

**PAGES
MISSING**

In this Issue—Fruit Crop Prospects

CANADIAN GROCER

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

Vol. XXX

PUBLICATION OFFICE: TORONTO, MAY 5th, 1916

No. 18

The Call of the Open

Summer is coming on apace and already people are thinking of the great open spaces, thinking and planning camping trips and picnic parties.

Every prospective camper and picnicker is confronted by the problem of securing something good to drink—something that is always fresh, easy to carry, and deliciously wholesome.

This is where *BORDEN'S MILK PRODUCTS* come in, and where the Borden dealer can materially add to his summer turnover by featuring the suitability of the Borden lines for every outing trip.

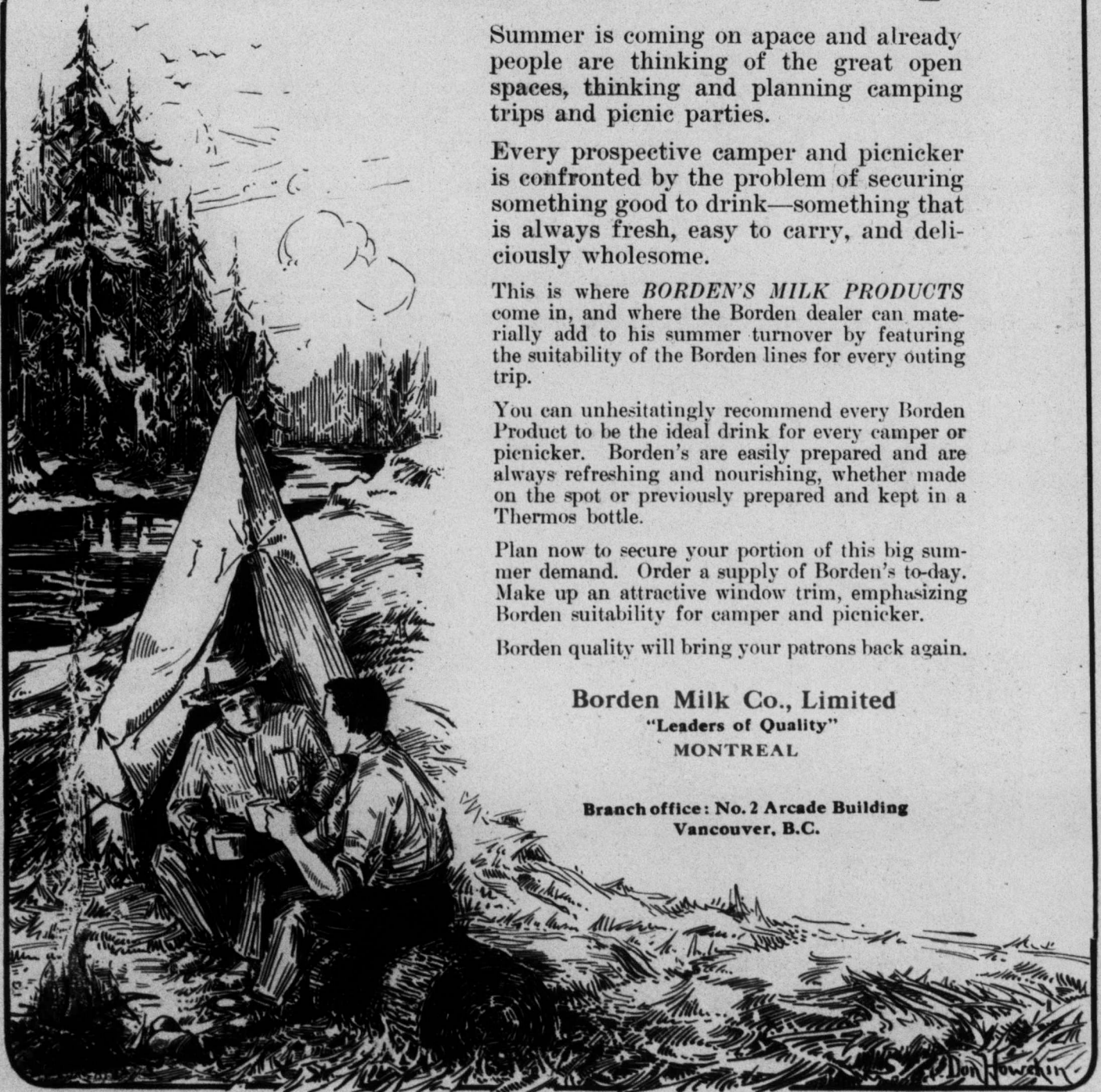
You can unhesitatingly recommend every Borden Product to be the ideal drink for every camper or picnicker. Borden's are easily prepared and are always refreshing and nourishing, whether made on the spot or previously prepared and kept in a Thermos bottle.

Plan now to secure your portion of this big summer demand. Order a supply of Borden's to-day. Make up an attractive window trim, emphasizing Borden suitability for camper and picnicker.

Borden quality will bring your patrons back again.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

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



LET US HELP



We are already helping you sell O-Cedar by our big advertising campaign. We are telling every woman in Canada of its great qualities. Let us help you more. We can help you in material and advice to display

O-Cedar Polish

(MADE IN CANADA)

in your store and windows. We can help you arrange your display and can supply you with striking and attractive posters and cards. Show your customers you carry O-Cedar and you will double your sales. Write us about it.

Channell Chemical Company, Limited
369 Spadina Avenue, Toronto

Sales with a punch

—the profit-producing punch that means steadily increasing business
—that's what you get with

Malcolm's Canadian-Made Milk Products



First sales always produce that unstinted satisfaction which brings the customer back again.

Compare our prices and our quality with any of the imported brands. You will find the Malcolm Line a Canadian-made product that is second to none.

Feature these trade winners in your window and counter display. Note our prices:

- St. George Brand Coffee, 2 doz. in case \$4.80
- Banner Condensed Milk, 4 doz. in case..... 5.75
- St. George Evaporated Milk, 4 doz. in case..... 3.75
- Princess Condensed Milk, 4 doz. in case..... 4.75

Malcolm's Condensing Company

ST. GEORGE

ONTARIO



Snap and Vim for Marching Men

Sunny Jim says: "Good fighting men need good fighting strength in their blood and muscles. Like the Roman veterans of old, our Canadian boys thrive best on rich, whole wheat. Still, if it's enriched with barley malt as in

"FORCE"

Big, new
"FORCE"
advertising with
a big new "punch"

...tasty food that you can't quite equal anywhere. Whole wheat, and wheat is king of all cereals. More- over the "FORCE" cooking process adds the tonic of appetizing barley malt to each wheat grain, rolled out thin, baked and toasted to a crinkly, brown flake."

Sunny Jim is on the job again, rounding up "FORCE" business for Canadian grocers. You'll see him all summer long in a series of big, handsome, well illustrated "FORCE" advertisements in a big selection from the best newspapers.

...and for "marching men" is good for working women and growing children. Add fruit on your breakfast cereal, and see how good it is!

"FORCE"—the king of all wheat foods because its tasty and appetizing and cooked with rich barley malt.

and worth it

Make a good display of "FORCE"
—your best trade wants it.

Hamilton,
everywhere



All Jobbers The H-O Company, Hamilton



OUR great National Advertising Campaign is teaching millions of people to ask this question.

AND their answer will be the prompt patronage of stores that measure up to the modern methods indicated.

“Which store will give greatest value?”

IT is the store that sells good merchandise at fair prices.

It is the store where you are waited on promptly.

It is the store where they do not make mistakes in charges, nor ask you to pay bills twice.

It is the store where you do not have to wait for change.

It is the store where the proprietor has time to see that things run smoothly.

Stores equipped with the up-to-date Cash Register give this valuable service.

This machine furnishes every customer with a receipt or sales-slip.

It prints on this the amount paid or charged.

On this is also printed the date of sale and who made it.

It forces a duplicate, printed record for the merchant.

Such stores do not have to skimp on help or delivery to make up for losses through errors or carelessness in handling money.

Such stores make all their legitimate profit. It pays to trade in stores equipped with up-to-date National Cash Registers.

The National Cash Register Company of Canada, Limited, TORONTO, Ontario

MR. MERCHANT: Our advertising has recently appeared in magazines and newspapers reaching millions of readers.

We are spending a vast sum of money to teach the public to co-operate with you in your efforts to protect your customers, your clerks, and yourselves by the use of modern efficiency methods in retail merchandising and accounting.

Have YOU that kind of store? If so, you will get the full benefit of our educational work in your behalf.

If only partly so, then let us show you how much cheaper and how much safer it is for you to bring yourself into complete harmony with the public's ideal.

One of our new 1916 Model Multiple-drawer, Receipt-printing Cash Registers will do this for you. Let us explain how and why. Use the coupon.



Registration for trademark and copyright applied for.

Look for this sign in store windows

The National Cash Register Company of Canada, Ltd. TORONTO, Ontario.

The National Cash Register Co., Toronto, Ont

I have read your advertisement, "Which Store?" and want to know how you can help me realize the ideal that it describes. This request in no way obligates me to buy a new Cash Register. We now have a National Cash Register that cost us

Name

Kind of store

Address



Clark's Spaghetti with Tomato Sauce and Cheese

is one of the most popular dishes with the
CANADIAN PUBLIC
To-day

Get right in line for your share of the trade and
STOCK NOW

W. CLARK, LTD.

Clark's

MONTREAL

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

Helping the Pure Food Movement

THERE never was a time in the history of the world when people were as deeply concerned about the character of their food as they are to-day. Nowadays each article submitted for table use must undergo the closest scrutiny for cleanliness and purity. People are no longer content to take their daily bread "upon suspicion." They want to know all about its composition and the manner of its making as a preliminary to purchase. Realizing that this is the common attitude of the public mind

towards all food products, one can easily imagine the probable effect of the McCormick biscuit advertising upon present and possible customers to whom it is throwing open the doors of the factory in such a way as to satisfy the questionings of the most "finicky." Unless we are greatly mistaken, this policy of taking the public through the factory on paper is going to affect the public in such a way as to create and increase confidence in McCormick's Biscuits and thereby assist the grocer who handles them.

☛ Our traveller will be glad to call on you regularly if you will merely drop us a hint.

The McCormick Manufacturing Company, Limited

General Offices and Factory: London, Canada.

Branch Warehouses:

Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

How Many Customers Have You who have not asked for H.P. Sauce?

Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere**. Wide-awake grocers are making a leading line of

H.P. SAUCE

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




John Hillock and Company, Limited
Makers of the "Arctic" Refrigerator
TORONTO

THE
ARCTIC
Refrigerator
Silent Salesman

—the most effective medium for displaying dainty produce, fresh ripe fruits or cooked meats. It not only displays contents to the best advantage, but it preserves them from spoilation and keeps them always sweet and palatable.

Let us send you our complete Arctic Catalog.

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

More Milk Salesmanship—

More Milk Profits—

You probably liked that
Aylmer Evaporated Milk
in your coffee!

You noted the creamy flavor
it gave the coffee—

Its clean cooked taste—

It does not sour quickly—

That it can be whipped.

So—

Tell your customer.

Your cash register is a better
place than the Milkman's
pocket for those extra
dimes.



Can be whipped just like
fresh cream.

