, 5 and 10-lb. tins ..... | 0 22 | 0 23 |
| 60-lb. tins .....               | 0 18 | 0 18 |
| Buckwheat, 60-lb. tins .....    | 0 18 | 0 18 |
| Comb, No. 1, fancy, doz. ....   | 3 50 | 3 60 |
| Do., No. 2, doz. ....           | 3 00 | 3 25 |
| Jars, 7-oz., doz. ....          | 3 00 | 3 25 |
| Do., 10-oz., doz. ....          | 3 00 | 3 25 |
| Do., 12-oz., doz. ....          | 3 00 | 3 25 |
| Do., 16-oz., doz. ....          | 3 00 | 3 25 |

|   |       |       |
|---|-------|-------|
| Maple Syrup—                            |       |       |
| No. 1, gallon tins, 6 to case .....     | 11 70 | 12 00 |
| No. 2, half gal. tins, 12 to case ..... | 12 25 | 14 20 |
| No. 3, quart tins, 24 to case .....     | 12 25 | 15 55 |
| No. 3, quart bottles, 12 to case .....  | 5 50  | 7 80  |
| N.B.—Above are wine measure.            |       |       |
| Gallon tins, Imperial, 6 to case .....  | 13 50 | 13 50 |
| 5-gallon tins, Imperial, per tin .....  | 9 25  | 10 50 |
| Barrels, 25 or 40 Imp. gals., gal. .... | 2 00  | 2 00  |

**Grapefruit Will**  
*Likely Be Higher*

**Toronto.**—FRUIT.—Prices on grapefruit in the primary market at New York doubled during the week and a very firm situation has been brought about for existing stocks. The situation has been caused through the inability of Cuban growers to get shipment of their fruit, as the ship space is going to be used to carry raw sugar from the island. The Florida crop is reported to be about cleaned up. Higher prices in this commodity are highly probable in the near future. Barrel apples from Nova Scotia continued to reach the local market during the week. Movement is not free as yet, but it is expected with the coming of favorable spring weather peddlers will take the stock to the people and so encourage them to buy.

|   |      |      |
|---|------|------|
| Apples—                                 |      |      |
| Boxes, Spitzenberg .....                | 2 65 | 3 00 |
| Winesaps, box .....                     | 2 50 | 2 75 |
| Rome Beauty, box .....                  | 2 75 | 3 00 |
| Ontario—                                |      |      |
| Baldwins, No. 1, bbl. ....              | 7 00 | 7 00 |
| Greenings, No. 1, bbl. ....             | 6 00 | 6 00 |
| Northern Spys, tree runs .....          | 6 00 | 6 00 |
| Mann, No. 1, bbl. ....                  | 5 00 | 5 00 |
| Do., No. 2, bbl. ....                   | 5 00 | 5 00 |
| Pewakee, No. 1, bbl. ....               | 5 00 | 5 00 |
| Do., No. 2 .....                        | 5 00 | 5 00 |
| Starks, No. 1, bbl. ....                | 5 00 | 5 00 |
| Do., No. 2 .....                        | 5 00 | 5 00 |
| Ben Davis, No. 1, bbl. ....             | 4 50 | 4 50 |
| Do., No. 2, bbl. ....                   | 4 50 | 4 50 |
| Spys, No. 3 .....                       | 5 00 | 5 00 |
| Winter varieties, straight, No. 3 ..... | 4 50 | 4 50 |
| Nova Scotia—                            |      |      |
| Baldwins, No. 1 .....                   | 5 50 | 5 50 |
| Do., No. 2 .....                        | 4 50 | 4 50 |
| Wagner, No. 1 .....                     | 6 50 | 6 50 |



|  |       |      |
|--|-------|------|
| Do., No. 2                               | 6 00  |      |
| Starks, No. 1                            | 5 50  |      |
| Do., No. 2                               | 5 00  |      |
| Bananas, yellow, bunch                   | 3 75  | 5 00 |
| <b>Grapefruit—</b>                       |       |      |
| Jamaica, 46s, case                       | 3 50  |      |
| Do., 54s, case                           | 3 50  |      |
| Do., 64s, 96s, case                      | 3 50  |      |
| Do., 80s                                 | 3 50  |      |
| Florida, 36s, 46s, case                  | 4 00  | 4 50 |
| Do., 54s, 64s, 80s, 96s                  | 4 25  | 5 00 |
| Cuban and Porto Rico, 54s, 64s, 80s, 96s | 3 50  | 4 00 |
| <b>Oranges—</b>                          |       |      |
| <b>California Navels—</b>                |       |      |
| 80s                                      | 4 00  | 5 50 |
| 96s                                      | 4 50  | 5 50 |
| 100s                                     | 4 75  | 5 50 |
| 126s                                     | 5 50  | 6 00 |
| 150s                                     | 6 50  |      |
| 176s, 200s, 216s, 250s                   |       | 7 00 |
| <b>Florida Oranges—</b>                  |       |      |
| 80s, 96s, 100s                           |       | 4 75 |
| 126s                                     | 5 25  | 5 50 |
| 150s                                     |       | 6 00 |
| 176s, 200s, 216s, 250s                   | 6 00  | 6 50 |
| <b>Lemons, Cal., case</b>                |       |      |
| Do., Messinas, box                       |       | 6 00 |
| Pears, Cal., box                         | 3 25  |      |
| Pineapples, Porto Rican, cs. 30-36s      | 5 50  |      |
| Do., Messinas, box                       | 5 50  |      |
| Rhubarb, dozen                           | 1 25  |      |
| Malaga grapes, keg                       | 10 00 |      |
| Strawberries, box                        |       | 0 65 |

**Onions And Carrots Having Good Sale**

**Toronto.**  
**VEGETABLES.**—The campaign in the interest of greater consumption of vegetables has borne much fruit. People took up with the idea of conserving food supplies and purchased liberally. As a result most of the dealers are inclined to feel easier in mind, as it was thought at one time they might be allowed to spoil through lack of interest. With continued interest in the vegetables for a time longer there will be a much healthier condition in the market. Potatoes were in steady market, there being no inclination to quote lower prices during the week, except in the instance of N.B. Delawares which were quoted at 10c per bag under prices of last week in some quarters. California cauliflower was lower in price by 25c per crate. Cucumbers were firmer. Hothouse tomatoes are being quoted at 35c per pound for No. 1 and 25c per pound for No. 2.

|                                    |      |      |
|------------------------------------|------|------|
| Beets, bag                         | 0 90 | 1 50 |
| Brussel sprouts, quart             |      |      |
| Cauliflower, Cal., standard crates | 4 00 | 4 50 |
| Cabbage, Canadian, barrel          | 4 00 | 4 50 |
| Carrots, bag                       | 0 60 | 0 65 |
| Celery, Ontario, doz.              | 0 25 | 0 60 |
| Do., California, case              | 6 00 | 6 50 |
| Cucumbers, Boston, doz.            | 3 00 | 3 25 |
| Lettuce, leaf, doz. bunches        | 0 30 | 0 35 |
| Do., Boston, head, hampers         | 2 50 | 2 75 |
| Mushrooms, 4-lb. basket            |      |      |
| <b>Onions—</b>                     |      |      |
| Spanish, crates                    | 4 50 | 5 00 |
| Spanish, half crates               | 2 40 | 2 50 |
| Do., Canadian, 75-lb.              | 2 25 | 2 50 |
| American, 100-lb. sacks            |      | 3 00 |
| <b>Potatoes—</b>                   |      |      |
| New Ontario, bag                   | 2 25 |      |
| N.B. Delawares                     | 2 40 | 2 50 |
| P.E.I., bag                        | 2 15 | 2 25 |
| Sweet, hamper                      |      | 3 25 |
| Spinach, box                       | 0 60 | 0 75 |
| <b>Tomatoes—</b>                   |      |      |
| Hothouse, No. 1, lb.               |      | 0 35 |
| Do., No. 2, lb.                    |      | 0 25 |
| Parsnips, bag                      | 1 25 | 1 50 |
| Parsley, doz. bunches              |      | 0 85 |
| Peppers, green, dozen              |      | 0 75 |
| Turnips, new, bag                  | 0 50 | 0 65 |

**Flour Shipments Continue To Increase**

**Toronto.**  
**FLOUR.**—With the milder weather of

the past week there has been a noticeable improvement in the flour situation. Mills report that arrivals from the West have been better and that there is now considerable quantities of flour rolling and will in all probability reach the Eastern market in the near future. Eastern millers are now in a more favorable position with respect to wheat and operations are becoming more general. For a time the mills were running under greatly reduced output owing to the lightness of wheat stocks. Some mills, in fact, were closed down entirely for a time. Stocks of wheat are held at lake terminals and with the straightening out of the railway difficulties these will be available. Prices held unchanged at the established basis.

|                                   |       |       |
|-----------------------------------|-------|-------|
| <b>War grade, 74% extraction—</b> |       |       |
| Manitoba spring wheat             | 11.10 | 11.30 |
| Ontario winter wheat              | 10.60 | 10.80 |
| Blended, spring and winter        | 10.85 | 11.05 |

**Larger Stocks Of Feed May Be Available**

**Toronto.**  
**MILLFEEDS.**—Now that the railway situation is becoming untangled gradually the Eastern millers are getting supplies of wheat to keep their mills in operation and the Western mills are able to make better shipments. For weeks past the demand for millfeeds has been far in excess of the supply. Prices have held steady due to the basis established by the Department of Food Control. With milder weather there should be a freer movement of grain with a consequent better supply of feeds.

|                     |                   |                   |
|---------------------|-------------------|-------------------|
| <b>Mill Feeds—</b>  | <b>Mixed ears</b> | <b>Small lots</b> |
| Bran                | ton               | ton               |
| Shorts              | \$35 00           | \$37 00           |
| Special middlings   | 40 00             | 42 00             |
| Feed flour, per bag | 50 00             | 52 00             |
|                     |                   | 3.05-3.40         |

**Bulk Rolled Oats Advance 25c Per Bag**

**Toronto.**  
**CEREALS.**—The firmness in the market for bulk rolled oats has worked out toward higher prices during the week to the extent of 25c per bag, making the range of quotations from \$6 to \$6.10 per bag. Oatmeal has advanced automatically in the same proportion. The supplies of oats for milling purposes have been a little more plentiful during the week, but the heavy demand for these commodities keeps up. Yellow split peas were in firmer market, an advance of ½c per pound having been recorded from the lower quotation. Corn products held steady in price. Millers have been unable to get corn in sufficient quantity to meet their requirements, but this condition is expected to improve in the near future.

|                       |                      |                        |
|-----------------------|----------------------|------------------------|
|                       | <b>Five Bag Lots</b> | <b>Single Bag Lots</b> |
|                       | <b>Delivered</b>     | <b>F.o.b. Toronto</b>  |
| Barley, pearl, 98s    | \$7.35-\$7.45        | \$ 8.00-\$ 8.50        |
| Barley, pot, 98s      | 5.75- 5.85           | 6.00- 6.25             |
| Cornmeal, 98s         | 6.50- 6.60           | 7.00- 7.75             |
| Cornmeal, fancy       | 5.70- 5.80           | .....                  |
| Corn flour, 98s       | 6.50- 6.60           | .....                  |
| Farina, 98s           | 5.90- 6.15           | 6.25- 6.50             |
| Graham flour, 98s     | 5.60- .....          | 6.00- .....            |
| Hominy grits, 98s     | 6.50- 6.60           | .....                  |
| Hominy, pearl, 98s    | 6.50- 6.60           | .....                  |
| Rolled oats, 90s      | 5.75- 5.85           | 6.00- 6.10             |
| Oatmeal, 98s          | 6.30- 6.40           | 6.25- 7.00             |
| Rolled wheat, 100-lb. |                      |                        |
| bbl.                  | 5.60- 6.00           | 6.00- 6.75             |
| Wheatlets, 98s        | 5.90- 6.15           | 6.25- 6.50             |
| Peas, yellow, split   | 9.50- 9.75           | 10.50- 11.50           |
| Blue peas, lb.        | .....                | 0.12- 0.15             |

Above prices give range of quotations to the retail trade.

**MANITOBA MARKETS**

**WINNIPEG, Feb. 27.**—There have been hundreds of dealers from the country visiting Winnipeg this week for the Bonspiel, and pobbbers have had an opportunity of sizing up the situation pretty well. Judging from the size of orders being placed business is very good outside. A factor which is helping considerably is the light fall of snow as compared with previous years. This has allowed the farmers to go into town, and as he has been buying pretty freely it was necessary for the dealer to place good sized orders. Dealers are buying regular line of goods, but price does not seem to figure very much.

Among the changes which have taken place this week is an advance in the price of Reckitt's blue to 20c per lb. Keen's mustard is up as follows: ¼s, 74c lb.; ½s, 70c.; 4-lb. tins, \$1.73. An advance is expected in the price of laundry soaps. Cornmeal is still very hard to get—almost unprocurable. There has been a firming up of the rolled oats market; millers who have been selling bulk oats at extremely low prices are selling to-day as high as \$5. A big decline has taken place in the price of corn syrup. New prices have been announced on cooking figs, and they are 75% higher than they were a year ago.

**Sugar Still Scarce In Western Canada**

**Winnipeg.**  
**SUGAR.**—The price is the same and supplies are still very low. In fact the situation is about the same as last week, except that it is harder to get. The reason for scarcity is the same, i.e., raws are not reaching the refineries. An odd car or two of refined is coming through to Winnipeg, but not nearly enough to supply the trade. Jobbers are cutting down all their orders. It is reported that relief is in sight, but some of the refinery representatives are not sure even of that.

**Big Decline In Corn Syrup Announced**

**Winnipeg.**  
**SYRUPS.**—A big decline is announced this week in the price of three lines of corn syrup, viz., Crown, Beehive and Lily White. The declines are as follows: 2s, 75c.; 5s, 50c.; 10s, 60c.; 20s, 60c.; bulk, 1c per lb.; sealers, 35c per case. A local jobber stated to-day that he had it on good authority that this decline would only be temporary. Cane syrup did not change.



**CORN SYRUP.**

|   |      |
|---|------|
| Beehive and Crown—                        |      |
| 2-lb. tins, 2 doz. case, per case.....    | 4 25 |
| 5-lb. tins, 1 doz. case, per case.....    | 4 90 |
| 10-lb. tins, 1/2 doz. case, per case..... | 4 65 |
| 20-lb. tins, 1/4 doz. case, per case..... | 4 65 |
| Barbadoes Molasses—                       |      |
| In half barrels, per gal.....             | 1 15 |
| New Orleans Molasses—                     |      |
| Blackstrap, half barrels, wood, per gal.  | 0 63 |
| <b>ROGERS SYRUP.</b>                      |      |
| 24 by 2 lb. tins, case .....              | 4 85 |
| 12 by 5 lb. tins, case .....              | 5 65 |
| 6 by 10 lb. tins, case .....              | 5 25 |
| 3 by 20 lb. tins, case .....              | 5 10 |
| 12 by 3 lb. seal glass jars .....         | 4 20 |

**Lima Beans Are Practically Off Market**

Winnipeg. **BEANS.**—Market on white beans is still very firm, and there is a fairly good demand, prices ranging from \$6.25 to \$6.50. Lima beans are practically off the market, and when present stocks are cleaned up there will be no more.

|   |             |
|---|-------------|
| Barley—                                 |             |
| Pearl, 98-lb. bags, per bag....         | 7 25        |
| Pearl, 49-lb. bags, per bag....         | 3 65        |
| Pot, 98-lb. bags, per bag.....          | 5 20        |
| Pot, 49-lb. bags, per bag.....          | 2 65        |
| Pot, 24-lb. bags, per bag.....          | 1 35        |
| Beans—                                  |             |
| Lima, large, about 80-lb. bags, per lb. | 0 17 1/2    |
| Lima, small, 100-lb. bags, per lb.....  | 0 14        |
| Fancy white, bushel .....               | 6 25 6 50   |
| Peas—                                   |             |
| Split, 98-lb. bags, per bag....         | 10 60 11 25 |
| Whole, yellow, soup, 2 bush.            |             |
| bags, bush. ....                        | 4 50 5 00   |

**Cooking Fig Prices Open 75% Higher**

Winnipeg. **DRIED FRUITS.**—The trade are buying very freely of prunes, but no big change has taken place in the situation as yet. The most important announcement regarding dried fruits this week is the statement that new California cooking figs will cost 75% more this year than they did last year, and with European figs off the market, California figs will be the only ones available. Cooking figs are selling to the trade to-day at 12 1/2c.

|  |               |
|--|---------------|
| Santa Clara Prunes—                              |               |
| 90-100s, 25-lb. boxes, per lb.....               | 0 10          |
| 80-90s, 25-lb. boxes, per lb.....                | 0 10 1/2      |
| 50-60s, 25-lb. boxes, per lb.....                | 0 11 1/2      |
| Apples—  |               |
| Choice, 50-lb. boxes, lb. ....                   | 0 23          |
| Pears, choice, 10-lb. bxs., faced, box .....     | 1 50          |
| Apricots—  |               |
| Choice, 25's .....                               | 0 23 1/2 0 25 |
| Choice, 10's, per box .....                      | 2 48          |
| Peaches—   |               |
| Choice, 25-lb. boxes .....                       | 0 16 1/2      |
| Currants—  |               |
| Fresh cleaned, half cases, lb., Australian ..... | 0 21          |
| 56-lb. boxes, lb. ....                           | 0 24          |
| Dates—   |               |
| Hallowee, 68-lb. boxes .....                     | 0 20          |
| Fards, box, 12 lbs. ....                         | 2 30          |
| Raisins, California—                             |               |
| 16 oz. fancy, seeded .....                       | 0 11 1/2      |
| 16 oz. choice, seeded .....                      | 0 11          |
| 12 oz. fancy, seeded .....                       | 0 09 1/2      |
| 12 oz. choice, seeded .....                      | 0 08 1/2      |
| Raisins, Muscatels—                              |               |
| 3 crown, loose, 25's .....                       | 0 11          |
| 3 crown, loose, 50's .....                       | 0 10 1/2      |
| Raisins, Cal. Valencias—                         |               |
| 3 crown, loose, 25-lb. boxes... ..               | 0 10 1/2      |
| 3 crown, loose, 10-lb. boxes... ..               | 0 11          |
| Figs—  |               |
| California white figs, 25s .....                 | 0 12 1/2      |
| Peel—  |               |
| Candied lemon, boxes, lb.....                    | 0 23 1/2      |
| Candied orange, boxes, lb.....                   | 0 26 1/2      |
| Candied citron, boxes, lb.....                   | 0 30          |
| Cut mixed, 7-lb. boxes.....                      | 0 25 1/2      |

**Canned Beans Scarce In The West**

Winnipeg. **CANNED GOODS.**—There is a shortage of raspberries and strawberries, but it is understood supplies of these are plentiful down East, and can be drawn on at any time. Tomatoes are selling fairly well. Canned beans are very scarce.