(Chill before whipping)

Aylmer Condensed Milk Co., Limited

AYLMER, ONTARIO

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

HELP YOURSELF TO A REPUTATION

by buying a copy of THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

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

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

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

SOME PRESS COMMENTS

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

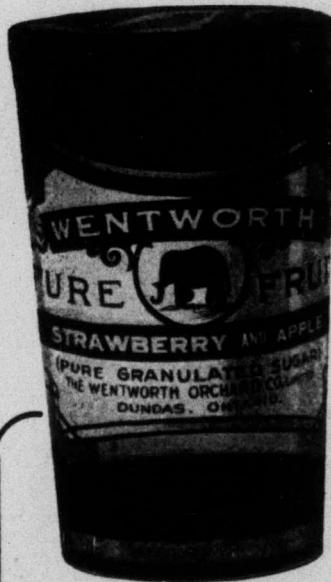
MAKE YOURSELF A PRESENT OF A COPY.

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

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

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



**Put this 10c.
seller on your
sales counter
and note results**

Quick returns are the rule when you stock WENTWORTH JAM in the popular 10 cent container.

Wentworth Jams are strictly pure fruit with the "taste" and flavor that bring first customers back again. This 10 cent line is always a business getter when

prominently displayed in windows or counter.

Why stock the larger sized dust collecting jars? Wentworth's "10 center" is your best line. Get a supply to-day and see what real jam sales are.

The Wentworth Orchard Co.
Hamilton and Toronto

GORDON McDONALD & CO.

having had their operations largely curtailed through the prohibition of many of the lines they used to handle, and also owing to their inability to get any goods from the Continent, are now open to handle fresh lines in Great Britain and Ireland.

They have 32 salesmen working from Aberdeen, in the North of Scotland, to Plymouth in the South of England, 4 men in Ireland, and 2 men working the export trade in London.

They are open to handle any kind of foodstuffs, confectionery, or any article of domestic use, and will either sell on a commission basis or buy the goods right out for their own account.

References can be given to large Canadian manufacturers with whom they are already doing business.

Cables: "DONABLE," LONDON

GORDON McDONALD & CO.

13, Northumberland Alley, Fenchurch St., London, E.C.

Manufacturers' Agents and Grocery Jobbers

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer
143 University Avenue, Toronto

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

GIVE THEM THE BEST

ST. LAWRENCE



GRANULATED

100% PURE CANE

Your Customers will soon be buying sugar for their requirements for the preserving season.

Ensure their having success and satisfaction with their preserves and jams by giving them the best.

No. 47

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

Will Canada Have Conscription?



"That's a hard question, lad; the war has brought about so many changes that one cannot be too positive about anything, but, judging from the ease with which Sir Sam is getting the required men for Overseas Service, it does not look as though conscription is much needed in Canada, for the present, at least.

"With all the changes that this tremendous war is making, there is no change in the fine flavor and 'Chewiness'

of **King George's Navy** tobacco; of course it is growing more popular at the corner grocery. They tell me they never sold tobacco so quickly as they sell my favorite **King George's Navy**.

"And listen, lad, it is a wise grocer that serves his customers with this fine chewing tobacco."



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

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

"Behind the Bolted Door?"

They were talking about Crime and Criminals. "Either for his own good or for the good name of the gentleman murdered, the helpful friend will always hold out something," remarked Dr. Laneham, the distinguished psycho-analyst. "Learn what those hold-outs are and five times out of six you have the solution of your mystery."

"Then there's the sort of evidence the criminal destroys. That alone now—the evidence in the destruction of evidence—often provides the solution."

In the very midst of this discussion, the psycho-analyst, bent on a professional call, finds himself confronted by a mysterious and sinister tragedy that challenges his theories to a practical application.

Groping in the murky corridors of Mrs. Hansi Fisher's apartments in the Casa Grande, the bolts of three successive doors are shut against the doctor and his friend the instant a hand touches the knob. Unbelievable sounds are heard behind the bolted doors, but no response to the call for Mrs. Fisher. The porters and engineer of the apartment house break in the door. All avenues of escape are guarded. At the extreme end of the apartment, on a lattice couch, in an alcove off the swimming pool, whose every door and window is locked from the inside—is found the body of Mrs. Hansi Fisher, murdered these three hours.

Who killed Mrs. Fisher and why? Who bolted the door against Dr. Laneham and faded into thin air as the sledge battered in the door?

The solution of this mystery is the most original piece of detective fiction that has appeared since Sherlock Holmes. The unraveling of the plot is an admirable example of cold, uncompromising logic, but the story itself throbs with action from start to finish.

This story, "Behind the Bolted Door?" begins in the May MacLean's. The writer is Arthur E. McFarlane, a Canadian literary man whose work appears only in the very best magazines, and commands staggering figures of payment. His forte is stories of mystery, of profound psychological character.

MacLean's Magazine

overflows with good things—feature specials, business articles, fiction, poetry. Note these writers and contributors—the very best Canadian writers, are all represented in the May MacLean's:

Arthur E. McFarlane	"Behind the Bolted Door?"
Stephen Leacock	"Humor as I See It"
Agnes C. Laut	"If Uncle Sam Goes to War"
Nellie McClung	"Speaking of Women"
Robert W. Service	"My Mate"
H. F. Gadsby	"An Official Sunshine Maker"

Signed editorial pronouncements on live national questions by C. C. James, Jas. L. Hughes, N. W. Rowell, J. P. Downey, and Sir Herbert Ames, and many other highly interesting articles and features, including the Review of Reviews Department, which gives the cream of the world's Magazine literature, condensed for busy people.

A Distinctively Canadian Magazine

ON SALE EVERYWHERE 15 Cents

The 5 Cent Line Babbitt's Cleanser



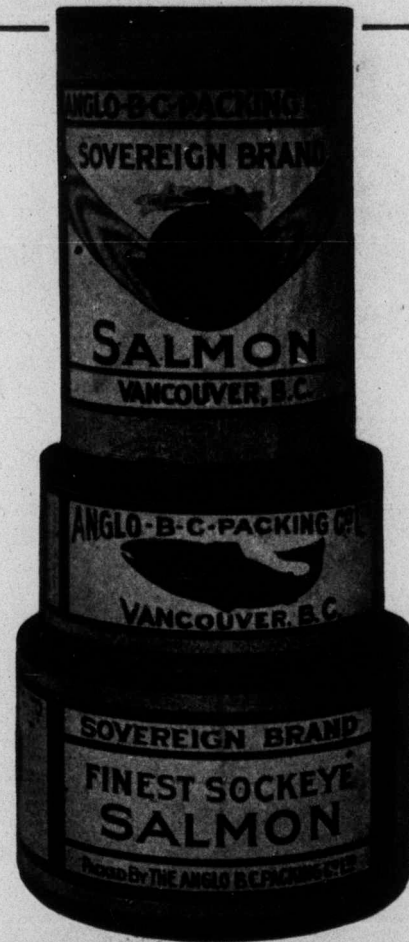
Your customers will be grateful to you for putting them in touch with this big money-saver.

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

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

Agents:

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



When you sell

HEINZ 57

VARIETIES

PURE FOOD PRODUCTS

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

H. J. Heinz Company

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

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

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

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense

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

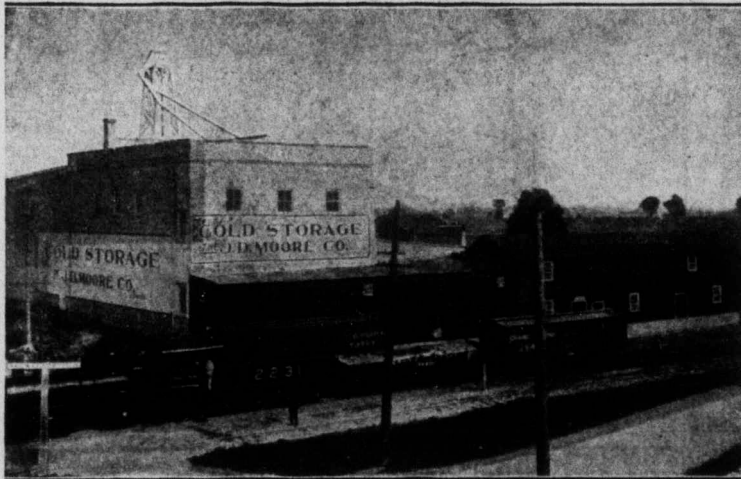
We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



BRITISH EGG IMPORTERS should get in touch with CANADA'S OLD RELIABLE PRODUCE MERCHANTS

We have one of the most up-to-date cold storage plants in Canada, and are prepared to supply both local and EXPORT trade, with the best quality butter, eggs, cheese and poultry in season. If interested in buying or selling produce of any kind, in quantities of car lots or less, get in touch with us.

PUBLIC COLD STORAGE: Write us for space and rates for storage of butter, eggs, cheese, etc.

The J. D. Moore Co., Limited
ST. MARY'S, ONT.

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

Annual Subscription \$3.00 a Year. Write for Sample Copy.

JOHN BAYNE MACLEAN,
President

R. G. DINGMAN, M.A.,
Managing Editor

JOHN APPLETON,
Editor

THE FINANCIAL POST
OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.



because it largely consists of the rich, full-bodied Assam Indian Teas.

OCEAN BLUE

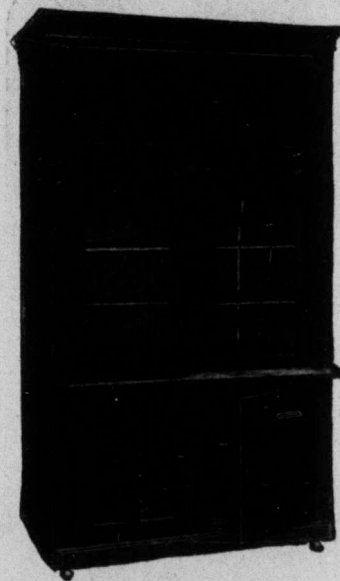
gives the right kind of "service."

It pleases buyer and seller alike.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

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



Compare it

Put it up against any other refrigerator on the market, and note where EUREKA superiority scores every time. Note the superior facilities for the better display of contents which makes sales easy and puts more dollars in the cash register.

You will fully appreciate Eureka Service when you instal one of our various models. The Eureka dry air circulation system will preserve your perishable goods in absolute security; no matter what the temperature.

Write to-day for the Eureka catalog and list of satisfied users all over the world.

REPRESENTATIVES:—James Rutledge, 2008 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

Eureka Refrigerator Company

31 Brock Ave.

Lim. ted

TORONTO



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

ROBINSON'S "PATENT" GROATS and ROBINSON'S "PATENT" BARLEY

have the quality that guarantee repeat orders from every first sale.

It pays to keep these two favorites well to the front and on your sales counter.

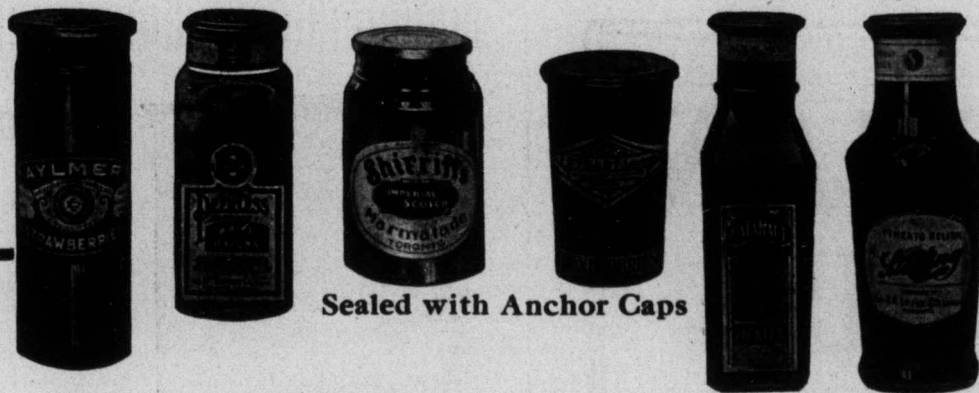
Robinson's "Patent" Groats and Robinson's "Patent" Barley will help you to secure bigger family business.

Get them from your wholesaler when placing your next order for sundries.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO



Sealed with Anchor Caps

Your Profits are Affected

Yes, sir, there is no getting around the fact that handling bottled goods with insecure or unsightly seals is a positive source of loss to every dealer.

Spilling and contaminating of contents are every day occurrences with the ordinary seal. There is only one way to entirely eliminate this fruitful source of lost profit, and that is to insist on ANCHOR CAP seals on every order of bottled goods. These dependable seals have a double recommendation—perfect security and better appearance. This latter point will do much towards promoting quick, profitable sales of bottled goods in your store. Try out the ANCHOR CAP on your next order. Results will prove our claims. Your wholesaler can supply these seals on any line whatever.

ANCHOR CAP AND CLOSURE CORPORATION of CANADA, Limited
Sudbury Street West, Foot of Dovercourt Road TORONTO, CANADA

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

CANADIAN GROCER

VOL. XXX

TORONTO, MAY 5, 1916

No. 18

Do You Refund Purchase Price?

How Grocers Deal With Dissatisfied Customers—The Question of Money Back on Goods Exchanged—Some Exceptions to the Rule—Studying Your Public

Actual experiences of thirty-one grocers.

RECENTLY a letter was sent by Canadian Grocer to many grocers across Canada asking them to voice their views on some principles of store management. The exact subject was the refunding or unwillingness to refund the purchase price of an article should the customer be somewhat dissatisfied. The four questions asked were these—:

A—Do you agree to refund the purchase price?

B—Do you insist on the customer keeping the article?

C—Do you insist on the customer exchanging for some other article?

D—Are there any exceptions to your general rules?

Very helpful suggestions have been made by the replies to these questions and they are handed on to our readers as coming straight from business men similarly placed to themselves.

F. W. Bayliss, Victoria, B.C.—“Yes, if the package has not been opened. I agree to refund the purchase price. I do not insist on the customer exchanging for some other article unless she so wishes.”

G. Passmore, Victoria, B.C.—“Yes, I agree to refund purchase price. On the question of exchanging the returned article for some other, I might suggest this, but I would certainly not insist. There are no exceptions to my rule. I would be inclined to meet the customer in every conceivable way. The questions you ask open up a very interesting discussion. It seems to me that if a customer purchases an article at your store, and then finds she doesn't need it, the only thing possible to do is to refund the money, that is if she doesn't want it exchanged for anything else. It is very unwise to get into arguments with customers. They, of course, only see their side of the question. I think it was Marshall Field who said 'The customer is always right.' The money-back principle is being largely adopted by progressives. If the customer is not satisfied with the goods the money will be refunded. A satisfied customer is the best advertise-

ment any business can have, and if you refuse to take an article back it is safe to assume that that customer will tell her friends on the first opportunity and that in itself is a knock to your store.”

Simington & Co., Calgary, Alta.—“We try to always believe that the customer is right. We believe that there can be no certain rule for these troubles. If the complaints are unreasonable we sometimes take a firm stand, but generally the customer believes he is right.”

J. G. Hargrave & Co., Winnipeg, Man.—“To the first question we answer we refund the purchase price. We do not insist upon the customer keeping the article unless she can make use of the ticket. We do not insist on a customer exchanging it for some other article. We prefer to take the goods back into stock providing they are in as good condition as when sent out. There are, however, some exceptions to this rule. We find there are some people who make a practice of complaining—with those we insist on the first transaction being a finished one.”

A. W. Lloyd, Stratford, Ont.—“Yes, if they wish it, I agree to refund the purchase price. I do not insist on customers exchanging return goods for some other article, although in quite a number of cases they say they will take something else in its place. If a customer returns a can of corn or salmon and says she does not like it, I generally send another or refund the money. I always try to please the customer.”

D. Laprade, Carleton Place, Ont.—“Yes, I always agree to refund the purchase price. I do not insist on a customer exchanging an article, not in the least unless the customer herself wants to. The way I have done and am still doing and will always do is when a customer thinks the article is so and so but when opened it doesn't suit and brings it back to the store, I certainly give back the money. I have found by experience that it pays in the long run. You lose on this article, but with their trade during the

year round you more than recover the loss.”

Deachman & Weir, Carleton Place, Ont.—“In ninety-nine cases out of a hundred we refund the purchase price. We do not insist upon the customer exchanging the article unless they ask for something instead. I cannot ever remember refusing to refund. We think it the best policy to take the article back and cheerfully refund the money. You will then hold your customer. We had a farmer the other day bring in a bag of standard granulated sugar; after using some out of it he said it was too fine and it looked as if there were flour in it. I said we would guarantee there was no flour in it but would give him back his money and we handed him the money for what he returned. This pays in the end.”

Peebles, Hobson & Co., Hamilton.—“Regarding the course of action pursued by us following the sale of an article which has been returned by the customer purchasing same, it has been our custom in the past at all times to refund the purchasing price of such articles. Where the claim is made for goods reported inferior in quality or in an unfit condition for use, such as canned lobsters or vegetables, we invariably insist upon the customer returning to us the open can, informing such customers that it is absolutely necessary for us to have same returned to the wholesaler, so as not to entail any loss on ourselves. Where a customer has thrown out the can and then made the claim, we point out to them the injustice they are doing us in asking us to refund the money where we have no recourse against the packer ourselves. We endeavor as far as possible to avoid argument and follow the course of least resistance. Where a customer makes application to return goods we insist upon refunding the cash paid, leaving it optional with her whether she purchase other articles for the same value.”

W. J. McCully, Stratford.—“This

is a very important question to discuss and there are a number of ways to look at the question. I instruct my clerks when selling over the counter what the quality is and when a customer calls for an article and we deliver it to his home, we expect we have completed our side of the deal. If he returns and makes complaints that the goods are not up to the quality we stated we immediately ask him to return the goods. If we examine them and find they are everything we have said, we explain that the goods were everything we said and there must be some other reason for returning the same. We generally find out by this time that the customer is returning the goods for some other reason. We do not mind being caught once by a customer as we feel it is always worth the price to find out how big a man he or she is and when he or she continues to deal we govern ourselves accordingly. We like to accommodate our customers in any way possible and only ask them to be fair with us. We are only too pleased to find out if there is anything wrong with the line of goods we are handling. We always have confidence in the customer until we find him wrong. I might say that we have very little trouble along this line with our regular customers. It is mostly people who are bargain hunters that you have this kind of trouble with."

P. Lamoureux, Ottawa, Ont.—"Yes, I agree to refund the purchase price and do not insist upon the customer exchanging. The only exception I have is when the customer is a crank. Then I do not make any exchange."

W. A. Munn, St. Thomas, Ont.—"If the goods are returned in good condition we cheerfully refund the purchase price."

K. E. Heikkinen, Fort William, Ont.—"I simply refund the money, always. I never insist on a customer exchanging it for some other article."

A. J. McDonald, Smith Falls.—"My methods are never argue with a customer, take the goods back and give him or her the money back. It does not pay to anger a customer. As to getting them to take something in return for an exchanged article, if a customer wants anything in return they will say so. In my experience it does not pay to push anything on to a customer that a customer does not want. My way is to give them back their money and if they see you are fair and honest with them they will put confidence in you and leave you more business than if you were too anxious to put something on to them."

Angus Johnson, Ottawa, Ont.—"Yes. I agree to refund the purchase price and I do not insist on exchanging."

Charles Coy, Toronto, Ont.—"To question A, yes; to question B, no; to question C, yes. There are no exceptions."

The Dodson Delicatessen Store, 178 King street, W., Toronto.—"With regard to returning purchase price. I am not in favor of returning purchase price to the customer if the article has been opened and any of the contents removed or otherwise damaged so as to make it unsaleable again. Unless the manufacturer would guarantee to refund my purchase price, which is the case with some manufacturers of high grade articles, and it is my policy to always push the sale of same. On the other hand if the article were returned in good condition I would not hesitate to refund the money, exchanging it for something else, I leave it entirely to him whether he wants to or not."

W. N. S. Hunter, Hamilton.—"We always refund the purchase price of the article, if it is not bulk goods, and is returned in as good a condition as when sold. In the case of bulk goods, we take the stand it would not be a sanitary way of doing business and we do not refund the money. With regard to exchanging the customer is usually willing to take other goods in exchange."

Luke Cople, Hamilton.—"Question A, yes; question B, no; question C, the customer can have either money back or other goods."

Robin, Jones & Co., Papebiac, Que.—"Yes I agree to refund the purchase price. I do not insist on the customer exchanging. There are exceptions to my general rule as some classes of goods are not returnable."

Dionne & Dionne, Montreal, Que.—"Yes, I agree to refund the purchase price and do not insist upon the customer exchanging the returned article if they do not wish it. There are exceptions, however. In the case of perishable goods, if we are not notified immediately upon receipt of the goods by customers we do not refund the money."

M. H. Browne, Montreal.—"Yes, I agree to refund the purchase price. I do not insist upon customer exchanging. The only exception to my general rule is when it is not clearly proved that the goods are not as represented."

E. J. Quinn, Montreal.—"I agree to refund the purchase price and do not insist upon a customer exchanging the article. There are no exceptions to my rule."

Joseph Dubuc, Quebec, Que.—"Yes, we agree to refund the purchase price. We try to insist upon the customer exchanging but we do not insist that the customer exchange it for another article that we consider to be as good. Our motto is to give satisfaction. If a customer does not want the goods because he cannot employ them, we refund the money. All our goods are guaranteed and we aim to please our customers and we can please them in many ways, in delivering the goods in the time asked for."

by being polite with them and in rendering them all service. In a word we let them know that we are their servants."

A. J. Gagne, Quebec.—"We agree to refund the purchase price except a quantity which is sold and we pay the balance. We pay freight charges both ways to please a dissatisfied customer. We prefer to lose a few cents rather than have an unsatisfied customer. I have built up a good solid trade by so doing for my firm and they appreciate it."

A. E. Hurd, Ayer's Cliff, Que.—"We agree to refund the purchase price. We do not insist on a customer exchanging for other goods. As to exceptions, the above answers are given in the case of a steady customer to the store. To a party who only comes to my store for goods not obtainable elsewhere, I should possibly take the goods back but should insist on them taking in exchange other merchandise. In the latter case if goods were guaranteed in quality and did not turn out as they should, I should certainly refund cash with the hope of securing further business."

T. B. Rider, Fitch Bay, Que.—"Yes, I agree to refund the purchase price, I do not insist upon the customer taking something else in exchange. Our rule in business is to satisfy the customer and when we recommend any article we guarantee its quality which means we are willing to refund purchase price on return if the goods are not found satisfactory. There are many well advertised lines sold in a general store like ours which the customer purchases from knowledge which we do not undertake to accept or refund purchase price if not found satisfactory. We aim to sell only such lines as we can confidently recommend."

T. A. Wood & Co., Montreal.—"We usually agree to refund purchase price as we do not like unpleasantness or dispute. As to exceptions to our rule, I do not care to take cheese back after cutting."