**Another Advance On Soaps Expected**

Winnipeg. **SOAPS.**—It is not many weeks since we announced a considerable advance in the price of laundry soaps, and a warning has gone out to the trade that another one is due to take place in a very short time. Evidence of this is seen in the fact that the Fairbanks Company have withdrawn their prices.

**Bulk Oats Now \$5; Packages To Advance**

Winnipeg. **FLOUR AND CEREALS.**—There has been a decided slackening off in the demand for flour, both in the city and country. This is probably the result of the hoarding which took place immediately it became known that patent flours were to be discontinued. Rolled Oats.—There has been an advance in price of bulk oats, 80's, to \$5. This is an advance of 25c. As has been pointed out, it was impossible for the mills to continue selling rolled oats at the prices that have prevailed during the past two or three weeks. There is no change in the price of packages, but one is expected. Oatmeal is bringing \$6.25, and rye flour \$6 for 98's. Feeds.—The situation is the same—the demand far greater than the supply.

**Lemons Decline To \$7.50; Bananas Jump To 6c**

Winnipeg. **FRUIT AND VEGETABLES.**—There is still an easier feeling to the Alberta potato market, price being \$1 to \$1.20 depending on the quality of potatoes. California cauliflowers are easier, bringing \$2.50 per dozen. New lines coming in now are Louisiana carrots, \$1.25 per dozen; shallots, \$1 per dozen, Minnesota radishes 70c to \$1 per dozen; Minnesota rhubarb, 14c. California head lettuce is down to \$3.50 per case. Mexican tomatoes are expected in next week. Brussels sprouts have dropped to 20c per lb. Imported cabbage is bringing 8c per lb., but local is selling at 5c. Fruits.—The apple market is getting firmer all round, and stocks are being rapidly cleaned up. Oranges continue very scarce. There will be a decline in the price of lemons this week to \$7.50, and new Messinas are expected on the market. Bananas have jumped to 6c per lb. Florida grapefruit has declined to \$5.75 per case.

|                                  |           |
|----------------------------------|-----------|
| Cabbage, lb., local .....        | 0 05      |
| Cabbage, imported .....          | 0 08      |
| Cauliflower, Cal., doz. ....     | 2 50      |
| Celery, Cal., crate 100 lbs..... | 6 50 7 00 |

|                                      |      |      |
|--------------------------------------|------|------|
| Potatoes, Albertas .....             | 1 00 | 1 20 |
| Potatoes, sweet, lb. ....            |      | 0 06 |
| Carrots, cwt. ....                   |      | 2 50 |
| Turnips, cwt. ....                   |      | 2 00 |
| Head lettuce, Cal., doz. ....        |      | 1 00 |
| Head lettuce, Cal., case 4 doz. .... |      | 3 50 |
| Tomatoes, Cuban, 6-bkt. crate .....  |      | 9 00 |
| Onions, Valencias, large case.....   |      | 6 50 |
| Onions, yellow and red, cwt.....     |      | 3 00 |
| Parsley, imported, doz. ....         |      | 1 00 |
| Parsnips, bag .....                  |      | 4 50 |
| Brussels sprouts, lb. ....           |      | 0 25 |
| Fruits—                              |      |      |
| Apples, Nova Scotia, bbl.....        |      | 6 25 |
| Apples, Wash. Jonathans, box.....    |      | 2 25 |
| Apples, Rome Beauties, box.....      |      | 2 25 |
| Apples, Spies .....                  |      | 2 75 |
| Apples, Wagners .....                |      | 2 25 |
| Oranges, navels .....                |      | 7 50 |
| Lemons .....                         |      | 7 50 |
| Bananas, lb. ....                    |      | 0 06 |
| Grapefruit, Florida, case .....      |      | 5 75 |

**Letters to the Editor**

Editor Canadian Grocer.—If there are any ads for me will you please forward them on to me and I have another little matter which I would like your paper to take up. It is the matter of eggs. The following is an illustration which came under my notice:

I purchased from one farmer 1 dozen of eggs; weight, 24 oz, 60c per doz, equals 2 1/2c per oz., or 40c lb.; 1 dozen of eggs; weight, 24 oz. 60c per dozen, equals 3 1/3c per doz., or 53c lb.; this means that the consumer just paid 13c per lb. more for the poor eggs, and the farmer got that much more for his poor eggs than the other man did for his good eggs. What inducement is there for a man to keep good hens? Let the retail trade get after this and get the Government to make a law selling eggs by the pound only. I wrote the Food Controller about this and note in local paper that the Government at Ottawa are making standard of eggs 24 oz. per doz. The high cost of living is when you pay for what you don't get. Farmers frequently stand on the market here and sell these large eggs and then come to the store and try and work off his small ones, and if he is a good customer it is hard to turn them down, and once purchased they have to be worked out and the consumer gets it in the neck or pocket. Now we are in a period of drastic changes let us get after this at once.

A Grocer.

**NO ORDERS FOR ONIONS OR HOGS**

R. Robertson, representative in the West of the Department of Food Control, recently stated to the members of the Fruit Growers' Association at Victoria, B.C., that so far there were no export orders in sight for onions, hogs or even potatoes.

**BRITISH INDUSTRIES FAIR OPENS IN MARCH**

The British Industries Fair, a commercial development of since the war days will open its fourth annual exhibition in Glasgow, March 11 to 22. The fair will comprise the following trades: textiles, ready made clothing, boots and shoes, foodstuffs and domestic chemicals.



# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Feb. 26.—In the fruit and produce sections wholesalers are seeing February go out without regret. It has been a very poor month for business. Grocery wholesalers speak more cheerfully. Butter remains firm and a rise is predicted, as the price is said to be stiffening in Alberta, the present chief source of supply. Local fresh eggs are still a negligible quantity. Fresh eggs from Washington State are being sold at 54c. Lard advanced to 28c. Dessert apples are getting scarce, and have advanced from \$2.10 to \$2.25 a box. Oranges are firm at \$5 to \$7.50 a box.

### VANCOUVER, B.C.—

|  |             |
|--|-------------|
| Sugar, pure cane, gran., 100 lbs. ....                         | 9 45        |
| Flour, war grade, Manitoba, per<br>per bbl., in car lots ..... | 10 85 10 95 |
| Rice, Siam, No. 1, per ton .....                               | 165 00      |
| Do., Siam, No. 2 .....   | 150 00      |
| Beans, Japanese, per lb. ....                                  | 0 14½       |
| Beans, B.C., white .....                                       | 0 18        |
| Potatoes, per ton .....  | 27 00 35.00 |
| Lard, pure, in 400-lb. tierces, lb. ....                       | 0 28        |
| Butter, fresh made creamery, lb. ....                          | 0 52        |
| Eggs, new-laid, in cartons, doz. ....                          | 0 60        |
| Eggs, B.C., storage .....                                      | 0 58        |
| Eggs, Washington .....   | 0 54        |
| Cheese, new, large, per lb. ....                               | 0 25        |
| Oranges, box .....   | 5 00 7 50   |
| Salmon—  |             |
| Sockeye, halves, flat case .....                               | 16 50       |
| Tail, case .....   | 14 00       |
| Pinks, case .....  | 8 25 10 25  |
| Cohoos .....   | 11 00 13 00 |
| Chums .....  | 7 50 9 00   |

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Feb. 26.—Rolled oats made two advances of 25c this week, and is now selling at \$5.25, and is likely to go even higher. Corn syrup dropped 75c a case on 2's, 60c on 10's. Nugget shoe polish advanced to \$1.15. Kellogg's corn flakes are now \$4 a case. Other brands are expected to follow. Jobbers who have been below market on rice have now advanced their prices. Keen's mustard, ink, cornmeal in packages, and canned lobster are all higher this week. Local new-laid eggs are selling at 60c; California at \$16.50 a case. Kootenashi beans are offered at \$12.35 to arrive. Dairy butter is scarce.

### CALGARY:

|                                   |       |
|-----------------------------------|-------|
| Beans, small Burmah, lb. ....     | 0 11  |
| Flour, 98s, per bbl. ....         | 10 45 |
| Molasses, extra fancy, gal. ....  | 1 05  |
| Rolled oats, 80s .....            | 5 25  |
| Rice, Siam, cwt. ....             | 8 00  |
| Rice, China, per mat, No. 1. .... | 4 25  |
| Do., No. 2 .....                  | 3 85  |

|   |           |
|---|-----------|
| Tapioca, lb. ....                       | 0 14½     |
| Sago, lb. ....                          | 0 14½     |
| Sugar, pure cane, granulated, cwt. .... | 10 20     |
| Cheese, No. 1 Ontario, large. ....      | 0 25      |
| Butter, creamery, lb. ....              | 0 46 0 47 |
| Do., dairy, lb. ....                    | 0 40      |
| Lard, pure, 3s, per case. ....          | 17 40     |
| Eggs, No. 1 storage, case .....         | 13 00     |
| New laid, per dozen .....               | 0 60      |
| Candied peel, lemon, lb. ....           | 0 30      |
| Tomatoes, 2½s, standard case. ....      | 4 90 5 50 |
| Corn, 2s, standard case .....           | 5 15 5 50 |
| Peas, 2s, standard case .....           | 4 00      |
| Apples, gals., Ontario, case. ....      | 3 50      |
| Strawberries, 2s, Ontario, case. ....   | 6 20 6 85 |
| Raspberries, 2s, Ontario, case. ....    | 6 20 6 85 |
| Apples, evaporated, 50s, lb. ....       | 0 23½     |
| Apricots, evaporated, lb. ....          | 0 26½     |
| Peaches, evaporated, lb. ....           | 0 16      |
| Peaches, 2s, Ontario, case .....        | 4 75      |
| Lemons, case .....                      | 9 00      |
| Salmon, pink, tail, case .....          | 9 50      |
| Salmon, Sockeye, tail, case. ....       | 16 25     |
| Do., halves .....                       | 18 25     |
| Potatoes, per ton .....                 | 38 00     |
| Navel oranges, case .....               | 4 50 8 00 |

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Feb. 26.—Some new laid eggs have been coming to local market this week and it is expected this will affect egg market as soon as greater numbers arrive from country. A slight decrease in corn syrup amounting to 50 cents case was noted. Tapioca has declined to 15 cents pound. There have been some advances in jams amounting to one dollar per case. Standard flour on market and shows decline of 45½ cents per barrel on old prices of white flour. Price of Wales and Briar tobaccos are higher. Old prices were ten plugs for 86 cents while the new price is 11 plugs for 94 cents. La Preferencia cigars advanced 50 cents per thousand. Cotaline is quarter cent higher, quoted at 27½ cents. An advance of 50 cents to dollar expected in some lines of cereals.

### REGINA—

|  |             |
|--|-------------|
| Beans, small white Japans, bu. ....      | 6 60        |
| Beans, Lima, per lb. ....                | 0 22        |
| Flour, No. 1 pats., 98s, per bbl. ....   | 11 20       |
| Molasses, extra fancy, gal. ....         | 0 70        |
| Rolled oats, bails .....                 | 4 95        |
| Rice, Siam, cwt. ....                    | 10 00       |
| Sago and tapioca, lb. ....               | 0 15½       |
| Sugar, pure cane, gran., cwt. ....       | 9 89        |
| Cheese, No. 1 Ontario, large. ....       | 0 25½       |
| Butter, creamery .....                   | 0 45        |
| Lard, pure, 3s, per case. ....           | 16 80       |
| Bacon, lb. ....                          | 0 42        |
| Eggs, new-laid .....                     | 0 46        |
| Pineapples, case .....                   | 5 75        |
| Tomatoes, 3s, standard case. ....        | 5 25        |
| Corn, 2s, standard case. ....            | 4 60        |
| Peas, 2s, standard case .....            | 4 20 4 25   |
| Apples, gal., Ontario .....              | 2 90 3 50   |
| Apples, evaporated, per lb. ....         | 0 19½       |
| Strawberries, 2s, Ont., case. ....       | 6 30        |
| Raspberries, 2s, Ont., case. ....        | 6 30        |
| Peaches, 2s, Ontario, case .....         | 4 30        |
| Plums, 2s, case .....                    | 3 40        |
| Salmon, finest sockeye, tail, case ..... | 15 50       |
| Salmon, pink, tail, case .....           | 9 00        |
| Pork, American clear, per bbl. ....      | 40 75 41 00 |
| Bacon, breakfast .....                   | 0 41 0 42   |
| Bacon, roll .....                        | 0 22 0 24   |
| Potatoes, per bush. ....                 | 1 50        |

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Feb. 26.—This market is absolutely bare of molasses at present, and there are no quotations on this product. Yellow-eyed beans have advanced to \$10.10. Rice has reached \$9 a hundred. Eggs are very scarce, and are selling at from 48c to 50c. Compound lard advanced a cent to 27c-27½c. Corned beef is offered in a wider range at from \$4 to \$4.40. Salmon cohoes are quoted at \$14.

### ST. JOHN, N.B.

|  |            |
|--|------------|
| Flour, No. 1 patents, bbls., Man. .... | 12 55      |
| Ontario .....                          | 11 95      |
| Cornmeal, gran., bbls. ....            | 14 50      |
| Cornmeal, ordinary, bags. ....         | 4 75       |
| Molasses, extra fancy, gal. ....       | .....      |
| Rolled oats, bbl. ....                 | 12 25      |
| Beans, yellow-eyed .....               | 10 10      |
| Beans, California white .....          | 10 00      |
| Beans, British Columbia white. ....    | 9 75 10 00 |
| Rice, Siam, cwt. ....                  | 9 00       |
| Sago and tapioca, lb. ....             | 0 17 0 18  |

### Sugar—

|                                      |             |
|--------------------------------------|-------------|
| Standard granulated .....            | 8 50 8 65   |
| No. 1 yellow .....                   | 8 10 8 15   |
| Cheese, N.B., twins .....            | 0 24 0 25   |
| Eggs, new-laid .....                 | 0 65        |
| Eggs, case .....                     | 0 48 0 50   |
| Breakfast bacon .....                | 0 38 0 40   |
| Butter, creamery, per lb. ....       | 0 47        |
| Butter, dairy, per lb. ....          | 0 40 0 42   |
| Butter, tub .....                    | 0 38 0 40   |
| Margarine .....                      | 0 33        |
| Lard, pure, lb. ....                 | 0 31 0 31½  |
| Lard, compound .....                 | 0 27 0 27½  |
| American clear pork .....            | 67 00 70 00 |
| Beef, corned, 1s .....               | 4 25        |
| Tomatoes, 3s, standard, case. ....   | 5 40        |
| Raspberries, 2s, Ont., case. ....    | 6 20 6 45   |
| Peaches, 2s, Ontario, case. ....     | 4 40        |
| Corn, 2s, standard case .....        | 5 00        |
| Peas, standard, case .....           | 4 00        |
| Apples, gals., N.B., doz. ....       | 4 50        |
| Strawberries, 2s, Ont., case. ....   | 6 00 6 20   |
| Pork and beans, case .....           | 4 00 5 50   |
| Salmon, Reds .....                   | 15 50       |
| Salmon, Cohoes .....                 | 14 00       |
| Salmon, Pinks .....                  | 11 00       |
| Salmon, Chums .....                  | 8 50        |
| Sardines, domestic, case .....       | 6 75        |
| Cream tartar .....                   | 0 78 0 79   |
| Currants, lb. ....                   | .....       |
| Raisins, choice, lb. ....            | 0 12½ 0 12½ |
| Raisins, fancy, lb. ....             | 0 12½ 0 13  |
| Raisins, seedless, lb. ....          | 0 15        |
| Prunes, 90-100, lb. ....             | 0 11 0 11½  |
| Candied peel, citron .....           | 0 39 0 40   |
| Candied peel, orange and lemon. .... | 0 32 0 33   |
| Apples, N.S., bbl. ....              | 2 50 6 00   |
| Potatoes—                            |             |
| New, native, barrel .....            | 4 00        |
| Onions, Canadian, 75 lbs. ....       | 2 90 3 00   |
| Lemons, Cal., Messina, case. ....    | 7 50 8 00   |
| Oranges, California, case .....      | 7 50 8 00   |
| Grapefruit, case .....               | 5 00 6 00   |

## FOOD BOARD SAMPLES WHALE MEAT

A shipment of fifty pounds of whale meat has come to the Canada Food Board from the Victoria Whaling Co., of Victoria, B.C. Members of the Food Board and its staff will try the meat of the value of which as a food much has been written of late.



# PRODUCE AND PROVISIONS

## Increasing Demand for Fresh Water Fish

In Ontario Lake Fish Must be Caught Under Government License or Contract, and May be Obtained Through Municipalities or Government Agents—Merchants Should Make Sure That Fishermen They Buy From Are Authorized

A GROCERY firm interested in supplying the demand for fresh water fish has enquired under what conditions they may buy lake fish from the actual fishermen, having been informed that it is illegal to buy fish from Indians. From the Ontario Government information on this point was obtained by CANADIAN GROCER, and sent direct to the enquirer, but the matter is of interest to other merchants, so the following ascertained facts are given here.

### Fishers Under License

"No one shall fish by means, other than by angling or trolling, excepting under lease, license or permit from a duly authorised officer of the Provincial Government," says Section 4 of the "Special Fishery Regulations" of Ontario, and this makes the business of fishing for the market illegal if unauthorised by such licenses. Though Indians are as a general principle not permitted to sell, trade, or barter fish which they are allowed to catch for their own consumption in Indian Reserve waters, it is possible for Indians to secure the necessary license from the Government. Some Indians do so, and do fish quite legally for market. But before buying fish regularly from any vendors not known to him, the merchant interested would be well advised to consult the Game Warden of his district, and ascertain whether the fisher offering the fish is duly licensed.

### Fish Sold First to Government

Fish caught under license are saleable in the first instance to the Government. The Government arranges for their resale to qualified and accredited retailers through the municipal authorities of the various centres where merchants can find a ready market for these fish. Any merchant who has a market for fish can secure supplies through the Government or his municipality, when the spring brings open water on the lakes. Some fish are actually being secured now in marketable quantities by licensed fishermen

operating through the ice on Lake Nipigon in weather forty below zero. Fifteen or twenty tons of fish were

"The demand for fish by the public has increased considerably owing to the high cost of meat, and there should be a means of lessening the expenses of living. The residents of Ontario have not been educated to the use of this food, and, strange to say, many places, villages and towns inland only a few miles from some of our principal fishing ports will have several butcher shops, while the residents will never see a fresh fish from the beginning to the end of the year save those caught by hook and line in the nearby streams."

E. Tinsley, superintendent, also writes: "In consequence of the present high price of meat, a far larger amount of fish caught in the waters of the Province should be available for home consumption."

### \$3,000,000 Worth of Fish

The latest figures showing the catch of fish of all kinds in the Province of Ontario are contained in the report dated 29th March, 1917. The amount of fish caught in the lakes of the province comes to 41,187,051 lbs. This includes herring, whitefish, trout, pike, pickerel (doree), sturgeon, perch, etc., tullibee, carp, catfish, mixed and coarse fish. The catch is considered a particularly good one, but represents what can be expected from the waters of Ontario in way of food supply under good conditions. The value of the fish and fish products comes to \$3,341,181.00. These fish were, of course, disposed of in ordinary market by the fishermen employed in the industry at large. The Government is arranging at present to meet the demand for fish as a meat substitute by supplying fresh fish at cost, and as soon as the waters are free from ice this enterprise, in the interests of national food economy, will make more progress. In the meantime the attention of retailers of foodstuffs is being more and more directed towards fish as a food, stimulated by the increasing demand on the part of the consumers.

| FRASER'S SELECTION OF FISH FOR LENT   |                |          |
|---|----------------|----------|
| Choice Salt Salmon  | 1½c per Lb.    |          |
| Choice Salt Mackerel  | 1½c per Lb.    |          |
| Choice Salt Labrador Herrings   | 17c per Lb.    |          |
| Fraser's Special Smoked Kippers   | 40c per Doz.   |          |
| Fraser's Special Smoked Bloaters  | 18c per Pair.  |          |
| British Columbia "Gold Eyes" (on Friday only)   | 90c per Doz.   |          |
| Fraser's Special Dried Cured Smoked Finnan Haddie, some weight up to pounds. Thick, Meaty, Fish | 15c each       |          |
| Halifax Boneless Codfish, 1 pound boxes   | 25c per Lb.    |          |
| Halifax Boneless Codfish, 2 pound boxes   | 25c per Doz.   |          |
| Halifax Boneless Codfish, 3 pound boxes   | 25c per Doz.   |          |
| Shredded Codfish for Fish Balls   | 20c per Pkg.   |          |
| Fish in Tins, Glass, Etc.   |                |          |
| Edgar Brand Sprats, in tins   | Each. Per Doz. | \$2.75   |
| Fresh Lobster Meat, in jars   | 30c            | 4.50     |
| Lobsters, in ½ lb. tin  | 40c            | 2.75     |
| Lobsters, in 1 lb. tin  | 40c            | 4.50     |
| Labrador Fresh Boiled Salmon (nothing like it), 1 lb. tin                                       | 45c            | 7.50     |
| Marshall's Scotch Kippers, in tin (plain)   | 40c            | 4.50     |
| Marshall's Scotch Kippers, in tin (tomato sauce)  | 30c            | 3.00     |
| Marshall's Scotch Finnan Haddock, in oval tin   | 40c            | 5.00     |
| Marshall's Fresh Herrings, No. 1 tall tin   | 15c            | 1.75     |
| C. & B. Scotch Kippers, in oval tin   | 40c            | 4.00     |
| C. & B. Plain Kippers, in oval tin  | 40c            | 4.00     |
| C. & B. Yarmouth Bloaters, in oval tin  | 40c            | 8.75     |
| Canadian Canned Finnan Haddock, No. 1 round tin   | 35c            | 4.50     |
| Canadian Canned Finnan Haddies, in ½ lb. tin  | 15c            | 1.75     |
| Canadian Herrings in Sauce, No. 1 oval tin  | 20c            | 2.25     |
| Beef Pickled Shrimps  | 40c            | 1.25     |
| Clam Bouillon, small bottles  | 40c            |          |
| Clam Bouillon, large bottles  | 40c            |          |
| Banquet Clam Broth, medium bottles  | 40c            |          |
| Banquet Clam Broth, small bottles   | 40c            |          |
| Clams, Little Neck, No. 1   | 1.75           | 8.25     |
| Russian Caviare, small tins   | 80c            |          |
| Russian Caviare, medium tins  | 1.75           |          |
| Russian Caviare, large tins   | 2.25           |          |
| Russian Caviare, small stone crocks   | .80            |          |
| Clam Bouillon, medium tins  | .60            |          |
| Anchovies in Oil, large bottles   | .75            |          |
| California Tuna Cutlet, in Olive Oil, solid pieces, no shreds, in ½ tin                         | 1.00           | 3.25     |
| Normanna Smoked Mackerel, most delicious, in oval tin   | .25            | 2.50     |
| Normanna Small Mackerel (Sardine size), in Olive Oil  | .25            | 2.50     |
| Normanna Mackerel, in Bordelaise Sauce, oval tin  | .25            | 2.50     |
| Normanna Smoked Herrings  | .20            | 2.00     |
| Normanna Herrings in Tomato Sauce   | .20            | 2.00     |
| Clam Chowder, "Scarboro Beach," small tin   | .30            | 3.50     |
| Clam Chowder, "Scarboro Beach," large tin   | .45            | 4.50     |
| Tunny Fish, imported  | .50            | 5.00     |
| Clover Leaf Salmon, ½ lb. tin   | .18            | 2.00     |
| Deep Sea Golden Haddock, ½ lb. tin  | .18            | 2.00     |
| Deep Sea Golden Haddock, 1 lb. tin  | .35            | 4.00     |
| Anchor Haddies, ½ lb. tin   | .15            | 1.50     |
| French and Portuguese Sardines  |                |          |
| Arton Brand Boneless, ¼s  | Per Tin.       | Per Doz. |
| Arton-Grivart Boneless, ¼s  | 75             | \$2.50   |
| Beaumont & Co. ¼s   | .60            | 5.50     |
| Frederick Delory ¼s   | .40            | 4.50     |
| Brand-Cacery, ¼s  | .30            | 3.50     |
| Bianca Taklin & Co., ¼s   | .25            | 2.75     |
| Texasneau's Royal aux Acharde, aux Truffes Sardines, packed with pickles and truffes            | .40            | 4.00     |
| Norwegian Sardines  |                |          |
| Shipper Brand, ¼s   | Each.          | Per Doz. |
| Holbrook Brand, ¼s  | .20            | \$1.50   |
| Snow Bird Brand, ¼s   | .20            | 3.00     |
| Snow & Ice Brand, ¼s  | .25            | 2.75     |
| Broadlands Brand, ¼s  | .20            | 2.25     |
| American Sardines   |                |          |
| Sea Crest Brand, in Sauce, ¼s   | .20            | \$1.50   |
| Sapphire Brand, ¼s  | .20            | 1.50     |
| Negus Smoked, ¼s  | .25            | 2.75     |
| Just Received   |                |          |
| 35 Cases Genuine "Mossina" Bitter Oranges for Marmalade, 25c per Doz.                           |                |          |
| <b>FRASER, VIGER &amp; CO., Limited</b>   |                |          |
| Italian Warehouse, 211 St. James Street.  |                |          |
| North-End Branch, 226-227 Laurier Avenue West.  |                |          |
| MONTREAL  |                |          |

How a Montreal grocery house features Lenten needs.

caught in a few days by these men, according to reports received by Hon. F. G. Macdormid, Minister of Public Works and Fisheries for Ontario.

### Use of Fish for Food Increases

In the latest report of the Department of Game and Fisheries of Ontario, D. McDonald, Acting Deputy Minister, writes:—



## Still After Egg Men

W. F. O'Connor Still Confident of Excessive Hoarding —  
 Figures Probably Correct But Conclusions Erroneous  
 —No Overplus of Eggs at Present

W. F. O'Connor, the Cost of Living Commissioner, has just given to the public his report of produce holdings on February 1. While he contents himself with supplying figures, the Commissioner is in an unassailable position, because presumably these figures are correct. When, however, he ventures into the realms of business, and makes deductions from these figures, his fine position of unassailability deserts him, and he becomes among the most fallible of investigators.

### A Changed Situation

"As to egg holdings," states the Commissioner, "it is about time for storage eggs to come off the market." This contention, while as a generalization it may be absolutely true, as a matter of fact hardly proves Mr. O'Connor to have a thorough grasp of the present situation. Under average conditions storage stocks would be in process of release at this season, and that is the fact that accounts for the smaller holding on February 1 last year. At that time storage stocks had been largely disposed of because conditions warranted the belief that market conditions made such a release advisable. Conditions are not the same this year, however. Were storage stocks disposed of as freely this year as last, there might be a temporary decline in price due to forced selling. But this lowered price would unquestionably be followed by an increased demand, and inside of a couple of weeks Canada would be short of eggs, and buyers would be attempting to buy in a market bare of adequate supplies, with resulting price conditions that even the Cost of Living Commissioner should be able to foresee.

### Wrong Conclusions

Mr. O'Connor's figures may be perfectly correct, but the use that he makes of them is not. CANADIAN GROCER protested, at the time his initial report on the egg situation appeared, the fallacy of comparing January 1 figures with February 1 conditions. Mr. O'Connor has in his second report adopted a somewhat different attitude, but again he draws an erroneous comparison. The comparison of the stocks on hand February 1, 1917, and the stocks on February 1, 1918, are interesting, but cannot be used to bolster up any conclusions because the conditions in the two years happen to be absolutely dissimilar. During the month of February, 1917, there were light stocks of eggs in storage. This was partially accounted for by heavier exportings, but mainly to the fact that mild weather conditions had induced a very considerable production of fresh eggs. Supplies in the United States, too, were readily procurable, and were coming into Canada in very considerable volume. Holdings at that time and under those condi-

tions are compared by Mr. O'Connor with present holdings and present conditions. At present the storage is the only source of supply. Production according to the Government's own reports is a negligible factor, and short supplies and prohibitive prices preclude the calling on the American market for any considerable assistance. Take a case in point, the stock sheets of one large concern show that on February 1, 1917, there were in stock 200 cases of eggs. This year that same company on the corresponding date showed slightly over 1,800 cases on hand. Mr. O'Connor would at once announce an unjustifiable accumulation in this ninefold increase. These 200 cases, backed by a satisfactory production and substantial imports was sufficient to provide for two weeks' business. The 1,800 cases that had to meet unassisted the demand of the consumer were just sufficient to meet the requirements of a similar two weeks' trading.

### LICENSES FOR GROCERS

Licensed groceries and liquor shops in Montreal to the number of 350 will be allowed to carry on their business of liquor selling until May 1, 1919, when total prohibition comes into effect, following the granting of their licenses yesterday by the License Commissioners.

### SASKATCHEWAN BUTTER

The total output of butter from the creameries of Saskatchewan in 1917 amounted to 4,240,000 pounds. During the year marked conditions were very favorable and good prices were obtained. In the past most of the surplus butter manufactured by the Saskatchewan creameries has found a sale on the Vancouver market, but last year several carloads were sent to Montreal and one to Toronto.

### LAUDS "CASH AND CARRY" SYSTEM

(Continued from page 28.)

Mr. Marlatt thinks that cash and carry is the only system of merchandising in the modern grocery store. He follows the principle of selling close without cutting prices.

### Good Profit on Wrapped Bread

Mr. Marlatt significantly points to the fact that his profit on the sale of a six cent loaf of wrapped bread alone, pays for the rent of his store. He has a lease which costs him \$300 per year.

Mr. Marlatt says that the small difficulties to be expected in adopting such a system are easily overcome when the advantages to the customer are pressed home.

"Begun as a patriotic movement it has turned out as a good money maker and has resulted in a reduction in prices all

through," says Mr. Marlatt. "All that is required is a little nerve to make such a complete change in the system of merchandising."

### CHANGE IN BAKING POWDER PACKAGES

(Continued from page 22.)

tin container would be a disastrous change.

Realizing, however, that some action will have to be taken in the matter some manufacturers are adopting the idea of the elimination of the smaller sized containers, which it is believed would result in large saving in tin plate, as the best way out of the difficulty. Many manufacturers, oppose this move on the ground that it would work a great hardship to the poorer classes who would not be able to afford 30 or 40 cents for a pound tin though they could afford to expend 10 cents. This tendency toward the smaller sizes has been a growing one, as with the rising cost of materials, the manufacturers have adopted smaller sized tins so that they would not have to dispense with the recognized prices.

### Small Package is Costly to Consumer

On the other hand it is strongly urged that the change would not be as serious a hardship to the poor people as would at first appear. Roughly speaking the 10 cent size or 2 oz. tin costs the customer about 80 cents a pound. The half pound tin would roughly cost the customer at a rate of 54 cents a pound, the pound tin would cost 40 cents and the 5 pound tin 32 cents. It would appear from this contention that the poor person, or the people who for one reason or another buy baking powder in small quantities, pay a totally disproportionate price for the actual powder. It is not of course suggested that the figures quoted above are necessarily standard, and it is certainly not suggested that the manufacturer makes any greater profit on the small tins than on the large, the increased price for the commodity being of course consumed in the disproportionate cost of the package.

The champions of the large package, that is the pound size or larger, urge that if on a certain date the Food Control Department should put the ban on small baking powder tins, giving the manufacturer of course the right to dispose of stocks of tins already on hand, this change might be accomplished without serious difficulty. There would be a certain disorganization of course incident on such a change, but the champions of the scheme see some form of regulation on the horizon, and therefore of two evils they are choosing the one that to them appears the least. No definite decision has been made in the matter, and that decision must of course come from the Food Control Department. It is certainly well within the realms of possibility, however, that the small sized baking powder tins may in the not very distant future be legislated out of existence.