A. Giovetti, Sherbrook, Que.—"Yes, I agree to refund purchase price, except when the article is not brought back at once. I do not insist on the customer exchanging the article for something else unless she chooses so to do. As to exceptions, yes, there are exceptions. If it is a good customer we make an allowance and come to terms, if it's a funny fastidious person it is impossible to please we let them trouble someone else. The questions raised by the changing of goods are many and varied. I think it would be a great matter to have a hard and fast rule. Sometimes it is through improper handling of goods by the merchant and wholesalers, and then again we have the ignorant and prejudiced that always thinks he is over-charged. Take for instance one person buys a pound of cold storage butter, keeps it in a cup-

board by the fire over a few days, the consequence is that it has gone strong. He sends it back or calls up the grocer to fetch it back or exchange it for something else. Now that is the customer's fault. No butter should be exchanged unless brought back at once. Another customer will buy a pound from the same bunch, keep it in a cool place and there will be no complaint. Sometimes the grocer gets strong butter from the makers. I think the best remedy is either to send it back or sell it for

other purposes than table use and not risk losing a customer."

W. J. Hohgood & Son, Halifax.—"If the article was of an inferior quality—say damaged and represented as such I would not feel like refunding the price paid or exchanging for something else. If the article did not turn out as represented I would refund the price paid."

G. A. Cooke & Co., Halifax, N.S.—"Yes, I agree to refund the purchase price. I do not insist on the customer exchanging the article for something else. As for exceptions, when goods are

returned in good order and promptly we make no exception. We have learned that a customer's influence is sometimes worth as much as their trade, and so far as we are concerned we believe that it should be catered to."

J. R. Brown, Woodstock, N.B.—"Yes, I agree to refund the purchase price. I do not insist on the customers changing the articles for something else. As to exceptions I have none. My reason for so doing is that I stand behind anything I sell and life is too short to argue about it."

Niagara Fruits Pass Winter Well

All Reports Indicate Good Year For Peaches, Strawberries and Raspberries — Of Course, There is Yet Time For Late Frosts—Possibility of Wet Weather in Blossoming Time to Contend With Also—At Present, However, Prospects Are Good.

FROM all that can be learned at present, the prospects for the fruit crop in the Niagara peninsula this year are all good. During the past week or so Canadian Grocer has been in touch with a number of large fruit growers and preservers, and they all agree that so far everything points to a fine yield of every fruit, and a larger crop than last year or the year before. Most fruits seem to have wintered well and unless something happens at this late date, unless conditions are the reverse of what they have been, the public should not only get good fruit this year, but at fairly low prices, because crops will be large.

"Every fruit that I know of has wintered well," was the statement to Canadian Grocer of one prominent fruit man.

Peaches Look Promising

"Peaches in my opinion will be large in crop and excellent in quality unless something happens to mar existing conditions. You will remember that two years ago we had a poor peach crop, and that last year it was a good deal better. From present indications, though they are somewhat vague as to the extensiveness of crops, I think we shall have a very large peach crop, probably the largest for the last three or four years. The only thing that can stop that, so far as I can see, is a frost in blossoming time. Some of these frosts come along as late as June, and, of course, seriously hamper the good progress of crops. But apart from that contingency, I think we should have an excellent peach crop."

"So far as strawberries go," said another grower to Canadian Grocer, "the plants as well as the other small fruit bushes have wintered well, and the prospects look bright for a good crop. Progress is a little delayed because of the long winter, and up to the last two or

three weeks there has not been as much rain as one would want to see. However, this is being remedied now, and these last few days we have had ample rain, and it looks as if there is a good chance of a normal strawberry crop.

"So far as raspberries are concerned, the consensus of opinion seems to be that this fruit has also wintered well. There has been no bad element; frosts have been avoided so far and everything looks as though the raspberry crop will be normal if not better than that."

Speaking of general conditions for all fruits, a grower recently told Canadian Grocer that from every angle the Niagara fruit this year he thought would be as good or better than ever.

"That is to say, from present indications," he said. "Of course, there are several kinds of troubles which might possibly crop up. Probably the most prolific cause of the failure of fruit crops is a wet spell at blossoming time, which destroys the pollen of the blossoms, and we have yet got to go through that. Then again, frost at blossoming time is certainly a serious handicap. It is, therefore, somewhat early to talk about just exactly how good crops will be until those two difficulties have been encountered and vanquished."

Effect of High Sugar

It appears from all indications that the fruit packer will have to take care of a bigger percentage of the trade than usual. If crops are good, and whether they are or not, canners will have to take care of the contingency that, this year, owing to the high price of sugar, the average housewife will not put down as much fruit. In most years, when sugar has been at a much more reasonable level, many housewives put down considerable themselves, but with sugar at almost \$8 to the trade, it is not to be

supposed that this practice will be as general this year as last. There should be more trade for the packer this year.

There will also probably be more trade for the fruit man, with a prospect of fairly good crops and low prices.



U. S. COFFEE CONSUMPTION

The American people, long known as the world's coffee drinkers, actually consumed 40 per cent. of the amount sold in the international markets, according to the Bureau of Foreign and Domestic Commerce. More than 1,000,000,000 pounds of coffee came to this country last year. Germany normally is second in coffee drinking, but the war cut off her imports last year and made France second with receipts less than one-fourth as large as America's purchases. The entire United Kingdom consumes only one thirty-fourth the amount of coffee drunk in the United States. The United States ranks third in tea drinking, with the United Kingdom first and Russia second. Coffee imports show that the approximate per capita consumption in the United States is 10 pounds; tea, 7 pounds, and cocoa, 1 2-3 pounds.

SERVICE DEPARTMENT

Editor Canadian Grocer. — Can you give us the name of a firm that handles corn by the earload?

Kelly, Taylor Co.,
Charlottetown, P.E.I.

Editorial Note.—This information has been forwarded.

Order Tables Help Expand Purchases

Customers Sit Down on Rest Chairs and Have Heart-to-Heart Talks With Clerks Across the Table About the Various Foods—A Service Given by the Almy Store in Montreal—Many Attractive Floor and Table Displays.

Written especially for Canadian Grocer.

THE grocery department of the new Almy Store, Montreal, specializes on service as illustrated in the accompanying photograph. Note the cosy looking shopper's tables.

It is the common thing in this store to see these tables occupied by clerk and customer in a "heart to heart" conference over the day's purchase of foodstuffs. Somehow, a tired woman seems to appreciate the opportunity to rest offered by these chairs and tables.

It is so helpful to ordering to sit down at ease in a comfortable chair in a place from which one may view the bulk of the store's shelves and displays. It permits one to come to an easy decision on the order. The clerk sits opposite at the same table, ready with suggestions, jotting down the items as they occur to the customer's mind. The tables are also used to feature special lines when campaigns on certain goods are on.

Things Must be Spotlessly Clean

Another great feature of this store's service is the emphasis laid on cleanliness. It amounts to a passion in the Almy Store and is equally practised in the rear as in the front. Customers are invited and encouraged to inspect the most out-of-the-way corners of the premises at all times and a talking point is made of the good conditions invariably found to exist as a result of these visits.

The sale of peanuts has been greatly added to here by the installation of a peanut grinding machine that makes peanut butter before the customer's eyes.

Attractive flour displays are used, as there is plenty of space and these account for considerable extra business during the day.



Almys, of Montreal, have several order tables and rest chairs where customers sit down to give their order. This idea is now used in the grocery department of many of our large stores.

Nibbling To Reduce Bad Debts

Merchant Finds it Necessary to Adopt Watchful, Waiting Attitude in Making Judicious Selection of Credit Customers—Problem Before Him is to Eliminate Financial Loss, Worry and Strain—The Methods of Some.

Written for Canadian Grocer by J. G. Lucas.

SOONER or later every merchant has to meet the question of bad credits. With him the question is how to reduce them to the minimum. After a long and painful experience, perhaps, he comes to have a finer intelligence—his knowledge is ripened by experience. There comes a time when he sits down with himself and recounts what bad credits have meant. In the first place there is the bugaboo which rises up and strikes him in the face with a force that he can seldom forget—that of financial loss. It is the one side of his business experience that he would gladly bury and forget—if he could. But it is always present. Night and day, very often, it stares at him with a sort of spirit-like quality. When it comes up in the nighttime it takes the form of worry. This form of mental indulgence is neither good for body or soul. Yet some men are so mentally constituted that they find it hard to refrain from it. Consequently through loss of sleep attending the worry they find themselves under a severe strain.

In their waking moments the price which they must pay for the elimination of bad credits is "eternal vigilance." They must be on the job all the time. They must constitute themselves as the watchdog that is ever wakeful. Their tactics must show resource and tact and a bulldog tenacity in order to get those accounts in which are rightfully theirs. It is a strenuous life that they must lead. As bad credits are eliminated this strain is reduced. Some have taken the unruly situation by the horns and eliminated the chance for having bad credits altogether through the adoption of the cash system. It is not always possible or does not at all times seem the better part of discretion to introduce this system. Hence, the merchant makes up his mind to bear the loss, the worry and the physical and mental strain. But he desires to see these things reduced to the minimum.

Nibbling for Good Credit Accounts

There is a continual nibbling process going on. The merchant dangles the bait and the credit customer is the one who does the nibbling. But the merchant is the judge as to who shall be allowed to nibble. Some of these customers he finds in time want to keep on nibbling without any idea of paying up. This is the very class for which the merchant has adopted the nibbling process. If they nibble

in good faith and are willing to pay, he is just as pleased with their custom as with the cash customer.

This process he finds a very necessary one. In the first few months of his business experience he learned to his sorrow that it was not well to let all those who come along start to eat the cake in big bites. In some cases they ate the cake too fast, became bloated from riotous and fat living, fell sick and were unable to pay. So the merchant found it was neither good for himself or his customer to give a free rein to all those who asked for credit.

Judicious Selection

Through these tactics the merchant comes in time to have a fairly judiciously selected clientele of customers. They are the people who will not abuse the credit extended to them. They are people of their word. They will not go back on their obligations but will meet them if within their human power so to do. This becomes the second stage in the cutting down of bad credits. It is perhaps an unconscious process which the successful merchant adopts and would hardly recognize it by such a name as "judicious selection." But that is in essence what he must do in order to get a clientele on which he can depend and which will reduce his financial loss, mental worry and physical strain.

Extension of Short Credits

After he has made a wise selection of those to whom he decides to allow a certain amount of credit, the next thing for him to see to is that the credit term be as short as possible. Long credit terms are seldom wise. If a man cannot pay within a reasonable length of time there is small chance of him ever paying. There are, of course, exceptional cases, such as brought about through long periods of illness of the breadwinner when his family is small and he is unable to secure an income from any source. For the most part merchants will say that credits should rarely extend over thirty days. In towns where there are factories the weekly pay-day never runs longer than a month between periods. In most cases it is every two weeks or weekly. With the farming community it is a vexing problem to know what the credit limit should be. "The farmers are hard buyers but good payers" the way one merchant expressed his observation of the farming community. Rarely did he have

occasion to regret that he allowed them to have credit. In some cases they have been slow payers as well as good payers. The merchant can almost always depend on getting his money from them.

Some merchants have asserted that they see no reason why the farmers should ask for credit. They have products of the farm which they can turn into cash at almost every period of the year. And they are turning these into cash at almost every season. These sales from the farm are always cash sales. It would seem that the farmers should be able to pay cash, or at any rate ask for only short terms of credit. With some farmers it becomes a habit to owe accounts. They never intend to shirk their obligations, but they just put the day of payment off and use the money for other things or leave it in the bank to draw interest.