# Produce, Provision and Fish Markets

## THE MARKETS AT A GLANCE

**I**NTIMATIONS made a short time ago that the United States Department of Food Control was likely to relax the tight embargo on margarine seem in a definite way of realization. One large importer reports that he has been able to secure permit to bring some goods forward. A carload of margarine came into Canada on Saturday last, another is on the way and permits have been issued for shipment of additional stocks. This will come as welcome news to the Canadian consuming public, as it was feared at one time that no further shipments would be allowed to come from the United States.

New-laid eggs are in weak market. Slight declines were registered during the week and others seem in prospect in the near future. Production of new-laid eggs both in Canada and the United States has been mounting rapidly. In the United States markets there was a sharp break of 10½c per dozen during the week, and Canadian importers were induced to buy eggs in that quarter for the Canadian consumers. Storage eggs have ceased to be of active interest.

Butter was in firm market, with fairly good demand and prices maintained. Lard market gives evidence of strength. Shortening supplies are still insufficient to meet the requirements of the trade. Poultry receipts were light and prices were maintained. Business in produce and provisions has been fairly active.

## Bacon Higher; Hogs Still Scarce

Montreal.

**PROVISIONS.**—Hog receipts continue to be very light, and even though the weather gives promise of being better, it is inevitable that poor roads will prevent the better delivery of hogs for a time, even after the snow disappears. It is expected that there will be a good supply of well-fattened hogs to market. In the meantime the prices are firm, and are quoted from \$20 to \$20.50 per 100 lbs. The dressed are holding firm, in sympathy with the prices for live, at \$27.50. Demand is fairly good. Dry salt meats are firmer, and have been marked up 2c per lb. Cooked and roast hams and shoulders are very firm at slightly higher prices, the boiled selling as high as 48c per lb.

|                              |       |       |
|------------------------------|-------|-------|
| <b>Hogs, dressed—</b>        |       |       |
| Abattoir killed              | 27 00 | 27 50 |
| Hogs, live                   | 20 00 | 20 50 |
| <b>Hams—</b>                 |       |       |
| Medium, per lb.              | 0 32  | 0 33  |
| Large, per lb.               | 0 29  | 0 29½ |
| <b>Backs—</b>                |       |       |
| Plain                        | 0 39  | 0 40  |
| Boneless, per lb.            | 0 44  | 0 45  |
| <b>Bacon—</b>                |       |       |
| Breakfast, per lb.           | 0 40  | 0 42  |
| Roll, per lb.                | 0 31  | 0 32  |
| <b>Dry Salt Meats—</b>       |       |       |
| Long clear bacon, ton lots   | 0 27  | 0 29  |
| Long clear bacon, small lots | 0 28½ | 0 29½ |
| Fat backs, lb.               | 0 27  | 0 28  |
| <b>Cooked Meats—</b>         |       |       |
| Hams, boiled, per lb.        | 0 47  | 0 48  |
| Hams, roast, per lb.         | 0 47  | 0 47  |
| Shoulders, boiled, per lb.   | 0 40  | 0 40  |
| Shoulders, roast, per lb.    | 0 42  | 0 42  |

## Lard Is Very Strong With Prices Firmer

Montreal.

**LARD.**—Tendencies have been very firm this week, and the price spreads are fewer. This is a direct result of lighter supplies, and as spot stocks decrease the

prices advance. While no new levels have been reached, there is a decidedly strong market. Demand has been good and jobbers have had a reasonable demand from various sources. Prices are as follows:

|                            |       |       |
|----------------------------|-------|-------|
| <b>Lard, Pure—</b>         |       |       |
| Tierces, 400 lbs., per lb. | 0 30  | 0 30  |
| Tubs, 60 lbs.              | 0 29¾ | 0 30  |
| Pails                      | 0 30½ | 0 30½ |
| Bricks, 1 lb., per lb.     | 0 31½ | 0 31½ |

## Light Delivery Of Oils Keeps Shortening Up

Montreal.

**SHORTENING.**—The scarcity of cottonseed oil has had the effect of firming the market for shortening, and, while the prices are held unchanged, there is a firmness of tone to the market, which will probably continue until deliveries of oil improve. This is probable if the present fine weather continues, although the congestion will not be relieved for some time. Trade continues quite satisfactory.

|                            |       |       |
|----------------------------|-------|-------|
| Tierces, 400 lbs., per lb. | 0 26  | 0 26  |
| Tubs, 50 lbs.              | 0 26¼ | 0 26¼ |
| Pails, 20 lbs., per lb.    | 0 26½ | 0 26½ |
| Bricks, 1 lb., per lb.     | 0 26  | 0 27¾ |

## New-laid Eggs Freer With Storage Decreasing

Montreal.

**EGGS.**—A better delivery is being made of the new-laid eggs, and as a consequence prices are easier. The spread of price that has obtained for so many weeks on these has been reduced, and if Chicago prices were paid and new-laid delivered here by express from there they could be laid down for 56c per dozen. Sixty-five cents is the price at this writing, and this will probably be reduced if the good weather continues. Storage eggs are coming in from time to time, but these are quickly absorbed at maintained prices, and in some quarters

2c higher is being asked. The receipts of eggs from outside as compared with last year's are less than one-half. With an active demand it is thus readily seen why prices should have held so well for the past weeks.

|                     |      |      |
|---------------------|------|------|
| <b>Eggs—</b>        |      |      |
| New-laid (specials) | 0 65 | 0 65 |
| Selects             | 0 56 | 0 56 |
| No. 1's             | 0 52 | 0 52 |

## Continued Light Receipts Of Poultry; Prices Hold

Montreal.

**POULTRY.**—In view of the continued light receipts of poultry prices are still holding firmly, but without change. The demand has been, and continues to be, good, and in some quarters it is stated that tendencies are to higher levels. Shipments of live poultry are confined, although with better weather this condition should doubtless improve. Stocks of storage poultry are said to be very much lighter than they were a year ago at this season. Quotations are as follows:

|                          |                |      |
|--------------------------|----------------|------|
| <b>Poultry—</b>          |                |      |
|                          | <b>Dressed</b> |      |
| Old fowls                | 0 28           | 0 30 |
| Chickens, crate fattened | 0 35           | 0 36 |
| Roasting chickens        | 0 32           | 0 32 |
| Young ducks              | 0 29           | 0 30 |
| Turkeys (old toms), lb.  | 0 36           | 0 36 |
| Turkeys (young)          | 0 37           | 0 37 |
| Geese                    | 0 27           | 0 28 |

## Some Margarine Still For Sale At Firm Prices

Montreal.

**MARGARINE.**—There is some margarine still in certain quarters, while the deliveries of the product from the States have been curtailed. Some jobbers are yet hopeful that supplies will be permitted to come forward. The established demand keeps fairly good, and prices are maintained without change. Jobbers would be very pleased to receive some definite word that the authorities would permit the product to come forward again from the United States.

Margarine—

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

## Decreasing Receipts; Firmer Butter Prices

Montreal.

**BUTTER.**—There is a decidedly good demand for butter and the prices have been well maintained. In fact there is an advance this week in the price of storage creamery, prints selling at 52 cents and solids at 51 cents. This represents an advance in each case of 1-cent per lb. Supplies are getting smaller, it is stated, and with the margarine deliveries so curtailed it is probable that butter will be in a strong position for some weeks. Recent deliveries have been better, but the quick absorption has prevented any easing of the price. As compared with a year ago the receipts show a very considerable falling off. Notwithstanding this, it is stated



that there is still a certain amount of butter to come forward from the West.

Butter—

|                              |       |
|------------------------------|-------|
| Creamery prints, storage     | 0 52  |
| Creamery solids, storage     | 0 51  |
| Creamery prints (fresh made) | 0 49  |
| Creamery solids (fresh made) | 0 48½ |
| Dairy prints, choice         | 0 41½ |
| Dairy, in tubs, choice       | 0 39  |

### Lent Increases Demand For Cheese

**Montreal.**  
**CHEESE.**—Lent has had the effect of stimulating the demand for cheese, and this is quite noticeable. The decreased consumption of meat is thus responsible for the greater use of this useful substitute. Prices are maintained, though unchanged, and it is stated that there is enough for the immediate and near future trade although not much more. Some considerable quantity is still here to go forward on order of the Cheese Commission as transportation is available.

Cheese—

|                            |       |       |
|----------------------------|-------|-------|
| Large (new), per lb.       | 0 22½ | 0 23  |
| New twins, per lb.         | 0 22½ | 0 23½ |
| Triplets, per lb.          | 0 22½ | 0 24  |
| Stilton, per lb.           | 0 25  | 0 28  |
| Fancy, old cheese, per lb. | 0 30  | 0 31  |

### Demand For Fish Good; Some Lines Lower

**Montreal.**  
**FISH.**—There has been a good demand for fish throughout the past week. Some lines have become scarcer, such as fresh haddock. Oysters, prawns and shrimps are cheaper, while halibut and tom cods are reduced to lower levels. Lines have been reduced through the active Lenten demand, and as weather permits better fishing and improved transportation a more favorable market is anticipated. Fresh haddock and codfish are firmer in consequence of the barer market this week. Arrivals of tom cod and smelts have eased prices somewhat. It has been a peculiar season for frozen lake fish, as the demand has been limited, notwithstanding the fact that the catch has been only about twenty per cent. of normal. The public seems more or less indifferent to this class of fish.

| SMOKED FISH.                                |       |       |
|---|-------|-------|
| Haddies                                     | 0 15  | 0 16  |
| Haddies, fillet                             | 0 19  | 0 20  |
| Smoked herrings (med.), per box             | 0 23  | 0 24  |
| Smoked cod                                  |       | 0 15  |
| Bloaters, per box 60/100                    | 1 50  | 1 75  |
| Kippers, per box 40/50                      | 2 40  | 2 50  |
| SALTED AND PICKLED FISH.                    |       |       |
| Haddock                                     |       | 0 07  |
| Herring (Labrador), per bbl.                | 12 00 | 12 50 |
| Herring (Labrador), ½ bbls.                 | 6 50  | 7 00  |
| Do., half barrels                           |       | 7 00  |
| Herring, No. 1 lake (100-lb. keg)           |       | 5 25  |
| Salmon (Labrador), per bbl.                 | 24 00 | 24 00 |
| Do., tierces                                | 34 00 | 34 00 |
| Salmon (B.C. Red)                           | 25 00 | 25 00 |
| Sea Trout, red and pale, per bbl.           | 19 00 | 20 00 |
| Sea trout (½ bbls.)                         | 9 50  | 10 00 |
| Green Cod, No. 1, per bbl.                  | 15 00 | 15 00 |
| Green Cod (large bbl.)                      | 16 00 | 16 50 |
| Mackerel, No. 1, per bbl.                   | 22 00 | 22 00 |
| Mackerel (½ bbls.)                          | 12 00 | 12 50 |
| Codfish (Skinless), 100-lb. box             | 12 00 | 12 50 |
| Codfish, 2-lb. blocks (24-lb. case)         | 0 17  | 0 15  |
| Codfish (Skinless), blks. "Ivory" Brd., lb. | 0 15  | 0 15  |
| Codfish, Shredded, 12-lb. box               | 2 20  | 2 25  |
| Eels, salted                                |       | 0 12  |
| Pickled turbot, new, bbls.                  | 16 00 | 16 00 |
| Do., half barrels                           |       | 8 50  |
| Cod, boneless (20-lb. boxes), as to grade   | 0 14  | 0 18  |
| Cod, strip (30-lb. boxes)                   |       | 0 16  |
| SHRIMPS, LOBSTERS                           |       |       |
| Lobsters, medium and large, lb.             | 0 50  | 0 60  |

| Prawns, lbs.              | 0 30      |
|---------------------------|-----------|
| Shrimps, lb.              | 0 30      |
| Scallops                  | 4 00      |
| FRESH FROZEN SEA FISH.    |           |
| Herring, large sea, lb.   | 0 08      |
| Herring, frozen lake, lb. | 0 06      |
| Halibut                   | 20 21     |
| Haddock, lb.              | 08½ 09    |
| Mackerel                  | 14 15     |
| Cod steak, fancy, lb.     | 09½ 10    |
| Cod—Toms                  | 4 00 4 25 |
| Salmon, Red               | 19 20     |
| Salmon, pale              | 14½ 15    |
| Salmon, Gaspe             | 26        |

| FRESH FROZEN LAKE FISH         |            |
|--------------------------------|------------|
| Pike, lb.                      | 0 10 0 11  |
| Perch                          | 0 12½ 0 13 |
| Whitefish, lb.                 | 0 12½ 0 13 |
| Lake trout                     | 0 18 0 19  |
| Eels, lb.                      | 0 12 0 12  |
| Dore                           | 0 12½ 0 13 |
| Smelts, No. -1                 | 0 19 0 20  |
| Smelts, No. -1 large           | 0 24       |
| Oysters—                       |            |
| Ordinary, gal.                 | 2 25 2 50  |
| Malpeque oysters, choice, bbl. | 10 00      |
| Malpeque oysters (med.) bbl.   | 9 00       |
| Cape Cod shell oysters, bbl.   | 11 00      |
| Cape Cod Shell Oysters—        |            |
| 5 gal. (wine) cans             | 11 25      |
| 3 gal. (wine) cans             | 6 75       |
| 1 gal. (wine) cans             | 3 00       |
| Oyster pails (pints), 100      | 1 50       |
| Oyster pails (quarts), 100     | 2 10       |
| Clams, med., bbl.              | 9 00       |
| Clams (med.), per bbl.         | 9 00       |

| FRESH FISH              |            |
|-------------------------|------------|
| Haddock                 | 0 11 0 12  |
| Steak cod               | 0 12 0 13  |
| Market cod              | 0 08½ 0 09 |
| Carp                    | 0 12 0 13  |
| Dore                    | 0 13 0 16  |
| Lake trout              | 0 18 0 20  |
| Pike                    | 0 10 0 12  |
| B. C. Salmon            | 0 22 0 24  |
| Gaspereaux, each        | 0 07       |
| Western Halibut         | 0 26       |
| Eastern Halibut         | 0 25 0 26  |
| Flounders               | 0 07 0 10  |
| Perch                   | 0 09 0 10  |
| Bullheads               | 0 15       |
| Whitefish               | 0 13 0 16  |
| Whitefish (small)       | 0 09 0 09½ |
| Eels                    | 0 10 0 10  |
| Mackerel (large), each  | 0 20       |
| Mackerel (medium), each | 0 18       |
| Mackerel, per lb.       | 0 14       |

### Live Hogs Are Again Higher

**Toronto.**  
**PROVISIONS.**—With rather light arrivals of live hogs during the week prices were in a firmer trend, an advance of 50c per hundred having been recorded, making price of fed and watered variety \$19.25 and off cars at \$19.50. Roast hams without dressing were firmer with an advance of 1c per pound from the lower quotations of last week, making the range from 46c to 50c per pound. Prices on other provision lines held unchanged. A fairly good demand is reported for provisions.

| Hams—                                       |       |       |
|---|-------|-------|
| Medium                                      | 0 33  |       |
| Large, per lb.                              | 0 27  | 0 31½ |
| Bacon—                                      |       |       |
| Plain                                       | 0 40  | 0 44  |
| Boneless, per lb.                           | 0 44  | 0 49  |
| Dry Salt Meats—                             |       |       |
| Long clear bacon, lb.                       | 0 27½ | 0 29½ |
| Fat backs                                   |       | 0 20  |
| Cooked Meats—                               |       |       |
| Ham, boiled, per lb.                        | 0 45  | 0 46  |
| Hams, roast, without dressing, per lb.      | 0 46  | 0 50  |
| Shoulders, roast, without dressing, per lb. | 0 41  | 0 47  |
| Barrel Pork—                                |       |       |
| Mess pork, 200 lbs.                         | 55 00 | 57 00 |
| Short cut backs, bbl., 90 lbs.              | 60 00 | 61 00 |
| Pickled rolls, bbl., 200 lbs.               | 54 00 | 56 00 |
| Hogs—                                       |       |       |
| Dressed, 70-100 lbs. weight                 | 26 50 |       |

|                       |       |
|-----------------------|-------|
| Live, off cars        | 19 50 |
| Live, fed and watered | 19 25 |
| Live, f.o.b.          | 18 50 |

### Insufficient Supplies Of Shortening Materials

**Toronto.**  
**SHORTENING.**—Supplies of shortening are still insufficient to meet the requirements of the trade. Some stocks of cotton seed oil have been coming forward but they are not in volume large enough to meet the requirements of manufacturers. The United States Government gives no indication that there is likely to be any greater freedom in the quantity of raw materials which will be permitted to come through. Prices were firmly maintained on the basis of 26c to 26¼c per pound tierces.