Keeping the Customer "Jacked-Up"

And so the matter of making the credit customer toe the scratch at the appointed time, comes to have an important bearing on the elimination of bad credits. If the merchant does not make it known that he is expecting and anxious that his money be forthcoming at the appointed time the credit customer is liable to become careless about the matter himself. It is good business policy for the merchant to keep his credit customer "jacked-up." The money is his. It should be worth asking for if the man does not come through with it voluntarily. There are many bad credits developed through this timidity on the part of the merchant to ask for the thing that is his by right. In some instances it is even an injustice to the customer. For he is allowed by such tactics to be his own worst enemy. If he is made to meet his obligations he often thanks his taskmaster for it. There are few human beings who do not require some form of the big stick. This urging or gentle pricking of the credit customer is very essential to the keeping down of bad credits.

Means to Remind

There are various means by which merchants have found it advisable to remind the customer that he is due to pay. The account register has been of wonderful assistance. For others the monthly statement is sufficient. Sometimes it takes two or three of these. One merchant is in the habit of appending a little personal note on the bottom of
(Continued on page 21)

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FLOUR OR WHEAT?

READERS of CANADIAN GROCER's market reports, week by week, will have been impressed by the constant and continuous strengthening feature of the flour market—the ocean freight situation. For months the conditions affecting ocean shipment have been so acute that export trade to Britain and elsewhere has been seriously hit and exporters and importers alike seriously incommoded. At the moment there is a slight reduction in freight rates, for which traders in general will be duly thankful, but, in the nature of things, material reduction cannot follow as long as war continues.

So far as flour is concerned, all-round benefit would accrue if overseas buyers would more generally import wheat in the form of flour rather than as wheat. It would be a measure of economy. Four and a half bushels of wheat will condense to a barrel of flour, and there is certainly a difference in the space which the two take up. Moreover, there is a slight saving in money if flour is exported rather than wheat.

The presumptive objection to this course is that British mills naturally wish to grind their own flour. As a matter of fact it suits Canada far better to cater to this wish, inasmuch as we have still enormous stocks of wheat to go forward, and it would not profit Canada a great deal at the immediate moment to insist to too great an extent upon exporting flour rather than wheat. Our mills have not the capacity for grinding the large stocks of wheat we have for immediate export.

Nevertheless, from a public-spirited standpoint it would be better to export, where possible, flour rather than wheat. The trend thus-wards is clearly marked, as shown by the single fact that, despite high tonnage

and scarcity of freights, exports for the year ending March 30 are ahead of the year ending March 30, 1915. The point is that if the ocean situation becomes more serious and the necessity for economizing in tonnage more emphatic, this trend will be still more clearly marked, and Britain and other overseas will, perforce, have to take their grain as flour rather than as wheat.

Millers should do all they can to cultivate this tendency on the part of overseas buyers to import flour for the sake of economy, for the sake of support of the milling industry and for the sake that it be known that Canada as well as being a great wheat exporting country is also a great flour exporter.

DISCARDING TRADING STAMPS

IT was back in 1905 that the Trading Stamp Act was passed in Canada, which put an end to the more or less pernicious practice of retailers buying trading stamps and giving them away to purchasers of their goods. However, in the United States there has been a great deal of trouble in various cities and States over these same trading stamps. Retail associations have been fighting them in many places and so have individuals.

Philadelphia recently had to do with trading stamps. And it will be interesting to Canadian merchants to know that they have been abolished in that city. In Philadelphia and its suburbs there is a total of approximately 1,200 chain grocer stores. These are controlled and operated by five big firms and these organizations have been testing the trading stamp system. At first they thought they discovered that trading stamps increased their sales in groceries. Undoubtedly by announcing special bargains in stamps and by giving extra quantities of them with certain

purchases, a purely fictitious demand was created for certain brands of goods. But that such demand was artificial was proved as soon as the special bargains in stamps were withdrawn, for thereupon, sales of the particular brands specified dropped back even to a point below what had been normal prior to the special inducement.

At one time so strenuous did the trading stamp game become, that the competition of giving away stamps among these large chain store establishments threatened to eat up all the profits of their regular business and drive them to the condition of a Philadelphia department store whose indulgence in trading stamps was one of the prime causes in forcing it into the hands of the receiver. In short, the thing finally became impossible to these big contributors and now the trading stamp in Philadelphia has gone.

LOBSTERS—LUXURIES OR NECESSITIES?

A PROBLEM which the lobster packers of Nova Scotia, New Brunswick, P. E. Island and Quebec will have to consider is what they will do in case the British and Allied governments should decide that canned lobsters are a luxury and not a necessity and forbid their importation. Such action would be very important to the packers.

It is said that advices from England are not very reassuring, and it would be well for fishermen, packers and exporters to combine in an effort to establish the fact that lobsters, whether fresh or canned, are a foodstuff, and seek to prevent the prohibition of their shipment during the present season at least. War economics demand that foodstuffs shall remain cheap, but lobsters cannot be cheap without being unprofitable. To stop the fishing or exportation now would be ruinous to the trade and spell disaster to many people in those provinces because of preparations and expenditures already made for this year's work.

The Federal Government will no doubt use its influence with the British authorities towards protecting the trade for this season. The lobster industry in these provinces runs into the millions yearly, and by far the greatest portion of the pack finds its market in Britain, France and Russia. Germany was a considerable purchaser before the war.

IMMIGRATION TENDENCIES

DESPITE the efforts which have been more or less generally reported as being put forth in the United States to hinder emigration to Canada on account of the war conditions prevailing here, the trek of farmers into Western Canada goes steadily on, according to reports received by the Canadian Pacific Railway.

During the week ending March 21 there entered 390 persons, with cash amounting to \$199,063, and effects valued at \$47,430, as compared with 263 persons last year, with cash totalling \$67,951. During the week ending March 28 there entered from the United States 611 persons, with \$190,406 cash and

effects valued at \$46,215, as compared with last year's record of 375 persons with \$91,658. These figures give a total of 1,001 new settlers from the United States into Canada within a fortnight, and of these over 300 were farmers.

There can be no doubt but that last year's crop was about the best advertising that Western Canada has ever had, and were it not for the war there would probably be the biggest rush for land that the country has ever seen.

LETTING THE PUBLIC KNOW

THERE is a trend in daily newspaperdom which is growing—in some spots. It is the explanation to the ordinary reader of such simple and ordinary affairs as the public is concerned with when it buys its foodstuffs, its clothes, its furnishings. The trade press welcomes this tendency, for two reasons: One is that for a long time it has devolved on the trade paper to explain to the retailer why prices are high or low—as the case may be—and the retailer has then had to make his case good with the public. The growing space devoted by daily papers to market reports of general interest—wholesale prices should not be quoted—helps the retailer and the trade press, which stands for the retailer, by familiarizing the public with market changes and the reasons therefor. Another reason why this tendency is welcome is that it signifies the attitude of mind of the daily press. The press feels that such things as market changes can be made into interesting news to the man in the street, if put up properly.

The *Winnipeg Telegram* has been to the fore in the development of interesting the consumer by giving him and her news of market conditions frequently. In a recent issue of that paper under the caption of "Mr. Pepper, Grocer, and Mr. Carver, Butcher, Assert that Profits are Shrinking," the writer, in a three-column article, shows the reader just how commodities have been forced up in price by the war, comments on possible happenings, and goes into detailed reasons. The point about this sort of article is that it is written simply and with no trade technicality, so that "the wayfaring man . . . cannot err therein." The *Telegram* and other papers are doing really helpful work in acquainting the reader from time to time with reasons why their bread and butter should be advancing in price. It stimulates trade. It brings about a better understanding between retailer and consumer.

The reason wholesale prices should not be quoted in the daily newspaper is that the average consumer does not appreciate the fact that the retailer is continually working under a heavy overhead expense, a large part of which is the result of a higher standard of living. Many people think that if a grocer buys an article for a dollar and sells it for \$1.01, he is making a cent profit; they forget that that article must pay its share of the inevitable overhead.

Counter Drawers Save Time

London Grocer Points Out That By Storing Goods in These the Selling Staff Can Put Up the Goods More Readily—Smaller Staff Therefore Required.

R. H. HARLEY, a London, Ont. grocer, figures that his counter is a most important fixture, in view of the fact that he is able to stock so many different kinds of goods underneath it. This he points out obviates the necessity of going to the rear of the store or to the ware-house every time an order has to be put up.

"There are some 22 drawers in this counter", he stated, "and as these contain articles which are called for frequently, we are saved a great deal of time in putting up orders. Prior to installing it, it was necessary to keep some of them in barrels and boxes underneath the counter and to the rear of the store and there was always a waste of time in serving customers. The front of the counter being of glass, of course, sells some goods which might not otherwise be disposed of but the chief value of the fixture lies in the fact that there are so many compartments at the rear."

Meat Slicer Gets Good Trade

Another feature of equipment in the Harley store which is considered of great value is the meat slicer. This stands on a prominent display stand in front of the entrance and as there is usually an attractive boiled ham on it ready for being sliced, it secures a great deal of trade. "It is certainly of great assistance in selling bacon and ham" he said, "and in fact we could not very well get along without it. If we did not have it we certainly would not sell so much ham and bacon. Especially during the summer time it comes in very handy. We usually sell then two or three dozen hams a week during the warm weather on account of the women folks not caring to do much cooking. In the winter we sell three or four".

Mr. Harley is a great believer in displaying his goods. Anything that is placed on the counter is sold or anywhere else where customers can see it. For instance, quite recently he made a display of cream and pimento cheese, and it was surprising the number of customers who picked up a package and asked the price. The majority bought.

Another line such as asparagus in tins and such fancy lines and semi-luxuries are very easily sold whenever the staff in the Harley store get behind them.

"The counter, to my mind," said Mr. Harley, "is the best selling medium we have got. We sell as I said, a great

deal of that cheese simply because it is shown on the counter and is done up so nicely. It is where every customer has to see it when purchasing over the counter. It shows that the grocer can sell the goods he gets behind and pushes no matter whether they are well known to the consumer or not. The grocer can certainly sell what he likes.

Controls Customers' Purchasers

"We specialize for instance on a certain brand of sugar and we have sold this almost exclusively for years. Customers seldom buy sugar by any brand, but usually ask us for 25c worth, 50c worth, or \$1 worth as the case may be. Our customers readily accept our suggestions in practically everything they purchase. Our store has been here for some 30 years and naturally we know our trade pretty well and they know us. When we advise a customer to purchase such and such an article, because it is of equal quality to the other, but on which the manufacturer gives us a better margin, we have no difficulty whatever in making the sale. Naturally we aim to sell as much of such goods as possible.

The credit applicants in this store are certainly watched. Every effort is made to see that they are good pay, or else credit is not extended to them. To assist the store in their book-keeping methods an account register has been installed, which, because it keeps accounts all up to date, relieves the staff of a great deal of work at the end of the month or from week to week.

A "PAY-UP-PROMPTLY" HINT

R. E. Hughes, general merchant, Holbrook, Ont., sent out the following letter to his customers in January to encourage them to pay their accounts more promptly:

Dear Customer:—

In the belief that you appreciate our services as your store keeper, as shown by your business with us during the past year and also believing that we have your best wishes for the future, we take the liberty of making a few explanations and propositions:

Things have come to a crisis in our business. Although we have had a large increase on sales, our accounts have grown likewise so much so that at the present time we are actually up against it for the necessary cash to meet our bills as they come due. This condition has been coming on for the last eight or

nine months, but we have by using the cash which came in and by paying big interest at the bank, and getting out and collecting where we could, managed to partly pay our accounts.

But as the war is making a big difference in financial conditions, especially with the wholesale houses, they in turn are more and more holding us down to a strictly 30 days' limit.