Shortening, tierces, 400 lbs., lb. 0 26 0 26¼  
 In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

### Pure Lard Still Maintains Firmness

**Toronto.**  
**LARD.**—A firm market was maintained for pure lard during the week, induced by reason of the light supplies of live hogs with the attendant higher price, together with the small stocks of shortening. There is a good demand for lard, prices holding firm at 29½c per pound tierce basis.

Lard, pure tierces, 400 lbs., lb. 0 29½  
 In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

### Permits Secured For More Margarine

**Toronto.**  
**MARGARINE.**—It now seems definitely assured that supplies of margarine are to be allowed to come into Canada from the United States. Permits have been issued to some of the large importers. A carload of margarine came into the city on Saturday last, another is on the way and permits have been granted for still other shipments according to one of the dealers. From this it would seem that the United States Department of Food Control intends to let supplies come to Canada but perhaps under strict surveillance and only in such quantities that will not deprive their own consuming public. Prices held unchanged during the week, with demand keeping up well.

Margarine—

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

### Butter Market Firm; Prices Hold Unchanged

**Toronto.**  
**BUTTER.**—There was a firmness in the butter market during the week with prices unchanged from the quotations of last week. There is a good demand at the present time. Stocks are ample, there being no intimation that stocks



are likely to be depleted in the near future. Now that margarine is apparently to be allowed to come forward from the United States it is probable that dairy butter may be expected to develop some weakness. However, much depends on the amount of margarine that will be allowed to come forward.

|                                 |       |
|---------------------------------|-------|
| Creamery prints, fresh made.... | 0 52  |
| Creamery solids, fresh made.... | 0 49  |
| Creamery prints, storage.....   | 0 50  |
| Creamery solids, storage.....   | 0 49½ |
| Dairy prints, choice, lb.....   | 0 40  |
| Dairy prints, lb.....           | 0 36  |

**New-Laid Eggs**

**On Downward Trend**

Toronto.

**EGGS.**—Production of new-laid eggs both in Canada and the United States showed considerable gains during the week. In the Chicago market there was a big decline in price during the week, prices having dropped 10½c per dozen within four days during the latter part of last week and the first part of present week. Dealers in this market have been bringing eggs from the United States during the week under the stimulus of a favorable price. Prices locally were down in the neighborhood of 2c per dozen for new-laid with indications that they would be considerably lower in the near future.

Eggs—

|                                |      |      |
|--------------------------------|------|------|
| New-laid, in cartons.....      | 0 60 | 0 62 |
| Do., loose, doz.....           | 0 58 | 0 60 |
| Storage, No. 1, ex-cartons.... | 0 51 | 0 52 |

**Movement Of Cheese**

**Still Not Active**

Toronto.

**CHEESE.**—Local demand for cheese still continues light. Consumers have not taken hold of this commodity in the manner which the price seems to justify when compared with other food products. Prices were steady during the week, there being no indication that the Commission is likely to increase its paying price.

Cheese—

|  |       |       |
|--|-------|-------|
| New, large.....  | 0 22½ | 0 23½ |
| Old, large.....  | 0 23½ | 0 24½ |
| Stilton (new).....   | 0 25  | 0 27  |
| Twins, ¼c lb. higher than large cheese. Trip-lets ½c lb. higher than large cheese. |       |       |

**Demand For Poultry**

**Better Than Supply**

Toronto.

**POULTRY.**—There is very little fresh poultry reaching the market at the present time. About the only line reaching the dealers is chickens, which are in limited numbers. Geese, turkeys and ducks receipts are now practically nil. Prices held unchanged. Demand is fairly good for fresh poultry, being better than the supply as a matter of fact.

Prices paid by commission men at Toronto:

|                              | Live          | Dressed       |
|------------------------------|---------------|---------------|
| Ducks.....                   | \$0 24-\$0 25 | \$0 25-\$0 27 |
| Geese.....                   | 0 16-0 18     | 0 22-0 24     |
| Turkeys.....                 | 0 25-0 27     | 0 33-0 35     |
| Roosters.....                | 0 20-0 22     | 0 22-0 24     |
| Hens, over 5 lbs.....        | 0 23-0 25     | 0 22-0 26     |
| Hens, under 5 lbs.....       | 0 26-0 27     | 0 26-0 27     |
| Chickens, 4 lbs. and up..... | 0 25-0 27     | 0 28-0 30     |
| Chickens, under 4 lbs.....   | 0 23-0 25     | 0 26-0 28     |
| Squabs, dozen.....           | 4 50          | .....         |

Prices quoted to retail trade:

|               |               |
|---------------|---------------|
| Hens.....     | \$0 28-\$0 30 |
| Ducks.....    | 0 30-0 32     |
| Chickens..... | 0 30-0 32     |

|                    |           |
|--------------------|-----------|
| Do., milk-fed..... | 0 33-0 35 |
| Turkeys.....       | 0 35-0 40 |
| Geese.....         | 0 20-0 27 |

**Shipments Of Fish**

**Greatly Restricted**

Toronto.

**FISH, OYSTERS.**—Owing to the snowstorms and recent thaws, with intermittent freezing weather, conditions have been such that shipments of fish to wholesalers have been greatly restricted during the week. Many of the cars are held up at wayside stations, where they have been held owing to the ice in the switches. From the Western districts the snowstorms have practically buried the cars and have thus held up shipments from that section. With the continuation of recent mild days there will be a better movement of fish of all kinds, particularly sea fish. Whitefish and trout are scarce. Halibut was in stronger market during the week, prices having advanced ½c per pound at 19½c and 20c per pound. Oysters are in very light supply, the market being practically bare. Prices were firmer at \$2.70 to \$2.75 per gallon. Shell oysters are also very scarce.

**SMOKED FISH.**

|                                    |      |      |
|------------------------------------|------|------|
| Haddies, per lb., new cured....    | 0 14 | 0 15 |
| Chicken haddies, lb.....           | 0 12 |      |
| Haddies, fillets, per lb.....      | 0 15 | 0 18 |
| Ciscoes, per lb.....               | 0 16 | 0 17 |
| Kippered herring, per box.....     | 1 75 | 2 65 |
| Digby herring, skinless, 10-lb.... | 2 25 |      |

**PICKLED AND DRIED FISH.**

|  |       |      |
|--|-------|------|
| Acadia cod, 20 1-lb. blocks.....         | 3 40  |      |
| Acadia cod, 2-lb. blocks.....            | 4 25  | 4 50 |
| Strip cod, lb.....                       | 0 12  | 0 16 |
| Quail on toast, 24 1-lb. blocks, lb..... | 0 13  |      |
| Skinless cod, 100-lb. boxes, lb.....     | 0 11  |      |
| Halifax shredded cod, 24s.....           | 2 20  |      |
| Salt mackerel, kits 15 lbs.....          | 11 00 |      |
| Labrador salt herring, barrels.....      | 5 50  | 6 00 |
| Do., half barrels.....                   | 6 00  | 6 50 |

**FRESH FROZEN SEA FISH.**

|  |       |       |
|--|-------|-------|
| Halibut, frozen.....                   | 0 19½ | 0 20  |
| Salmon, Qualla, lb.....                | 0 12½ | 0 15  |
| Do., red spring.....                   | 0 21  | 0 25  |
| Do., Cohoe.....                        | 0 20  |       |
| Do., Restigouche.....                  | 0 27  |       |
| Haddock, headless and dressed, lb..... | 0 09  | 0 10  |
| Herrings, frozen.....                  | 0 06  |       |
| Steak, cod, lb.....                    | 0 09½ | 0 10½ |
| Haddock, market, lb.....               | 0 09  | 0 10  |
| Cod, market, heads on, lb.....         | 0 09  | 0 10  |
| Mackerel, frozen, lb.....              | 0 12  | 0 13  |
| Flounders, frozen.....                 | 0 07  | 0 10  |
| Tulibeas, lb.....                      | 0 08½ | 0 09  |
| Smelts, extras, lb.....                | 0 22  |       |
| Do., No. 1, lb.....                    | 0 12  | 0 17  |
| Do., No. 2, lb.....                    | 0 12  |       |

**FRESH FROZEN LAKE FISH.**

|                                       |       |       |
|---------------------------------------|-------|-------|
| Herring, Lake Superior, bags, lb..... | 0 10  |       |
| Herring, Lake Erie, pan frozen.....   | 0 10  | 0 11  |
| Pike, dressed.....                    | 0 08½ | 0 09½ |
| Do., round.....                       | 0 12½ | 0 13  |
| Whitefish, frozen.....                | 0 06½ | 0 07½ |
| Mulletts, frozen, lb.....             | 0 12½ | 0 13  |
| Oysters, per gal.....                 | 2 70  | 3 25  |
| Blue points, bbl.....                 | 14 00 |       |
| Malpeque, bbl.....                    | 14 00 |       |
| Shrimps—                              |       |       |
| No. 1, cans.....                      | 1 60  |       |
| No. 2, cans.....                      | 3 10  |       |
| No. 4, cans.....                      | 6 00  |       |

**New-Laid Eggs**

**Not Plentiful As Yet**

Winnipeg.

**PRODUCE AND PROVISIONS.**—The market on hogs is still very high in Winnipeg, much too high to please Eastern buyers. There is a possibility it might go lower. The reason it went so high was that the demand from local packers was so heavy. Live hogs are bringing around \$18.75. Eggs.—There is still a

very marked scarcity of all grades of eggs, and the outlook is for continued scarcity until new stock arrives. Storage eggs are practically all cleaned up. Thus it will be seen that everything depends on the weather. It would seem that with the mild weather of last week end receipts should improve from now on. Butter.—Creamery butter jumped 2c lb. last week, No. 1 creamery in cartons selling for 50c and No. 2, 48c. There is a marked shortage of creamery butter which accounts for this advance. Unless supplies are forthcoming the market will go higher. Dairy butter is unchanged. There is quite a demand for margarine, and quite a number of the jobbers have supplies on hand, recently received from the American side.

Hams—

|                     |      |      |
|---------------------|------|------|
| Light, lb.....      | 0 34 | 0 36 |
| Medium, per lb..... | 0 33 |      |
| Heavy, per lb.....  | 0 32 |      |

Bacon—

|                            |      |      |
|----------------------------|------|------|
| Breakfast, per lb.....     | 0 38 | 0 39 |
| Breakfast, select, lb..... | 0 42 | 0 44 |
| Backs, regular.....        | 0 44 |      |
| Backs, select.....         | 0 46 |      |

Dry Salt Meats—

|                              |      |  |
|------------------------------|------|--|
| Long clear bacon, light..... | 0 29 |  |
| Backs.....                   | 0 33 |  |

Barrelled Pork—

|                     |       |  |
|---------------------|-------|--|
| Mess pork, bbl..... | 52 00 |  |
|---------------------|-------|--|

Lard, Pure—

|                |       |  |
|----------------|-------|--|
| Tierces.....   | 0 27½ |  |
| 20s.....       | 5 30  |  |
| Cases, 5s..... | 17 05 |  |
| Cases, 3s..... | 17 10 |  |

Shortening—

|                      |       |  |
|----------------------|-------|--|
| Tierces.....         | 0 25½ |  |
| Tubs, 50s, net.....  | 12 00 |  |
| Pails, 20s, net..... | 5 10  |  |

Fresh Eggs—

|                    |      |      |
|--------------------|------|------|
| No. 1 candled..... | 0 47 | 0 48 |
| Select.....        | 0 47 | 0 50 |

Cheese—

|                            |       |       |
|----------------------------|-------|-------|
| Ontario, large fresh.....  | 0 24  | 0 24½ |
| Manitoba, large fresh..... | 0 23½ |       |

Butter—

|   |      |
|---|------|
| Fresh made creamery, No. 1 cartons..... | 0 50 |
| Fresh made creamery, No. 2.....         | 0 48 |
| Dairy prints, No. 1 stock.....          | 0 40 |
| Dairy, regular run.....                 | 0 37 |

Margarine—

|            |      |
|------------|------|
| No. 1..... | 0 32 |
| No. 2..... | 0 30 |
| No. 3..... | 0 28 |

**Bloaters Advance**

**To \$2.40 Per Box**

Winnipeg.

**FISH.**—The only change announced this week is an advance of 40c per box on bloaters, which are now bringing \$2.40. This is for new stock. The big sellers continue to be white fish, pickerel and halibut, salmon and trout following close behind.

|                                  |       |
|----------------------------------|-------|
| Pickrel, box lots.....           | 0 10½ |
| Whitefish, box lots.....         | 0 10½ |
| Haddock, frozen.....             | 0 10  |
| Salmon, frozen.....              | 0 23  |
| Halibut, frozen.....             | 0 20  |
| Cod, frozen.....                 | 0 12  |
| Kippers, boxes.....              | 2 25  |
| Bloaters, boxes.....             | 2 40  |
| Lake trout, box lots.....        | 0 10½ |
| Mackerel, frozen.....            | 0 15  |
| Finnan haddie, 30-lb. boxes..... | 0 17  |
| Finnan haddie, 15-lb. boxes..... | 0 17½ |
| Salt herrings, new, ½ bbl.....   | 7 25  |
| Salt herrings, 20-lb. pails..... | 1 85  |
| Smelts, Pacific Coast.....       | 0 18  |
| Brook trout, frozen.....         | 0 35  |
| Sea herring.....                 | 0 07½ |
| Flounders.....                   | 0 09  |
| Jackfish, box lots.....          | 0 07½ |
| Tulibeas, box lots.....          | 0 07½ |
| Mulletts.....                    | 0 05  |
| Perch.....                       | 0 10½ |
| Soles, lb.....                   | 0 11  |
| Poultry—                         |       |
| Roasting chickens, lb.....       | 0 22  |
| Fowl, lb.....                    | 0 19  |
| Domestic ducks.....              | 0 24  |
| Turkeys.....                     | 0 28  |





# Jersey Farm Sausage

Dealers who aim to always push the sales of quality goods should feature this high quality sausage. It will please particular customers.

**Maciver Bros. Co., Keating St., Toronto**

# Mince Meat

Fresh Green Apples, the Best of Dried Fruits and you have the Best Mince Meat on the Market. In these days of high prices recommend it to your customers.

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

**Show Me** the butcher who ever got rich that did not make his **OWN SAUSAGE.**

**Show Me** the packer who **NEVER** got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

## Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and Prices. Many Styles.

**The W. A. Freeman Co., Limited**  
HAMILTON, ONTARIO

TORONTO—114 York St., Near King

MONTREAL—D. H. H. Neill, 16 Notre Dame St. E. Uptown 8547

# SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years  
— AT ALL JOBBERS —

**SMALL'S, Limited** - Montreal, Que.

# STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

ANOTHER NEW BOOK  
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete  
**\$1.00 POSTPAID**

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

## THIRTEEN CHAPTERS

Here is a sample:  
**CHAPTER V.—The Store Policy—**What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

**ABSOLUTELY NEW JUST PUBLISHED**

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLennan Publishing Co.  
TORONTO

• 272 Pages  
Bound in Cloth

# “Products that build up and hold trade”

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

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

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

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

## Are you handling these Quality lines?

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

THE **DAVIES** COMPANY  
WILLIAM LIMITED

MONTREAL

TORONTO

WINNIPEG





## When you display BRUNSWICK BRAND KIPPERED HERRING

You are showing as delicious and wholesome a line as your most particular customer can demand.

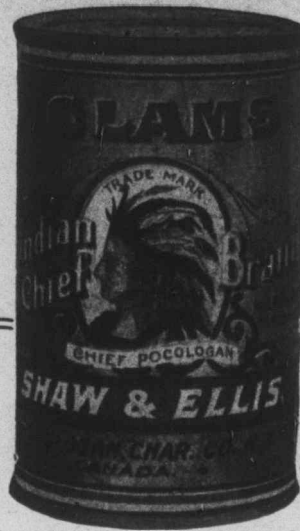
Here is a new, bright stock, the pick of the season's catch, put up under conditions that warrant its purity and make repeat selling assured.

There are 4 doz. No. 1 tins to the case. Order a stock now and get a bigger share of the ever-growing fish demand.

The following are also sellers:

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

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



Every customer  
will like  
Indian Chief  
Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

*If you're not already pushing this quick-selling line, begin now.*

**SHAW & ELLIS**  
POCOLOGAN, N.B.



## OUT OF THE COMMON

The housewife has grown to realize that all corn brooms are not the same in quality and that it is worth while insisting on a

### KEYSTONE "NUGGET" BROOM

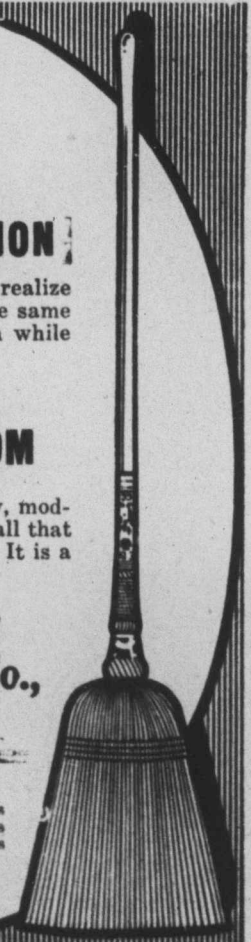
Light in weight, high in quality, moderate in price, the "Nugget" is all that a woman looks for in a broom. It is a broom you will like handling.