As it is now, we are not able to pay some of our accounts in the 30 days' limit and so have to pay heavy interest on the overtime.

Then again we have to pay practically cash for our sugar, butter and flour and spot cash for our potatoes, coal oil and gasoline. Six articles on which the margin of profit is very small, so much so that often the interest on these for only a few weeks leaves us without a profit at all.

You can hardly realize the worry and anxiety that goes with doing business this way.

As a way out, our wholesale houses and banker have advised us to start a strictly cash business. But we feel that to do this would shut many out of the convenience of ordering by telephone or otherwise, then again there are times during the month when ready cash is not available.

To overcome this we have decided to put our business on a strictly cash 30 days' basis having all credit accounts come due and payable on or before the 20th of each month.

We might add just here that several of our customers at the present time are paying us spot cash, while others always make it a point to pay every 30 days and we appreciate it very much.

Others who have been used to longer credits and with whom I have broached the above proposition are very cheerfully falling into line.

We are also kindly asking all who have accounts with us at the present time if they can make arrangements to pay their accounts on, or before March 1st.

We hope you will take this kindly. Just remember this does not cast any reflection on your credit, which we know to be the very best.

We hope that these new arrangements will not inconvenience you in any way and trust that we may enjoy just as large, if not a larger share of your business in the future, for we promise that we will make it worth your while to pay cash.

Yours very truly,
R. E. HUGHES.

A Splendid Food Show

Retail Grocers' Association of London Held Their First Annual Exhibit Last Week—Those Who Exhibited.

LONDON, Ont., May 4.—(Special).—The first annual Pure Food Show held under the direction of the London Retail Grocers' Association last week proved very successful, in spite of some disappointing weather. The show was held at the Princess Winter Gardens, and was a big undertaking for the retailers, who, by having a splendid organization, were able to present the affair systematically and successfully. Not only did the retailers have the use of the hall for the event, but they took over the entire Winter Garden, running everything themselves. It meant a great deal of hard work on the part of the executives and the various committees in charge, but the London grocers have long been accustomed to hard work, and to bring to a successful conclusion everything they undertake.

The officers of the association who undertook the work are the following: President, Norman McLeod; first vice-president, P. H. Ranahan; second vice-president, J. J. Haskett; treasurer, Thomas Shaw; secretary, R. H. Harley. The members of the executive are: Messrs. Alf. Cave, Gordon Drake, A. J. McFarlane, Thomas McCormick, R. J. Woods, and J. W. Eedy.

There was a regular programme for each day of the show. Of course, there was an orchestra, so that the visitors were well treated to a splendid musical entertainment each day. The Mayor of London opened the exhibit, and on one afternoon the children of the city schools were admitted free. Dancing took place at night in the centre of the big hall, which was most artistically decorated for the occasion, and which many visitors claim was the most attractive hall in which they had ever seen a Food Show.

The big feature was the exhibits of the various manufacturers. These were arranged around the hall with ropes separating the aisle from the centre of the floor where the dancing took place. The manufacturers who had exhibits included the following: John B. Paine Co., Toronto; Gunn's, Toronto; Nugget Polish Co., Toronto; McCormick Manufacturing Co., London; H. O. Ammonia Co., Toronto; T. A. Lytle & Co., Toronto; MacLaren Imperial Cheese Co., Toronto; Channel Chemical Co., Toronto; Wm. T. Donobue, London; W. Ward & Co., London; Harris Abattoir, Toronto; Christie, Brown Co., Toronto; Keenleyside Oil Co., London; Eureka Refrigerator Co., Toronto; Dr. Jackson's Roman Meal Co., Toronto; Brantford Scale Co., Brantford, Ont.; O Pee Chee Guon Co., London; Dunn-Hortop Co. (Borden Condensed Milk

Co.), Montreal and Toronto; Imperial Extract Co., Toronto; D. S. Perrin Co., London; Brighton's O.K. Bakery, London; Silverwoods, London; Aylmer Condensed Milk Co., Hamilton; Red Rose Tea Co., Toronto; Battle Creek Toasted Corn Flake Co., London; Ford Motor Co., Ford, Ont.; Neal London Bread Co., London; Lake of the Woods Milling Co., Montreal.

ALLIES PURCHASING AGENTS

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

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

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

Russian.—Col. N. Golejewski, Military Attaché, Room 904 Flat Iron Building, New York City.

ANOTHER CO-OPERATIVE STORE FAILURE

HALIFAX, May 3—(Special).—The co-operative societies in this province are gradually disappearing and it looks as if the era of those trade organizations in Nova Scotia is comparatively near an end. The Union Association, Limited, of Stellarton, is now in process of liquidation by F. G. McDonald, of that town, who is advertising for tenders for the association's stock of general merchandise. The time was when these co-operative societies were important and numerous, particularly in the mining centres of Cape Breton. The number of them has been so reduced that now there are not more than two or at most three. The desire for individuality among our people, and the latent antipathy to what may be considered too much community of interest, is probably one reason for the failure in the main of the co-operative society movement, but the chief difficulty has been the impossibility of securing good management.

It is hard enough for a private company to obtain management sufficiently

efficient and expert to bring success, but when it comes to a concern with such diverse interests as a co-operative society, the difficulty is still greater.



James F. Spawls, office manager and accountant for Mason & Hickey, Winnipeg has enlisted in the Two Hundred and Third Battalion.

Young Grocer Wounded

Pte. Fred Poulter, 569 King street east, is reported to have been wounded, but returned to duty on April 13th. He is eighteen years of age, a native of Toronto, and a member of the 58th Battalion. Prior to the outbreak of hostilities he was employed at Arnold's grocery store, Queen street east. He had served for some time in the Governor-General's Body Guard. He was a member of the Toronto Boys' Dominion Club. The last letter from him was dated March 22nd. In this he said he was well and happy. He was confident the war would soon be over.

NIBBLING TO REDUCE BAD DEBTS

(Continued from page 17.)

his statement where he thinks it would have more weight. Some are on the habit of using a letter in cases which are more difficult to move. Often after these means are exhausted the personal appeal has been found to be effective. It is not well to follow this brazenly or in an offensive way. The proper time and in a well selected spot the thumbscrews should be applied. If it is possible to get the customer to the seclusion of the office it is a good place. At any rate he should not be approached when others are within hearing distance. If these methods fail there is the recourse to a case at law. Due warning should be given that such is the purpose of the dealer if he finds that all other methods avail nothing. But he should make it known in unmistakable terms that he intends to proceed to the limit of his right to get his money.

A slight rise in the cost of living is indicated in the March figures of the Labor Department, Ottawa. The index of wholesale prices advanced from 173.7 to 176.4. In March, 1915, it was 145.4. Retail prices declined slightly. An ordinary budget of staples in March cost \$8.36, as against \$8.40 in February and \$7.88 in March a year ago.



THROUGH OTHER SPECTACLES



SEPARATING FISH FROM FRIDAY

(From the Canadian Fisherman.)

One of the greatest and most important tasks of the Canadian Fisheries Association falls on the shoulders of the Publicity Committee. This committee have set themselves the task of separating the consumption of fish from merely religious motives, and educating the public to appreciate fish as a tasteful, healthy and economical every-day diet.

Friday is the big fish day in most parts of Canada, and nearly all the business of the wholesale houses is done during the latter part of the week. The retailers are busy on Thursday and Friday—the rest of the week is a slack time with merely desultory sales enlivened now and again by a special fast day.

The association's national fish day was held on a Tuesday, and proved a phenomenal success. Why not make Tuesday a special fish day every week in the year? Of course, we in the fishing industry want to see a general consumption of fish every day, but the education of the public to the more general use of a fish diet is a slow business. We must crawl before we walk.

Tuesday as a weekly fish day has much to recommend it. It is the slack end of the week, and far enough from Friday not to interfere with it. Supplies can be brought in over Sunday and delivered to the retail trade on Monday, and the advertising of fish specials by the retailers can be done in the Monday evening papers.

Advertising is necessary to bring the whole thing about. The public are used to seeing fish advertised on Friday they know that fresh stocks and greater varieties are on sale that day. Make Tuesday a special trade fish day along the same lines. Advertise special fish bargains and varieties; placard the retailers' windows with posters advertising the fact that special stocks have been imported for Tuesday's trade, and let every dealer, wholesale and retail, throughout the Dominion, inform their customers that on Tuesday of each week a large and varied stock of fish will be on sale.

Every man engaged in the fishing industry of the country will readily understand the great benefit that will accrue to the trade if this idea can be firmly established. It can be, and the Canadian Fisheries Association intend to formulate plans for the carrying out of the suggestion at an early date. In the meantime, we would be glad to receive expressions of opinion from our readers on the subject.

SUGAR AND THE EMPIRE

(From Montreal Star.)

American and Cuban sugar interests are attracted by a meeting to be held in London to make arrangements for increasing the sugar production of the British Empire. Delegates to the convention are now en route from all sugar-producing countries among the British possessions.

Previous to the war, Great Britain depended largely for its sugar supply upon the beet crop of Europe. Since the war it has been a large purchaser of Cuban sugar. Now it is planning to get along without sugar from either of these sources.

It is planned to foster and extend the sugar industry of the Empire, and to aid it by bounties and preferential tariffs. It is estimated that the production of the Empire can be increased from about 800,000 tons to about 4,500,000 tons. Of course, if such a plan can

be successfully carried out, it will revolutionize the sugar business of the entire world.

The countries which Great Britain expects to turn to for its sugar supplies are Barbadoes, British Guiana, Jamaica, Trinidad, the Windward and Leeward Islands, Mauritius, Fiji, British East Africa, Queensland and Natal.

It will take years to make such a plan a success, however, and in the meantime gold is showering down on the sugar planters of Cuba, Hawaii and Porto Rico, and the yield of the Philippines is being rapidly increased, according to information furnished by Ren-skorf, Lyon & Co., New York.

SITUATION IN EGGS

(From Lindsay Post.)

In connection with the article on the egg situation, published in Friday's issue, and which was reproduced from the Canadian Grocer, a reporter had an interview to-day with the buyer for a local house, and the following was elicited. He stated that there never was a season that they approached with a greater degree of uncertainty as the present. As prevailing ocean freight rates and adverse exchange, English quotations to-day would mean a 16c buying price here. Ocean freight rates at present are 63 cents per cubic foot, against a normal rate of 8c per cubic foot. This would mean approximately 5c per dozen against normal rate of 2-3 cents per dozen. Again, English importers advise that the double line of railway now in operation to Archangel will permit Russia to ship their supplies to them this spring and summer, which they were precluded from doing last year, owing to the limited accommodation on the one line. Again, we are advised that we may expect large shipments of eggs from the Northwest, thus reversing the situation, as we had been sending large shipments of eggs to the western provinces. Then the uncertainty of the duration of the war. If this should terminate suddenly no one can foresee just what price may prevail. In fact, the whole situation is one of great uncertainty.

CANNED SALMON ADVANCES IN PRICE

(From Pacific Fisherman.)

On April 10 several of the leading Puget Sound brokers advanced the price of Reds from \$1.55 to \$1.60 per dozen; Pinks to 85 cents, and Chums to 75 cents per dozen. No quotations were made on Sockeyes and Medium Reds, as there are no spot stocks of these grades. While the advance in the price of Reds is new, that in Pinks had already been anticipated by several of the holders of this grade, who have been holding out for this price for some little time. Reds are very firm at present, as are also Chums, with a good demand for both. Pinks are not yet in much demand at the new price, but it is probable that they will firm up when the trade is assured that the price is going to stick, and from the present statistical position of spot stocks in this grade it would not surprise anybody to see it go up to 90 cents before the season opens.

FOOD VALUES OF CHEESE

(From Family Herald and Weekly Star.)

Just a year ago Prof. H. H. Dean, of the Ontario Agricultural College, in an address

before the dairymen of Ontario, strongly urged a greater home consumption of cheese. He contended that by so doing not only would the cost of living be reduced, but an additional market would be provided for our dairy products. He argued as follows:

"The food value of a pound of cheese is estimated to be equal to that of two pounds of average meat. Estimating the present meat consumption at 25 lbs. per capita (a low estimate), Canadians are consuming about 200,000,000 lbs. meat annually, at a cost of about \$40,000,000. By a proper understanding of food values, we might save about \$16,000,000 annually on this one item alone by substituting a part of the present meat ration for cheese. This would figure somewhat as follows: A cheese consumption of ten pounds per head would be about 80,000,000 lbs. This would take the place of about 160,000,000 lbs. meat, and still leave 40,000,000 lbs. meat for those who prefer corpse to cheese. The eighty million pounds of meat saved would cost about sixteen million dollars. The saving, by using cheese instead of so much meat would be sixteen million dollars annually. If a person were to go to the Finance Minister of Canada and tell him how to save sixteen million dollars annually for the people, such a person would be looked upon as a wizard or a fanatic and would probably get a 'soft job' with the Government—or be committed to a lunatic asylum—yet the figures show these astonishing results."

Prof. Dean's conclusions are certainly astonishing, but they would have been even more so if he had calculated on the actual meat consumption per capita, for, instead of twenty-five pounds statistics show it to be 175 pounds, while the consumption of cheese is estimated to be only three pounds.

Theoretically the substitution of cheese for meat works all right, yet doubtless there were many heard the address or read a report of it who doubted its practicability. It seemed too good to be true. On a study of the British imports during the past two years, however, we see that it works practically as well as theoretically. During the year previous to the war 2,400,100,000 pounds of meat were imported, while during the first twelve months of the war only 2,332,000,000 pounds were imported, a decrease of 68,100,000 lbs. R. H. Rew, assistant-secretary to the Board of Agriculture, says: "The large demands on imported supplies of meat for the British and French armies occasioned a distinct shortage for the civil population, but this was relieved by a reduced demand." Now, there must have been some substitute for these 215 million pounds of meat, and, on looking further we find that the imports of cheese during the same period increased by thirty-eight million pounds, or about sixteen per cent. Thus it is quite evident that cheese has been taking the place of some of the meat.

The question then naturally comes up, why does not the Canadian consumer use more cheese? It is owing to the lack of knowledge regarding its economic value and how to prepare it in appetizing forms, such as meats are prepared. Prof. Harcourt in Bulletin 221 states: "Cheese is one of our most concentrated foods. More than one-fourth of its weight is protein, about one-third fats, and one-third water. It is not only valuable for the amount of protein, or muscle-forming material, and fat it contains, but, also because of the ease with which it can be kept and prepared for the table and for the variety of ways in which it may be served."



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

P. Lacelle of Buckingham, Que., is succeeded by F. W. Warwick.

J. J. Mallette of Montreal, groceries and liquors, passed away recently.

G. & E. Couture of Levis, Que., groceries and liquors have suffered loss by fire.

Smith and Richter, grocers, etc., of St. John, N.B., are succeeded by C. Richter.

M. Chaput, grocer has moved from 344 Du Fresne St. Montreal to 281 Poupart St.

Captain Thos. D. Hodge, managing director of Geo. Hodge & Son, Montreal, has returned from England.

Dionne & Co., 2021 Notre Dame West, Montreal, have recently completed extensive improvements of their store in the way of enlarged floor space and new equipment and front.

The firm of John Duncan & Co., have incorporated and will be known in the future as John Duncan & Co., Ltd., with J. D. Hutchings as president and managing director and L. F. Pye as vice-president. Directors are: H. J. Newby, E. N. Marceau and E. J. Cowan.

The Montreal and Southern Counties Railway officially celebrated the opening of their line to Granby, Quebec on April 30, by the running of the first electric train on that date. It was loaded with officials and friends of the road. Nelson Mitchell, grocer and President of the Board of Trade, addressed the gathering at the luncheon that was held later in the day.

Announcement has been made of an arrangement between the British admiralty and the government of Newfoundland whereby the necessary number of vessels will be supplied to care for the colony's trade. For many months there has been a serious shortage of shipping available, owing to the large number of steamers taken over by the admiralty for transport purposes or diverted to other routes for reasons due to the war. Under the new arrangement, steamers owned by the paper making companies of Newfoundland will take paper and pulp to England and on their return will bring cargoes of salt for the fisheries and of coal. The local sealing fleet, which has just completed its season, will carry coal and general freight between New-

foundland ports and Halifax and Sydney, N.S. Several steamers from the Great Lakes, which are being taken to Montreal, with freight foodstuffs and other cargoes to Newfoundland during the summer and will return with iron ore for Canadian smelters.

Ontario

Frank Iron, grocer of Toronto, Ont., has sold to H. T. Spotswood.

Taylor Bros., grocers of Wallaceburg, Ont., have sold to C. A. McCreay.

National Supply Co., of Kenora, Ont., grocers, are succeeded by J. H. Snider.

J. and D. Larkin, grocers, Clarence Street, London, Ont., have retired from business.

The Hooton Chocolate Company of Toronto, Ont. has been damaged by fire. They were covered by insurance.

Henry Laidlaw, grocer and butcher, Walkerville, Ont., has sold his business to P. Blonde, formerly of Chatham, Ont.,

David Garson Scott, for over forty years with George Robertson & Sons, wholesale grocers, Kingston, Ont., passed away recently.

The grocers of Leamington, Ont., have decided to close every Friday afternoon, during May, June, July, August and September.

W. C. Omand, wholesale grain dealer, Royal Bank Building, Toronto, is in the Old Country on a trip. He will be there till about the end of May.

H. Fountaine, a London, Ont., grocer who sold his business recently to Summers Bros., is moving to the country where he owns a small farm.

The Grocers of Windsor, Walkerville, Sandwich, Ford, and Essex, have notices in their windows that their stores will be closed every Thursday afternoon during the months of May, June July, August and September.

Ed. Noel, grocer, Burwell Street, London, Ont., is moving to the corner of Dundas and Maitland Streets. John Goodge, now retired carried on a successful grocery business in the latter stand for a great many years.

The bakers of Berlin, Waterloo, Hespeler, St. Jacob's and Elmira have raised the price of bread to 7 cents, and have asked the Provincial Secretary to enforce the Bread Sales Act, to prevent the manufacture of light-weight bread.

Frank M. Royden, commercial travel-

er, died at his home in London on Thursday. Mr. Royden was taken suddenly ill while on a business trip. He was employed by the Mooney Biscuit and Candy Company of Stratford and Montreal and had traveled for 28 years.

The Dominion Sugar Co., has been granted a Dominion charter to "carry on trade throughout Canada in sugar and generally to carry on a wholesale and retail business as exporters, importers and manufacturers of and dealers in goods, wares and merchandise", etc. The head office is in Wallaceburg, Ont., and capital stock \$5,000,000.

The Ford Motor Co., Ford, Ont., have made two grocers richer, by buying their places of business right opposite their factory. J. F. Foster received in the neighborhood of twelve thousand dollars for his frame store, and Wm. Rockett received about fifteen thousand dollars for a small frame store. Both places are on Sandwich St. East, opposite the Ford factory. J. F. Foster is now holding a position in the Town Hall at Ford, Ont.

Western Canada

Wm. McConnell, flour and feed, of Piapot, Sask., has discontinued.

A daylight saving bylaw has been passed in Brandon, Man., and comes into force the fourth Sunday in April.

Moose Jaw is going to have a "Stampede" in July on somewhat similar lines to that Calgary held some time ago. The Stock Growers, who originated the plan, have already pledged \$5,000 for the preliminary expenses of the Stampede, and will provide more if needed. As Calgary's famous Stampede was financed on \$20,000, the promoters think that no difficulty will be experienced in securing more than enough money from the business men, the civic bodies, and the retail merchants of the city to provide "the greatest of all exhibitions of the fast disappearing frontier."

ENTER THE DOG FISH

The U.S. Bureau of Fisheries states that dogfish have been put on the New York market and brought good prices as a food fish. In large lots the price was five cents per pound, and in small lots to 150 pounds, these fish have sold for \$8.75 a barrel. The bureau also states that vessels in the tile fisheries in New York landed in March 131,100 pounds of that fish and it has found a ready market.

Price Comparison Table for the Last Quarter Century--Toronto Basis

The figures in the above table cover a period of a quarter of a century and show at a glance the trend of the wholesale markets during that time. The prices given are from the files of CANADIAN GROCER and were those prevailing on the Toronto markets in April of each year indicated.

This shows how the consumer has, year by year steadily paid more for farm products. Many imported lines remained where they were until the war came along and boosted prices because of the acute freight situation. Currants, for instance, are unprecedentedly high. So is cream of tartar.

As has been previously pointed out, on staple articles such as butter, eggs, cheese, etc., where competition is keen and for which the producer has gradually been getting more, retailers can secure only a certain advance over first cost, no matter how high in price they become. This means that percentages of profits decline as prices go up.

Sugar is higher to-day than for a quarter of a century. Canned vegetables are firming up, because of export demand. Rice is at the highest point for 25 years. So are Valencias.