Write for Prices, etc., to

**Stevens-Hepner Co.,**  
LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.





# This Trade-Mark Means More Dollars For Dealers

**T**HE Little Lord Fauntleroy trade-mark—registered—means dollars for you because the Canadian public have tried, tested and found out that it represents quality and stands for the highest achievement in the art of biscuit-making.

Dealers everywhere are proud to be identified with McCormick's Jersey Cream Sodas because it means absolute customer-satisfaction and repeat sales—and profits.

And, remember, our continuous newspaper advertising maintains and increases the demand for these good Sodas.

## The McCormick Mfg. Co. Limited

General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

Makers also of McCormick's Fancy Biscuits



# McCormick's JERSEY CREAM Sodas

## Extra Delicious and Certain to Satisfy EASTERN BRAND LOBSTERS



A line you can strongly recommend. Packed on the Magdalen Islands, in the company's sanitary factories. Attractively labelled and specially prepared for the high-class grocery trade.

Ask your wholesaler to supply you with EASTERN BRAND LOBSTER and a trial order of LOBSTER PASTE. Spreads like butter. Dandy for sandwiches.

Write for prices.

## Eastern Canada Fisheries, Limited

Head Office: CORISTINE BLDG., MONTREAL

## Have No Hesitation

in choosing

## 'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



## SMITH AND PROCTOR

SOLE PACKERS

Halifax . N.S.





Made in Canada



# Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS. This is fully recognized by all authorities interested in FOOD CONSERVATION, and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal.

RETAILERS should be ready to do their part by having JARS on hand when required. REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.

**Advt. of Dominion Glass Co., Ltd.**



Made in Canada



**MADE IN CANADA**

## Taylor & Pringle Co.

Limited

OWEN SOUND, ONTARIO

MANUFACTURERS OF

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

**Taylor & Pringle's Products are  
Good Products**

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

## What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line."

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

**Delicious without milk—relieves fatigue and tired nerves.**

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

## It is Easy to Sell People What They Want

That is why SUNSET SOAP DYES sell so readily. They appeal because they are practical home dyes, simple, cleanly and most economical. Display



on your counter and see how wonderfully successful they are in making sales. They give such splendid results that a person trying one cake is sure to return for more. They make trade and hold it. They cannot spill like powdered dyes. Colors are true, brilliant and lasting. They contain no acids, therefore will not injure the finest material. Satisfactory and most profitable. A trial order will quickly show you their selling qualities.

FOR PRICES AND TRADE DISCOUNTS WRITE

**HAROLD F. RITCHIE & CO. LTD.,** Canadian Distributors **TORONTO, ONT.**

Manufactured by SUNSET SOAP DYE CO. Inc., New Rochelle, N.Y.

---



---

# TEA MARKET

Conditions are becoming more complicated each week. We cannot foretell how much more acutely the shipping situation will develop during the next few weeks.

The customers who have acted upon our advice to purchase for their requirements for six months have reason to be pleased at having done so.

*Have you protected your trade?*

**KEARNEY BROS., LIMITED**

WHOLESALE TEA AND COFFEE MERCHANTS

**33 St. Peter St.**

**Montreal**

---



---

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



# Make Our Advertising Work For You

Sun-Maid advertising becomes your own advertising when you display Sun-Maid Raisins. Demand for low-priced but high-value foods has pushed Raisins to the front. Sun-Maid is the only brand of raisins which is advertised continuously.

## Sun-Maid Raisins



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

**California Associated Raisin Co.**

Membership, 8,000 Growers  
Fresno, California



## Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

# Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

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

409

## QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

### BAKING POWDER

#### ROYAL BAKING POWDER

| Size   | Less than 10-case lots | Per doz. |
|--------|------------------------|----------|
| Dime   | \$ 1 15                |          |
| 4-oz.  | 1 65                   |          |
| 6-oz.  | 2 45                   |          |
| 8-oz.  | 3 10                   |          |
| 12-oz. | 4 65                   |          |
| 16-oz. | 5 90                   |          |
| 2½-lb. | 14 60                  |          |
| 5-lb.  | 27 35                  |          |

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

### JAMS

#### DOMINION CANNERS, LTD.

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

|   | Per doz. |
|---|----------|
| Screw Vac top Glass Jars, 16 oz. glass 2 doz. case. |          |
| Blackberry  | \$2 95   |
| Currant, Black                                      | 3 05     |
| Plum  | 2 85     |
| Pear  | 2 65     |
| Peach   | 2 85     |
| Raspberry, Red                                      | 3 15     |
| Raspberry and Red Currant                           | 2 75     |

#### DOMINION CANNERS, LTD.

##### CATSUPS—In Glass Bottles

|                              | Per doz. |
|------------------------------|----------|
| ½ Pts. Delhi Epicure         | \$1 75   |
| ½ Pts., Red Seal, screw tops | 1 40     |
| Pts., Delhi Epicure          | 2 75     |
| Pts., Red Seal               | 1 90     |
| Qts., Red Seal               | 2 85     |
| Qts., Lynn Valley            | 2 75     |

##### BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

|   | Per doz. |
|---|----------|
| Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case  | \$0 95   |
| 1's Baked Beans, Flat, Plain, 4 doz. to case  | 1 15     |
| 1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case   | 1 25     |
| 1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case  | 1 35     |
| 1½'s (20-oz.) Plain, per doz.   | 1 65     |
| Tomato or Chili Sauce   | 1 90     |
| 2's Baked Beans, Plain, 2 doz. to case  | 1 95     |
| 2's Baked Beans, Tom. Sauce, tall, 2 doz. to case   | 2 30     |
| 2's Baked Beans, Chili Sauce, tall, 2 doz. to case  | 2 30     |
| 2½'s Tall, Plain, per doz.  | 2 75     |
| Tomato or Chili Sauce   | 3 20     |
| Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10. |          |

### "AYLMER" PURE ORANGE MARMALADE

|  | Per doz. |
|--|----------|
| Tumblers, Vacuum Top, 2 doz. in case       | \$1 90   |
| 12-oz. Glass, Screw Top, 2 doz. in case    | 2 25     |
| 16-oz. Glass, Screw Top, 2 doz. in case    | 2 75     |
| 16-oz. Glass Tall, Vacuum 2 doz. in case   | 2 75     |
| 2's Tin, 2 doz. per case                   | 3 90     |
| 4's Tin, 12 pails in crate, per pail       | 0 68     |
| 5's Tin, 8 pails in crate, per pail        | 0 84     |
| 7's Tin or Wood, 6 pails in crate          | 1 15     |
| 7's Tin or Wood, 4 pails in crate, per lb. | 0 16     |
| 30's Tin or Wood, one pail crate, per lb.  | 0 16     |

### BLUE

|                                  |       |
|----------------------------------|-------|
| Keen's Oxford, per lb.           | 0 17½ |
| In cases 12—12 lb. boxes to case | 0 17  |

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

|   |          |
|---|----------|
| Empire Breakfast Cocoa, 2 doz. in box, per doz.   | \$2 45   |
| Perfection, ½-lb. tins, doz.  | 2 45     |
| Perfection, ¼-lb. tins, doz.  | 1 35     |
| Perfection, 10c size, doz.  | 95       |
| Perfection, 5-lb. tins, per lb.   | 37       |
| (Unsweetened Chocolate)   |          |
| Supreme Chocolate, 12-lb. boxes, per lb.  | 36       |
| Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.   | 90       |
| Sweet Chocolate—  | Per lb.  |
| Queen's Dessert, 10c cakes, 2 doz. in box, per box  | 1 80     |
| Diamond Chocolate, 7's, 4-lb. boxes   | 1 15     |
| Diamond, 6's and 7's, 8 and 12-lb. boxes  | 0 28     |
| Diamond, ¼'s, 6 and 12-lb. boxes  | 0 28     |
| Icings for Cake—  |          |
| Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz. | 1 30     |
| Chocolate Confections—  | Per doz. |
| Maple Buds, 5-lb. boxes   | \$0 39   |
| Milk medallions, 5-lb. boxes  | 0 39     |
| Chocolate wafers, No. 1, 5-lb. boxes  | 0 39     |
| Chocolate wafers, No. 2, 5-lb. boxes  | 0 35     |
| Nonpareil wafers, No. 1, 5-lb. boxes  | 0 33     |
| Nonpareil wafers, No. 2, 5-lb. boxes  | 0 28     |
| Chocolate ginger, 5-lb. boxes   | 0 42     |
| Milk chocolate wafers, 5-lb. boxes  | 0 39     |
| Coffee drops, 5-lb. boxes   | 0 39     |
| Lunch bars, 5-lb. boxes   | 0 39     |
| Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box  | 0 95     |
| Nut milk chocolates ½'s, 6. lb. boxes, lb.  | 0 39     |
| Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake                                 | 0 75     |
| Almond nut bars, 24 bars, per box   | 0 95     |

# Becoming a Bigger Man

**W**HAT is the difference between some men you know and others known to you? Why are some men earning \$3,000 a year and some \$30,000? You can't put it down to heredity or better early opportunities, or even better education. What, then, is the explanation of the stagnation of some men and the elevation and progress of others?

We are reminded of a story. A railroad man, born in Canada, was revisiting his home town on the St. Lawrence River. He wandered up to a group of old-timers who sat in the sun basking in blissful idleness. "Charlie," said one of the old men, "they tell me you are getting \$20,000 a year." "Something like that," said Charlie. "Well, all I've got to say, Charlie, is that you're not worth it."

A salary of \$20,000 a year to these do-nothing men was incredible. Not one of the group had ever made as much as \$2,000 a year, and each man in the company felt that he was a mighty good man.

Charlie had left the old home town when he was a lad. He had got into the mill of bigger things. He developed to be a good man, a better man, the best man for certain work. His specialized education, joined to his own energy and labor sent him up, up, up. To put it in another way: Charlie had always more to sell, and the world wanted his merchandise—brain, skill and ability. Having more to sell all the time, he got more pay all the time.

Charlie could have stayed in the old home town; could have stagnated like others; could have been content with common wages. In short, Charlie could have stayed with the common crowd at the foot of the ladder. But Charlie improved himself and pushed himself, and this type of man the Goddess of Fortune likes to take by the hand and lead onward and upward.

Almost any man can climb higher if he really wants to try. None but himself will hold him back. As a matter of fact,

the world applauds and helps those who try to climb the ladder that reaches towards the stars.

The bank manager in an obscure branch in a village can get out of that bank surely and swiftly, if he makes it clear to his superiors that he is ready for larger service and a larger sphere. The humble retailer can burst the walls of his small store, just as Timothy Eaton did, if he gets the right idea and follows it. It is not a matter of brain or education so much as of purpose joined to energy and labor. The salesman or manager or bookkeeper or secretary can lift himself to a higher plane of service and rewards if he prepares himself diligently for larger work and pay. The small manufacturer, the company director, the broker—all can become enlarged in the nature of their enterprise and in the amount of their income,—by resolutely setting themselves about the task of growing to be bigger-minded men.

Specialized information is the great idea. This is what the world pays handsomely for. And to acquire specialized information is really a simple matter, calling for the purposeful and faithful use of time. This chiefly.

One does not have to stop his ordinary work, or go to a university, or to any school. One can acquire the specialized information in the margin of time which is his own—in the after-hours of business. Which means: If a man will read the right kind of books or publications, and make himself a serious student at home, in his hours—the evening hours or the early morning hours—he can climb to heights of position and pay that will dazzle the inert comrades of his youth or day's work.

**I**F business—**BUSINESS**—is your chosen field of work, we counsel you to read each week **THE FINANCIAL POST**. It will stimulate you mentally. It will challenge you to further studious effort. It will give you glimpses into the world of endeavor occupied by the captains of industry and finance. With the guidance of the **POST**, and with its wealth of specialized information, you, a purposeful man, aiming to go higher in life and pay, will find yourself becoming enlarged in knowledge and ambition, and will be acquiring the bases and facts of knowledge which become the rungs of the ladder you climb by.

It is the first step which costs. But this cost is trivial—a single dollar. We offer you the **POST** for four months for a dollar. Surely it is worth a dollar to discover how right we are in our argument. If you have the will to go higher in position and pay, sign the coupon below.

THE MACLEAN PUBLISHING COMPANY, LIMITED,  
143-153 University Avenue, Toronto.

Send me THE FINANCIAL POST for four months for one dollar.

Money to be enclosed  
remitted .

C. G.

Signed .....



Your customers will appreciate

# CHICKEN A LA KING

(Blue Seal Brand)

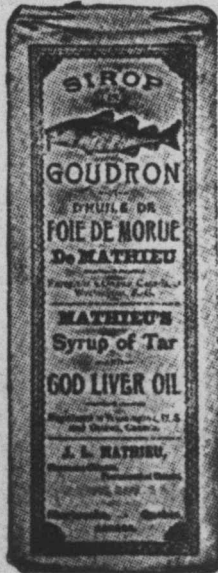
This is a particularly delicious line that's certain to make a big hit with every customer.

Can be quickly and easily prepared, Wholesome and Economical. Cans are very attractively labeled, making effective displays easy.

Write to-day for trial supply.

**E. W. Jeffress, Limited**  
Walkerville, Ont.

## The Mathieu Lines are always in demand



Because both "Nervine Powders" and "Syrup of Tar" are thoroughly dependable, always giving results in keeping with their quality reputation. If you're not now selling these two favorites, write for trial supply.



**J. L. MATHIEU CO.**  
PROPRIETORS  
SHERBROOKE, QUEBEC

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

Size—

- 2 1/4-quart Tall Cylinder Can
- No. 1 Pint Cylinder Can.....
- No. 16 Jar.....
- No. 4 Jar.....
- No. 10 Can.....

**YUBA BRAND**

- 2 1/4-quart Tall Cylinder Can..
- No. 1 Pint Cylinder Can....
- No. 10 Can.....
- Picnic Can.....

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

Terms net 30 days

- Eagle Brand, each 48 cans...\$8 75
- Reindeer Brand, each 48 cans 8 45
- Silver Cow, each 48 cans.... 7 90
- Gold Seal, Purity, each 48 cans 7 75
- Mayflower Brand, each 48 cans 7 75
- Challenge Clover Brand, each 48 cans ..... 7 25

**EVAPORATED MILK**

- St. Charles Brand, Hotel, each 24 cans .....\$6 40
- Jersey Brand, Hotel, each 24 cans ..... 6 40
- Peerless Brand, Hotel, each 24 cans ..... 6 40
- St. Charles Brand, Tall, each 48 cans ..... 6 50
- Jersey Brand, Tall, each 48 cans ..... 6 50
- Peerless Brand, Tall, each 48 cans ..... 6 50
- St. Charles Brand, Family, each, 48 cans..... 5 50
- Jersey Brand, Family, each 48 cans ..... 5 50
- Peerless Brand, Family, each 48 cans ..... 5 50
- St. Charles Brand, small, each 48 cans ..... 2 60
- Jersey Brand, small, each 48 cans ..... 2 60
- Peerless Brand, small, each 48 cans ..... 2 60

**CONDENSED COFFEE**

- Reindeer Brand, "Large," each 24 cans ..... 5 75
- Reindeer Brand, "Small," each 48 cans ..... 6 00
- Regal Brand, each 24 cans... 5 40
- Cocoa, Reindeer Brand, large, each 24 cans ..... 5 75
- Reindeer Brand, small, 48 cans 6 00

**CARNATION MILK PRODUCTS CO., LTD.**

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

**EVAPORATED MILK**

- Carnation, 16-oz. talls Per case (48 cans per case) .....\$6 40
- Carnation, 6-oz. baby (96 cans per case) ..... 5 40
- Canada First, 16-oz. talls (48 cans per case) ..... 6 25
- Canada First, 6-oz. baby (48 cans per case) ..... 2 60
- Canada First, 12-oz. family (48 cans per case) ..... 5 50
- Canada First, 32-oz. hotel (24 cans per case) ..... 6 15

**GELATINE**

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

**W. CLARK, LIMITED MONTREAL**

- Assorted meats, 1s, \*\$4.25.
- Compressed Corn Beef—1/2s, \*\$2.90; 1s, \*\$4.25; 2s, \$9; 6s, \$34.75; 14s, \*\$75.
- Lunch Ham—1s, \*\$4.25; 2s, \$8.
- Ready Lunch Beef—1s, \*\$4.25; 2s, \$9.
- English Brawn—1/2s, \$2.50; 1s, \$3.50; 2s, \$8.50.
- Boneless Pigs' Feet—1/2s, \$2.50; 1s, \$3.50; 2s, \$8.50.
- Roast Beef—1/2s, \$2.90; 1s, \$4; 2s, \*\$8.85; 6s, \$34.75.
- Boiled Beef—1s, \$4; 2s, \$8.85; 6s, \$34.75.
- Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.
- Corned Beef Hash—1/2s, \$2; 1s, \$3.50; 2s, \$8.50.
- Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$8.50.
- Cambridge Sausage, 1s, \$4; 2s, \$8.
- Lamba' Tongues, 1/2s.

- Sliced Smoked Beef, tins, 1/2s, \$2.35; 1s, \$3.35; 4s, \$26.

- Sliced Smoked Beef, glass, 1/2s, \$1.75; 1/4s, \$2.75; 1s, \$5.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.95.

- Ham and Veal Pate—1/2s, \$1.95.
- Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, 1/4s, 70c; 1/2s, \$1.35.

- Potted Meats, Glass—Chicken, Ham, Tongue, Venison, 1/4s, \$2.
- \$7.50; 1 1/2s, \$12; 2s, \$16.50; 2 1/2s, \$17.50; 3s, \$19.00; 3 1/2s, \$20.50; 6s, \$45.00.

- Mince meat, in tins, 1s, \$2.70; 2s, \$3.80; 5s, \$12.
- In Pails, 5 lbs., 20c; 10 lbs., 19 1/2c; 25 lbs., 17c lb.
- In 50-lb. Tubs, 17c lb.
- In 85-lb. Tubs, 16 1/2c lb.

- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.

- Clark's Tomato Ketchup, 8-oz., \$2.25; 12-oz., \$2.80; 16-oz., \$3.50.
- Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s, \$1.15; 1 1/2s, \$1.60; 2s, \$1.75; 2s flats, \$2.45; 3c, talls, \$2.75.

- Pork and Beans, Tomato Sauce, blue label. Individuals, 95c doz. 1s, \$1.25; 1 1/2s, \$1.85; 2s, \$2; 3s talls, \$3.20; 3s flat, \$2.90.
- Pork and Beans, Chilli (red and gold label), individuals, 95c; 1s, \$1.25; 1 1/2s, \$1.85; 2s, tall, \$2; 3s, flat, \$2.90.

- Vegetarian Baked Beans, Tomato Sauce, 2s, talls, \$2.
- Clark's Chateau Chicken Soup, \$1.75.

- Clark's Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Tartie, Consommee, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, \$1.25.
- No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

- Spaghetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 2s, \$2.90 doz.
- Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at \$10 per doz.; 10-oz. bottle, \$5.

- Canadian Boiled Dinner, 1s, \$2.50; 2s, \$5.95.
- English Plum Pudding—1/2s, 1s, 2s.

- Ready Lunch Veal Leaf—1/2s, \$1.95; 1s, \$3.90.
- Ready Lunch Beef Ham Leaf—1/2s, \$1.95; 1s, \$3.90.

- Ready Lunch Beef Leaf—1/2s, \$1.95; 1s, \$3.90.
- Ready Lunch Assorted Leaves—1/2s, \$2.00; 1s, \$3.95.

- Geneva Sausage—1s, \$4.25; 2s, \$8.25.
- Roast Mutton—1s, 2s, 6s.

- Boiled Mutton—1s, 2s, 6s.
- Cooked Tripe—1s, \$2.50; 2s, \$4.25.
- Stewed Ox Tail—1s, \$2.50; 2s, \$4.50.
- Stewed Kidney—1s, \$4.00; 2s, \$7.00.
- Minc'd Collops—1/2s, \$2.00; 1s, \$3.25; 2s, \$6.00.

- Sausage Meat—1s, \$3.50; 2s, \$5.50.
- Jellied Hocks—2s, \$3.00; 6s, \$25.00.
- Irish Stew—1s, \$3.50; 2s, \$5.50.

- Boneless Chicken—1/2s, \$5.00; 1s, \$9.00.
- Boneless Turkey, 1/2s, \$5.00; 1s, \$8.95.

- Lunch Tongue—1/2s, 1s, 2s.
- Tongue, Lunch—1s.

- Ox Tongues, in tins, 1/2s, \$3.75; 1s, \$7.50; 1 1/2s, \$12; 2s, \$15.50; 2 1/2s, \$17.50; 3s, \$19; 3 1/2s, \$20.50; 6s, \$45.

- Chateau Brand Pork and Beans, Tomato Sauce—Individual, \$1.10; 1s, \$1.60; 2s, \$2.30; 3s, \$3.50; individual, 95c; 1s, \$1.50; 2s, \$2.05; 3s, \$3.25. Plain Sauce.

- Smoked Sausage, Vienna style—1/2s, \$1.95.
- Pate de Foie—1/4s, 65c; 1/2s, \$1.30.

- Lunch Tongue, in glass, 1s.
- Ox Tongues, glass, 1/2s, \$14; 2s, \$17.

- Mince meat, in glass—1s, \$3.25.
- Brisket Beef, in glass—1s.
- Chicken Breasts, in glass—1s.

**COLMAN'S OR KEEN'S MUSTARD.**

- Per doz. tins
- D. S. F., 1/4-lb. .... \$ 2 15
- D. S. F., 1/2-lb. .... 4 20
- D. S. F., 1-lb. .... 7 50
- F. D., 1/4-lb. .... 1 15
- Per jar
- Durham, 1-lb. jar, each..... 0 50
- Durham, 4-lb. jar, each..... 1 75



# Ever Give the Wrong Number?

Many people do when they rely on their memory. Save annoyance and delay by consulting your telephone directory first. It takes only a few seconds to get the correct number.

## The Bell Telephone Co. of Canada

"Good Service . . . our true intent"



# Enquiry Department

**W**HEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

### THE RETAIL PRICE FOR BRAN AND SHORTS

Can you give me any definite information regarding the regulation governing the retail price of mill feeds?—W. A. McMurray, Gilmour, Ont.

Answer.—By order No. 5 the price of mill feeds was set at \$24.50 for bran and \$29.50 for shorts at Fort William, Ont. To this price is added the freight plus the cost of bags, which makes a delivered price at Toronto of \$35.00 for bran and \$40 for shorts. This is for the Western ties was set at the following figures:

By a subsequent order No. 14 the amount that may be charged for these commodities was set at the following figures.

When sold by dealers from warehouses not more than 10 cents per bag of 100 pounds may be added to the cost of the product, at the railway station where it is delivered. This would suggest that no cost for delivery from railway to store-house may be added.

When the delivery is made from the car by the purchaser, not more than 5 cents per hundred pound bag may be added.

Where millers sell direct to the consumer from the mill in less than 10-ton lots not more than 5 cents per bag of a hundred pounds shall be added to the price at which the miller is permitted to sell.

Where the purchaser brings his own bags, then not more than \$2.00 a ton may

be added to the price for bran and shorts in bulk.

### IS THERE A SET PRICE ON FEEDS?

Please let me know if the Government or the Food Controller has passed a law to set a price on flour and feed, such as bran, shorts, oats, etc., sold by general merchants in any place in Canada. And have we to have a license to sell such goods?

Answer.—No license is required by general stores to sell these goods. There is a restriction as to profits to the trade. See answer to former query.

### SELLING SUGAR BY HUNDRED

Is a grocer allowed to sell a customer a hundredweight of sugar?—Breslau, Ont.

Answer.—There is nothing to prevent him from doing so if he desires. Under the present conditions it is not always desirable to do so. Supplies are limited, and the wise course is to sell only in normal quantities. It is the buying in large quantities that helps to make the sugar situation acute.

### AN EFFECTIVE BOOK KEEPING SYSTEM

Where can I procure matter dealing with an effective system of book keeping for a retail grocery business doing a cash and credit trade?—H. C., Regina, Sask.

Answer.—The Harvard system of accounts for retail grocers, published by the Bureau of Business Research, Harvard University, is the best system we know.

It will be sent free to any grocer asking for Bulletin No. 3, Bureau of Business Research, Harvard University, Cambridge, Mass.

### BARLEY FLOUR

Please put us in touch with millers or large handlers of barley flour in bags.—St. John, N.B.

Answer.—This information has been sent direct to the enquirer.

### TORONTO ADVERTISING CLUB

Who are the Toronto Advertising Club? Is there a membership fee? I would like the privilege of attending lectures at times.—Milton, Ont.

Answer.—The Toronto Advertising Club is a club of men in different lines of business, who are interested in various forms of advertising. The annual fee is \$10, which serves to pay the expenses of the club and provides for special lectures, etc. The club meets every Tuesday at luncheon at 12.30 and an address is given on advertising or some kindred topics. Mr. Kating, of the Confederation Life Co., Confederation Life Bldg., is secretary.

CANADIAN GROCER,  
143-153 University Avenue,  
Toronto.

For Subscribers

## INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

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

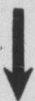


Imperial Rice Milling  
Co., Ltd.  
VANCOUVER, B.C.



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

ORDER TO-DAY



POPULAIRE'S  
EGG POWDER



Good Profits - Sure Sales

The Imperial Co. Reg'd  
645 ST. VALIER STREET, QUEBEC, P.Q.

**JELL-O**  
GENESEE PURE FOOD CO.

|  |        |
|--|--------|
| Assorted case, 4 dozen   | \$4 00 |
| Lemon, 2 dozen   | 2 00   |
| Orange, 2 dozen  | 2 00   |
| Raspberry, 2 dozen   | 2 00   |
| Strawberry, 2 dozen  | 2 00   |
| Chocolate, 2 dozen   | 2 00   |
| Cherry, 2 dozen  | 2 00   |
| Vanilla, 2 dozen   | 2 00   |
| Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class. |        |

**JELL-O ICE CREAM POWDERS.**

|                        |        |
|------------------------|--------|
| Assorted case, 2 dozen | \$2 70 |
| Chocolate, 2 dozen     | 2 70   |
| Vanilla, 2 dozen       | 2 70   |
| Strawberry, 2 dozen    | 2 70   |
| Lemon, 2 dozen         | 2 70   |
| Unflavored, 2 dozen    | 2 70   |

Weight, 11 lbs. to case. Freight rate, 2d class.

**KLIM**

|                                   |         |
|-----------------------------------|---------|
| Hotel size, 6 10-lb. tins to case | \$15.50 |
| Household size, 1-lb., 24 to case | 6.80    |
| Sample size, 4-oz., 48 to case    | 4.50    |

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

**BRANTFORD BRANDS**

|   |       |
|---|-------|
| Laundry Starches—                                     |       |
| Boxes   | Cents |
| 40 lbs. Canada Laundry                                | .09½  |
| 40 lbs., 1 lb. pkg., White Gloss                      | .10   |
| 48 lbs., No. 1 White or Blue Starch, 3-lb. cartons    | .10½  |
| 100-lb. kegs, No. 1 white                             | .10   |
| 200-lb. bbls., No. 1 White                            | .10   |
| 30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs. | .11   |
| 48 lbs., Silver Gloss, in 6-lb. tin canisters         | .12½  |
| 36 lbs. Silver Gloss, in 6-lb. draw lid boxes         | .12½  |
| 100 lbs., kegs, Silver Gloss, large crystals          | .10½  |
| 40 lbs., Benson's Enamel, (cold water), per case      | 3.25  |
| 20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.       | .15   |
| Celluloid, 45 cartons, case                           | 4.50  |
| Culinary Starch.                                      |       |
| 40 lbs., W. T. Benson & Co.'s Celebrated Prepared     | .11   |
| 40 lbs. Canada Pure Corn                              | .10   |
| 20-lb. Casco Refined Potato Flour, 1-lb. pkgs.        | .18   |
| (20 lb. boxes, ¼c higher, except potato flour)        |       |

**BRANTFORD STARCH**  
Ontario and Quebec.

|  |         |
|--|---------|
| Laundry Starches—  |         |
| Canada Laundry   | \$0 09½ |
| Acme Gloss Starch—   |         |
| 1-lb. cartons, boxes of 40 lbs.  | 1 10    |
| First Quality White Laundry—   |         |
| 3-lb. canisters, cs. of 48 lbs.  | 0 10½   |
| Barrels, 200 lbs.  | 0 10    |
| Kegs, 100 lbs.   | 0 10    |
| Lily White Gloss—  |         |
| 1-lb. fancy carton cases, 30 lbs.  | 0 11    |
| 8 in case  | 0 12½   |
| 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case | 0 12½   |
| Kegs, extra large crystals, 100 lbs.                                       | 0 10½   |
| Canadian Electric Starch—  |         |
| Boxes containing 40 fancy pkgs., per case                                  | 3 25    |
| Celluloid Starches—  |         |
| Boxes containing 45 cartons, per case                                      | 4.50    |

**Challenge Prepared Corn—**  
1-lb. pkts., boxes of 40 lbs. 0.10

**SYRUP**

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

|   |        |
|---|--------|
| Perfect Seal Jars, 3 lbs., 1 doz. in case           | \$4.25 |
| 2-lb. tins, 2 doz. in case                          | 4.65   |
| 5-lb. tins, 1 doz. in case                          | 5.20   |
| 10-lb. tins, ½ doz. in case                         | 4.95   |
| 20-lb. tins, ¼ doz. in case                         | 4.90   |
| (Prices in Maritime Provinces 10c per case higher). |        |

|                               |        |
|-------------------------------|--------|
| Barrels, about 700 lbs.       | \$0.07 |
| Half bbls., about 350 lbs.    | 0.07½  |
| ¼ bbls., about 175 lbs.       | 0.07½  |
| 2-gal. wooden pails, 25 lbs.  | 2.15   |
| 3-gal. wooden pails, 28½ lbs. | 3.25   |
| 5-gal. wooden pails, 65 lbs.  | 5.25   |

**LILY WHITE CORN SYRUP**

|                             |        |
|-----------------------------|--------|
| 2-lb. tins, 2 doz. in case  | \$5.15 |
| 5-lb. tins, 1 doz. in case  | 5.70   |
| 10-lb. tins, ½ doz. in case | 5.45   |
| 20-lb. tins, ¼ doz. in case | 5.40   |

**ST. LAWRENCE SUGAR REFINING CO.**

|                                  |        |
|----------------------------------|--------|
| Crystal Diamond Brand Cane Syrup |        |
| 2-lb. tins, 2 doz. in case       | \$5 05 |
| Barrels, per 100 lbs.            | 7 50   |
| ½ barrels, per 100 lbs.          | 7 75   |

**INFANTS' FOOD**

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

|                           |        |
|---------------------------|--------|
| Robinson's Patent Barley— | Doz.   |
| 1 lb.                     | \$4 00 |
| ½ lb.                     | 2 00   |
| Robinson's Patent Groats— |        |
| 1 lb.                     | \$4 00 |
| ½ lb.                     | 2 00   |

**NUGGET POLISHES**

|                              |      |
|------------------------------|------|
| Polish, Black, Tan, Toney    | Doz. |
| Red and Dark Brown           | .90  |
| Card Outfits, Black and Tan  | 3.80 |
| Metal Outfits, Black and Tan | 4.50 |
| Creams, Black and Tan        | 1.25 |
| White Cleaner                | 1.25 |

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

|   |         |
|---|---------|
| Black Watch, 8½s. lb.   | \$ 0 65 |
| Bobs, ¼s  | 0 64    |
| Currency, 8s  | 0 62    |
| Stag Bar, 8s, boxes 15 lbs.                                   | 0 61    |
| Pay Roll, thick bars, 1-10s.                                  | 0 80    |
| Pay Roll, plug, 10s and 6-lb. caddies                         | 0 80    |
| Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs.                | 0 70    |
| Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes | 0 80    |
| Forest and Stream, tins, 12s, 2 lb. cartons                   | 0 98    |
| Forest and Stream, ¼s, ½s and 1-lb. tins                      | 0 95    |
| Forest and Stream, 1-lb. tins                                 | 1 15    |
| Master Workman, 10s, 2 lb. cartons                            | 0 80    |
| Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.  | 0 79    |
| Derby 8½s, ½ butts, 8½-lb. boxes                              | 0 70    |
| Golden Rod, 8s  | 0 64    |
| Ivy, 8s, ½ butts, 9 lb. boxes                                 | 0 64    |
| Old Virginia, 10s   | 0 87    |
| Fig Leaf, 8s  | 0 64    |
| Old Kentucky (bars), 6½s, boxes, 6 lbs.                       | 0 80    |
| Queen's Navy (bars), 6½s, 5½-lb. boxes                        | 0 72    |
| Walnut, 8s  | 0 70    |

# FRESH FRUITS and Vegetables

Railroads now making better deliveries from South.

Full supplies:—

Navel and Florida Oranges  
**Grape Fruit Bananas**  
 California and Messina Lemons  
 Cauliflower, Celery, New Cabbage  
 Head Lettuce, Rhubarb, etc.  
 Spanish and Domestic Onions  
 Prompt and Efficient Service

# FISH For Lent

**Frozen, Smoked or Salted.** Our stocks are still replete.

**Haddies, Fillets, Ciscoes.**

Labrador Herring in bbls. and half bbls.  
 Halibut, Salmon and Mackerel.

## OYSTERS

Special fresh car Western Frozen Whitefish.

# WHITE & CO., LIMITED

*Wholesale Suppliers to the Trade in*

***Fresh Fruits and Fish***

**Toronto**

**Hamilton**

## ORANGES

Finest Sunkist Navels  
 Extra Fancy Florida Valencias  
 Sweet, Juicy, Fine Color  
 All Desirable Sizes

## APPLES

Finest Western Box Apples  
 Rome Beauty, Winesap, Ben Davis  
 Best Ontario and Nova Scotia Packs in  
 Barrels  
 Starks, Baldwins, Ben Davis

## CELERY

California's Best Stock Always on  
 Hand

## FISH

We carry a full stock of all the best  
 selling lines

Send us your order

**DUNCANS LIMITED**

North Bay, Sudbury, Cobalt, Timmins

## FRESH ARRIVALS THIS WEEK

**2 Cars Extra Fancy  
 Florida Oranges**

**1 CAR EACH**

**California Navels**

**California Celery**

**Florida Grape Fruit**

**Messina Lemons**

**ALL EXTRA FANCY QUALITY**

**HUGH WALKER & SON**

GUELPH, ONTARIO

*Established 1861*



## Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



**WM. CANE & SONS CO.  
LIMITED  
NEWMARKET, ONT.**



There's  
**Quality and  
Quantity in  
"BULLDOG"  
CLEANERS**

The exacting chemical supervision under which they are produced is a thorough guarantee of good quality in every "Bulldog" Cleaner.

Attractively labeled generous sized packages attract attention and make sales easy. And every sale is a "repeat" getter.

Grocers everywhere are making good profits pushing the 19 "Bulldog" Cleaners.

Be one of them.

**The John B. Paine Co., Limited**

MANUFACTURERS

Factories at Toronto and Winnipeg

## INDEX TO ADVERTISERS

|                                   |                    |                                 |                   |
|-----------------------------------|--------------------|---------------------------------|-------------------|
| <b>A</b>                          |                    | <b>K</b>                        |                   |
| Acadia Sugar .....                | 13                 | Keating, Thos. ....             | 14                |
| Ackerman, H. W. ....              | 10                 | Kearney Bros. ....              | 53                |
| Anchor Cap & Closure Corp. .      | 14                 | Kidd, T. A., & Sons. ....       | 64                |
| American Computing Co. ....       | 6                  | <b>L</b>                        |                   |
| American Pad & Textile Co. .      | 60                 | Lalonde, A. ....                | 10                |
| <b>B</b>                          |                    | Lambe, W. G. A., & Co. ....     | 10                |
| Bain, Donald H., Co. ....         | 9                  | Lemon Bros. ....                | 63                |
| Beauchamp, J. E. ....             | 7                  | Litster Pure Food Co. ....      | 19                |
| Bell Telephone Co. ....           | 57                 | <b>M</b>                        |                   |
| Benedict, F. L. ....              | 64                 | MacIver Bros. ....              | 48                |
| Betts & Co. ....                  | Inside front cover | Mackay Co., John ....           | 15                |
| Borden Milk Co. ....              | 1                  | MacLure & Langley ....          | 10                |
| Bowser, S. F., Co. ....           | 6                  | Magor, Son & Co., Ltd. ....     | 20                |
| Bristol, Somerville & Co. ....    | 18                 | Malcolm Condensing Co. ....     | 11                |
| <b>C</b>                          |                    | Mann, C. A., & Co. ....         | 64                |
| Cal. Assoc. Raisin Co. ....       | 19                 | Marshall, H. G., & Co. ....     | 11                |
| Canada Starch Co. ....            | Front cover        | Marsh's Grape Juice ....        | 15                |
| Canadian Milk Prod. ....          | 14                 | Mathieu, J. L., Co. ....        | 56                |
| Cane, Wm., & Sons ....            | 54                 | McCabe, J. J. ....              | 61                |
| Channell Chemical Co. ....        | Inside front cover | McCormick Mfg. Co. ....         | 20                |
| Charbonneau, Ltd. ....            | 17                 | Millman, W. H., & Sons. ....    | 10                |
| Chisholm Milling Co. ....         | 2                  | Mount Royal Milling Co. ....    | 4                 |
| Church & Dwight ....              | 2                  | Muncey Supply Co. ....          | 54                |
| Clark, W., Ltd. ....              | 7                  | <b>N</b>                        |                   |
| Climax Baler Co. ....             | 64                 | Nagle, H., Co. ....             | 64                |
| Cockburn, F. D. ....              | 8                  | Nagle Mercantile Agency ....    | 64                |
| Connors Bros. ....                | 50                 | National Cash Register Co. .... | 5                 |
| <b>D</b>                          |                    | National Licorice Co. ....      | 60                |
| Davies, Wm., Co., Ltd. ....       | 49                 | <b>O</b>                        |                   |
| Dayton Computing Scale. s. .      | Back cover         | Oakeys ....                     | 64                |
| Dole Bros. Hop & Malt. ....       | 18                 | <b>P</b>                        |                   |
| Dominion Cannery, Ltd. ....       | 2                  | Paine, J. B. ....               | 62                |
| Dominion Glass Co. ....           | 52                 | Patrick, W. G., & Co. ....      | 3                 |
| Dominion Salt Co. ....            | 6                  | Pennock, H. P., & Co. ....      | 8                 |
| Duncan Co. ....                   | 61                 | Perry, H. L., & Co. ....        | 8                 |
| <b>E</b>                          |                    | Pullan, E. ....                 | 64                |
| Eastern Can. Fisheries ....       | 51                 | <b>R</b>                        |                   |
| Eckardt, H. P. ....               | 59                 | Red Rose Tea ....               | 19                |
| Edwards, W. C., & Co., Ltd. .     | 18                 | Rock City Tobacco Co. ....      | Inside back cover |
| Elliot, W. F. ....                | 10                 | Rose & Laflamme, Ltd. ....      | 6                 |
| El Roi-Tan, Ltd. ....             | 8                  | <b>S</b>                        |                   |
| Escott, W. H., Co. ....           | 9                  | Sarnia Barrel Works ....        | 64                |
| Estabrooks, T. H., Co., Ltd. .    | 19                 | Scott-Bathgate Co., Ltd. ....   | 8                 |
| Eureka Refrigerator ....          | 51                 | Shaw & Ellis ....               | 50                |
| <b>F</b>                          |                    | Sherer Gillett Co. ....         | 16                |
| Fearman, F. W., Co. ....          | 48                 | Smith & Proctor ....            | 51                |
| Freeman, The W. A., Co. ....      | 48                 | Spratts. ....                   | Inside back cover |
| Freeman & Sheely ....             | 11                 | Standard Lithographic Co. ....  | 15                |
| Furnivall-New, Ltd. ....          | 18                 | Stevens-Hepner Co., Ltd. ....   | 50                |
| <b>G</b>                          |                    | St. Williams Preserves ....     | 7                 |
| Genest, J. R. ....                | 11                 | Sunset Soap Co. ....            | 53                |
| Gillespie, Robert, & Co. ....     | 9                  | <b>T</b>                        |                   |
| Gipe-Hazard ....                  | 63                 | Taylor & Pringle ....           | 52                |
| Grant, C. H. ....                 | 9                  | Thum, O. & W. ....              | 64                |
| Griffiths, Geo. W., & Co., Ltd. . | 9                  | Tobin & Sons ....               | 18                |
| <b>H</b>                          |                    | Toronto Salt Works ....         | 64                |
| Hamblin-Brereton Co., Ltd. .      | 10                 | Trent Mfg. Co. ....             | 64                |
| Hargreaves, Canada, Ltd. ....     | 60                 | Turton, J. E. ....              | 11                |
| Hatton Co., D. ....               | 53                 | <b>V</b>                        |                   |
| Ho-Mayde Prod. ....               | 64                 | Volpeek Mfg. Co. ....           | 64                |
| Holbrook, Ltd. ....               | 16                 | <b>W</b>                        |                   |
| <b>I</b>                          |                    | Walker, Hugh, & Son. ....       | 61                |
| Imperial Co., Regd. ....          | 58                 | Washington, G., Coffee ....     | 52                |
| Imperial Rice Milling Co. ....    | 58                 | Watford Mfg. Co. ....           | 54                |
| <b>J</b>                          |                    | Watson & Truesdale ....         | 9                 |
| Japan Tea Co. ....                | 12                 | Welch Juice Co. ....            | Front cover       |
| Jeffries, E. W. ....              | 56                 | Western Canada Flour Mills      | Co., Ltd. ....    |
| Jones, C. & J. ....               | 8                  | Western Salt Co. ....           | 2                 |
|                                   |                    | Wetheys, J. H., Ltd. ....       | 60                |
|                                   |                    | White & Co. ....                | 61                |
|                                   |                    | Woods, Walter, Co. ....         | Inside back cover |

# Wanted

## CLASSIFIED ADVERTISING

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

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

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

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

### BUSINESS FOR SALE

**GOOD GROCERY AND MEAT BUSINESS:** full stock; fine trade; splendid locality; store plate front; dwelling attached red brick; illness reasons for selling. W. A. Birdsall, 241 George St., Sarnia, Ont.

**GENERAL STORE BUSINESS IN WESTERN Ontario.** Good clean stock of \$6,000. Turnover last year \$20,000. Solid brick store and dwelling attached. Apply Box 280, Canadian Grocer.

**GENERAL STORE BUSINESS FOR SALE—** Stock about \$8,000.00. Annual cash turnover \$26,000.00. Store, storerooms, dwelling, stable, for sale \$3,000.00 or rent \$30.00 a month. Possession 1st April. A snap for someone. Box 23, Silverwater, Ont.

### WANTED

**WANTED—GOOD GROCERY BUSINESS IN Toronto,** doing three to four hundred weekly. Apply Box 283, Canadian Grocer.

### AGENTS WANTED

**TRAVELLERS—GOOD SIDE LINE.** SOLICIT from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

### GOODS FOR SALE

**FOR SALE AT BARGAIN—3,000 ROLLS** wallpaper. Reason for selling, short of space. Good stock. Apply Box 281, Canadian Grocer.

### HELP WANTED

**WANTED — BUTCHER, MUST BE GOOD** counter man and a first-class sausage maker. P. Harvey & Co., Windsor, Ont.

**WANTED—EXPERIENCED GROCERY SALES-** man, permanent position at a good salary for the right man. Baker & Baldwin, Lindsay, Ont.

### FOR SALE

#### MODERN JEFFREY BARREL, BOX AND BAG HOIST

40 ft. lift, loading and discharging equipment for four floors. In first-class condition. Complete with dressed timber framing. Offers solicited. Apply to Mr. Skelton, St. Lawrence Sugar Refineries, Limited, Montreal.

## FISH

Lake Superior  
Herring in kegs  
half-kegs and  
pails.

## APPLES

Nova Scotia stock  
and Georgian Bay  
brand, Ontario  
stock.

Write us to-day

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

### POSITION VACANT

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

### FIXTURES FOR SALE

**EVERY MERCHANT WHO SEEKS MAXIMUM** efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

## MISCELLANEOUS

**GROCERS—INCREASE YOUR PROFITS** selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

**HAVE YOU KNOWLEDGE ALONG SOME** special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

**YOU MAY BE ENLARGING YOUR STORE** and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

## 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 c/o Canadian Grocer.

No Other Paper Reaches All These Men.

- Is 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



# Buyers' Guide

## FOR SALE

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

C. A. MANN & CO.  
78 KING ST. LONDON, ONT.

## BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

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

THE TRENT MFG. CO., LTD.  
TRENTON ONTARIO

## HO-MAYDE BREAD IMPROVER

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

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

Makers  
Ho-Mayde Products Co. TORONTO  
Western Agents  
C. & J. Jones WINNIPEG

## SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.  
Agents Montreal

## GRAHAM FLOUR

"Ye Olde Process"  
STONE - GROUND

From Choicest Ontario Wheat.  
The Most Wholesome Flour Made.  
\$5.75 per 98's lb. sack.  
Freight paid (Montreal rates) 5 sack lots.

Made by  
T. A. KIDD & SONS  
BURRITT'S RAPIDS ONTARIO



## PAPER BALERS

All-Steel  
"Fireproof"

Made in 12 sizes.  
Send for catalog.

Climax Baler Co.  
Hamilton Ontario

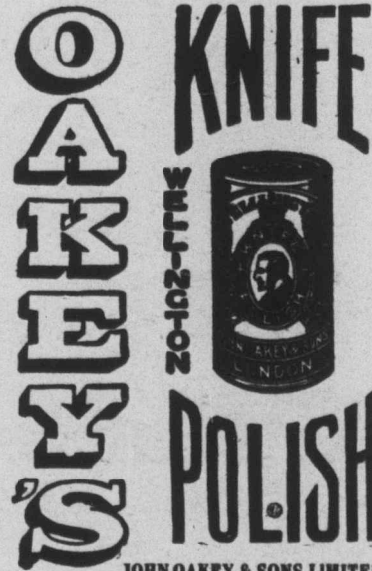


## TANGLEFOOT



### The Non-Poisonous Fly Destroyer

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



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

#### AGENTS:

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

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF



Don't Be In Doubt  
About Your

## Money

We can collect those  
bills outstanding and  
make your ledger look  
like something, some-  
thing that you will look  
with satisfaction on.

No Collection. No Fee  
Send for forms and give us a trial.  
Highest recommendations.

Nagle Mercantile Agency  
Westmount, P.Q. (Montreal)

## To Manufacturers' Agents

Manufacturers are always  
looking for aggressive  
brokers to represent them.  
Keep your name and ter-  
ritory covered to the front,  
thus impressing them with  
your aggressiveness.

The rates are reasonable.  
For one inch each week  
for one year the cost is  
only \$1.25 per insertion.  
For quarter column for  
the same time the cost is  
\$2.80 an issue.

We shall be glad to fur-  
nish you with other rates  
upon application.

Canadian Grocer  
143-153 University Ave.  
TORONTO



## People In Your Town Have Leaky Kettles.

They'll buy "VOL-PEEK" on sight  
because it makes a \$1 leaky kettle  
as water-tight as new.

It is like a stiff putty, easily ap-  
plied with the fingers; hardens in  
two minutes.

Comes in attractive display stands  
which will attract the attention of  
your customers. Sells quickly and  
gives you a good profit. From your  
wholesaler, or write us direct.

H. NAGLE & CO.  
Box 2024 MONTREAL

15cents

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

**a chew no grocer should fail to feature**

There's a margin of profit on every sale of King George's Navy Chewing Tobacco that makes a steady selling effort worth while for every good grocer.

First sales of King George's Navy are always "repeat" getters.

If you are not now featuring it you should begin at once. Your wholesaler handles it.



Rock City Tobacco Co., Ltd.

## The Submarine Menace

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

## SPRATT'S DOG CAKES

*Poultry Foods, Canary  
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

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

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

When in need of

Wrapping Paper  
Twines & Cordage

**B**rooms  
Brushes  
Baskets

Grocers' Sundries

Walter Woods & Co.

Hamilton & Winnipeg



# Don't Guess Yourself Into Bankruptcy



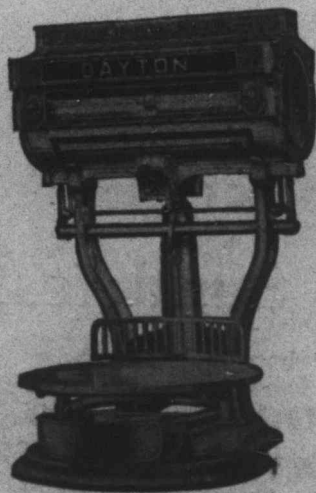
Too many merchants guess at the correct weight of their merchandise. A woman will come in for a half pound of cheese. They will slice it off and it will weigh perhaps  $8\frac{1}{2}$  ounces. That's near enough they think, so they wrap it up and the woman goes away with one or two cents' worth more cheese than she was entitled to.

Now if you multiply that one or two cents-a hundred times a day, you will find out why it is that your profits are not what you thought they should be. Hundreds of merchants guess themselves into bankruptcy by giving over-weight. There is absolutely no need for it. Let the customer *see* the weight for herself on a

## Dayton Automatic Scale

Then she'll cheerfully pay for every fraction of an ounce she gets.

In the eyes of customers to-day a Dayton Automatic Scale on your counter is evidence of your intention to give and charge only for correct weight.



**War time is no time to be generous with your stock. See that every ounce of it brings you in your proper revenue.**

*Let us send you our latest folders.*

## Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

**LESLIE A. DAVIDSON, Sales Manager**

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