	1916	1915	1914	1913	1912	1911	1910	1909	1908	1904	1900	1894	1889
Sugar, extra, gran., bags	\$7.81	\$6.71	\$4.21	\$4.60	\$5.45	\$4.60	\$5.20	\$4.80	4.90	\$4.23	\$4.58	\$4.55	\$8.15
Butter, creamery, prints, fresh.....	.35	.33	.31½	.34½	.37	.28	.31	.25	.31	.21½	.22½	.24	.25½
Eggs, newlaid23	.22	.22	.22	.25	.19	.20	.19	.18	.23	.14	.10½	.12
Cheese, large, old ..	.19	.19	.16¼	.15	.17	.14½	.12¾	.14¼	.14¼	.11	.13¼	.12	.11
Hogs, live, f.o.b....	11.50	7.45	8.95	9.30	7.50	6.40	9.50	7.00	5.40	*6.30	6.25	*5.75	*6.64
Hams, light21	.18	.19	.18½	.16½	.15½	.18	.14¼	.14¼	.13	.12	.11	.11½
Bacon, breakfast ..	.25	.20	.20	.20	.16½	.16¾	.18¾	.15¼	.14¾	.12¾	.12	.11¾	.09
Ham, boiled30	.23	.26½	.26½	.23	.20½							
Lard, pure, tierces, per lb.15¼	.11½	.13¾	.14¼	.12¾	.11½	.16½	.13¼	.11½	.08¼	.07¾	.09	.10½
Lard, comp., ditto.	.13¼	.09	.10¼	.09¼	.09½	.10¾	.13	.09¾	.08¾	.08		.08	
Rolled Oats, small lots, 90 lbs., in jute	2.65	3.45	2.31	2.15	2.50	2.05	2.20	2.60	3.25	2.40	1.95	2.00	2.25
Potatoes, 90 lb. bags	1.90	.70	1.05	1.05	1.80	1.10	.55	.80	1.05	1.05	.45	.46	.33
Oranges, Cal. navels	3.50	2.75	3.00	4.50	3.25	3.00	2.75	3.00	3.10	3.00	3.75	2.75	4.00
Lemons, Messina ..	3.00	3.25	3.15	4.00	3.00	3.00	2.50	3.00	2.75	2.75	3.00	3.00	3.25
Beans, Can., prime, bushel	4.25	3.15	2.20	2.48	2.50	1.95	2.10	2.00	1.80	1.50	1.65	1.25	1.50
Peas, 2's group A, doz., ex. fine92½	.95	1.30	1.75	1.80	1.87½	1.35	1.42½	1.40	1.45	.90	.90	1.00
Can'd Sal. sockeye, lb. talls, doz. ...	2.52½	2.47	2.30	2.87½	2.50	2.06	1.90		1.95	1.70	1.40	1.25	1.75
Raspber's., 2's, red, H.S., doz.	2.10	1.97½	1.95	2.15	2.40	1.79	1.64	1.95	2.30	1.50	1.65	1.80	2.20
Cream of tartar, pure, lb.50	.30	.33	.28½	.27	.28	.23½	.23½	.24½	.27½	.27	.28	.31
Rice, Rang'n, bags, cwt.	4.28	3.48	3.41	3.82½	3.55	3.00	2.95	2.95	3.00	3.25	3.50	3.75	3.87
Manitoba flour, first patent	6.50	8.10	5.50	5.40	5.60	5.40	5.70	5.75	5.80	5.15	3.80	3.45	
Winter wheat flour, fancy patent ...	4.30	7.20	4.95	4.80	4.70	4.90	5.30	5.30	5.40	5.05	3.65	3.10	5.75
Raisins, Valencias, lb., new09½	.09½	.07	.09¼	.08¼	.08¼	.06¼	.06	.06¾	.07	.07	.05¾	.06½
Currants, fine filiat.	.13½	.07½	.06¼	.07	.07¾	.07¾	.06½	.07	.07	.05	.05¼	.04½	.05½
Total	\$57.08½	53.66	46.33½	50.92¾	48.55	42.93	45.30¼	42.04¾	43.60¾	40.70	37.73¾	35.25½	41.91½

*Figures are for dressed hogs.
Prices of live hogs f.o.b. not quoted.

Molasses Again Advances: Sugar Firm

Corn Syrup Also Higher; Increased Cost of Raw Materials Responsible—Tense Sugar Situation: Other Advances Predicted—Teas Higher in London—Many Et Ceteras Are Higher.

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TRADE and public alike have been accustomed for some time to hear of an advancing market in molasses. This has been an advancing market for the past three or four months and for a whole year it has been very firm. A further increase took place this week and fancy Barbadoes are now offered about two cents higher to the trade. All other prices are in proportion. Little is coming forward, only odd cars are being received in Montreal. Spot stocks are light and there is hardly any molasses for immediate delivery on hand. It is hoped that cargoes will arrive later on during this month, but there is no assurance of that, and even if it does materialize, it will only be a drop in the bucket of demand. For the size of the trade done in it there has been no foodstuff which has suffered more greatly from the existing freight conditions than molasses. In the West Indies they are tied up for boats; even old sailing vessels can scarcely be got. Room which has been reserved for some months is often cancelled at the last minute and exporters are at their wits' end to know what to do. This has been the chief reason why molasses is high. As a secondary reason, molasses is being used for munitions purposes and there has been, therefore, a greater demand on that account.

Probably the feature of the market this week is the startling advance in hogs and all pork products. Hogs are exceptionally high and show no sign of easing up. There has been a big export demand and domestic account is unable to procure all it needs. Hog products are being exported to a great extent and the supply is not over-large, considering exports, although for home purposes alone it would be ample. All bacons, dry salt meats, cooked meat, pure lard and hams are higher; in some cases as much as 2c to the retailer. This is a condition which will affect the consumer, inasmuch as Lent has only just lapsed by two weeks and the trade in cooked meats has materially improved, as it always does after the Lenten season. There appears to be no reason why the market should sag at all and from coast to coast hog products are reported very firm.

Further advances are predicted in sugar. The highest point yet touched was reached by raws in New York this week and increases in refined are freely prophesied.

Corn syrups all advanced this week.

Quebec Markets

Montreal, May 4.—The opening of navigation is now well established for local river trade and lower provinces. No advances have been made on river rates, but ocean rates continue to restrict general trading. Business continues to be satisfactory and collections steady. Prevailing high prices have not curtailed buying to marked degree, but have changed the order of it so that sales occur of small lots only, and tend to restrict freedom of buying except in special cases such as canned goods, of which buying lately has been in large lots.

Sugar, pork products of all kinds, fresh fish and rolled oats are firmer and pepper has declined slightly. Fresh and green beans are higher and tea continues to firm up. Peels have advanced 3c and evaporated apples have declined. Molasses are up 2c and caraway seeds have advanced. Wrapping paper is up 1/4c and common lye is out of market because present cost of caustic prohibits manufacture. Walter Baker's sweet chocolate is up 1c a lb. in sympathy with price of sugar and general firmness in other brands is apparent. Finnan Haddies are up 10c a doz. chiefly because of advances in packing materials which have added to firmness of many other lines. Clay pipes have advanced 20c a box.

SUGAR.—Level of prices remains un-

Markets in Brief

QUEBEC MARKETS.

FRUIT AND VEGETABLES—
Beans and lettuce higher.
Celery firm and parsely down.
Fruit unchanged.
PRODUCE AND PROVISIONS—
Lard and compounds firmer.
Butter lower and weaker.
Eggs being stored.
Cheese firmer.
FISH AND OYSTERS—
Fresh fish scarce and high.
River fish easy.
FLOUR AND CEREALS—
Flour firming with wheat.
Rolled oats stronger.
GENERAL MARKETS—
Molasses and peels higher.
Sugar firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour sales light.
Cornmeal is strong.
Shorts up a dollar.
Mixed feed selling.
FISH AND OYSTERS—
Good sale of cured lines.
More haddock coming.
Cod and halibut down.
B.C. salmon in.
FRUIT AND VEGETABLES—
N. Carolina strawberries in.
Florida new potatoes here.
Domestic potatoes down.
Rhubarb sells well.
Head lettuce high.
PRODUCE AND PROVISIONS—
All hog products up.
Butter still lower.
Eggs shade firmer.
Cheese up a cent.
GENERAL GROCERIES—
Teas up in London.
Corn syrups higher.
Sugar may advance more.
Rice and tapioca up.

MANITOBA MARKETS.

FLOUR AND CEREALS—
Wheat market inactive.
Flour demand very poor.
All cereals are quiet.
Good demand for bran.
FISH AND POULTRY—
Haddies scarce and high.
Frozen salmon off market.
Plenty of fresh salmon.
Scarcity of fresh halibut.
Poultry receipts small.
FRUIT AND VEGETABLES—
Cherries arrive; \$4 case.
B.C. potatoes off quality.
Cauliflowers are scarce.
Celery also hard to get.
Spinach drops to \$1.50 case.
PRODUCE AND PROVISIONS—
Heavier run of hogs.
Price on live hogs drops.
Eggs slightly cheaper.
New butter expected.
GENERAL GROCERIES—
Advance in mustard.
Lower prunes and peels.
Evaporated apples down.
New condensed milk prices.
Jelly powders advancing.
Canned goods move better.
Decline in roasted Rios.

changed at \$7.85 per 100 lbs. but following the raise of last week at least one refiner advanced another 15c and are now holding at \$8.05. New York refiners are holding at from \$7.40 to \$7.50 and Cubans are now changing hands at from 5 7-16 to 5 1/2c. Market is firm and it is pointed out that while there is less than 1c difference between New York and Canadian prices for refined firmness will continue. Refiners here are holding on to stock and discouraging speculative buying and providing for legitimate wants of customers only. Wholesalers report that prices are restricting free buying on part of retailers. Reports from Cuba are to effect that growing crops have been injured and question of available supplies coming forward maintains strength of market in relation to future possibilities.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	7 85
20 lb. bags	7 95
2 and 5-lb. bags	8 15
Extra Ground Sugars—		
Barrels	8 20
50 lb. boxes	8 40
25 lb. boxes	8 60
Yellow Sugars—		
No. 1, 100 lb. bags	7 45
Dark yellow, 100 lb. bags	7 25
Bright yellow, bbls. only, cwt.	7 70
Powdered Sugars—		
Barrels	8 00
50 lb. boxes	8 20
25 lb. boxes	8 40
Paris Lump—		
100 lb. boxes	8 45
50 lb. boxes	8 55
25 lb. boxes	8 75
Crystal Diamonds—		
Barrels	8 45
100 lb. boxes	8 55
50 lb. boxes	8 65
25 lb. boxes	8 85
Cartons	9 15
Half cartons	9 75
Crystal Dominoes, cartons	9 25

MOLASSES AND SYRUP.—A further 2c advance has occurred all around and Fancy Barbados molasses are offered at 59c and choice at 51c; other prices in proportion. Very little is coming forward, odd cars only being received and none for immediate delivery is on hand. Cargoes are expected later in month but there is no assurance and present arrivals go into immediate consumption.

Corn syrup maintains strong position as result of molasses situation and is unchanged in price. There has been good demand for both maple syrup and sugar and reports indicate large quantities held in country districts. Season lasted longer than usual owing to changeable weather. Sugar in blocks, bright quality is offered at from 14 to 15c a lb. and dark from 10c to 12c and tubs 9 to 10c; in 8 1/2 lb. tins at from 80 to 85c and in 13 1/4 tins at from \$1.40 to \$1.50 each.

Barbadoes Molasses—	Prices for	
	Fancy.	Choice.
Punchons	0 59	0 51
Barrels	0 62	0 54
Half barrels	0 64	0 56

For outside territories prices range about 3c lower. Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—

Barrels, per lb., 3/4c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2
Pails, 3 1/2 lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 85
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, 1/2 doz. in case	2 90

Cases, 20 lb. tins, 1/4 doz. in case	2 85
Cane Syrups—	
Barrels, lb., 5 1/4c; 1/2 bbls.	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80

DRIED FRUITS.—General strength has developed in market following excited condition in California. Normal volume of trade is passing as dealers are well provided for but firmness is well maintained. Following advance to importers to 22c for citrons, peels have advanced 3c to trade and are now offered at from 24c to 25c. Imported lemon and orange peels have declined 2c. Raisins and peaches are stronger and the latter are being firmed up by the activity of the California association which gives stability to market as previously done in case of raisins. Muscatels, 3 crown, loose, have advanced 1/2c and are now 9c and all raisins

SUGAR ADVANCED 20 CENTS

Late Wednesday afternoon after our market reports were in type sugar advanced 20 cents a hundred. Twenty cents should therefore be added to our quotations in this issue.

are now from 1/4c to 3/4c higher. Changes are occurring or pending on primary market for future delivery on all kinds of fruits. Evaporated apples have declined 1 1/2c but change has not reached retail trade yet. Dates are 1/4c higher and figs are selling better.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09 1/2
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11 1/2
Peaches, choice	0 08
Pears, choice	0 13 1/2
DRIED FRUITS.		
Candied Peels—		
Citron	0 24
Lemon	0 20
Orange	0 19
Currants		
Filiatras, fine, loose, new	0 11 1/2
Filiatras, packages, new	0 12 1/2
Dates—		
Dromedary, package stock, old, pkg.	0 09
Fards, choicest	0 12 1/2
Hallowee, loose, new	0 07 1/2
Hallowee, 1-lb. pkgs.	0 07 1/2
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
9 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09 1/2
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11
40 to 50, in 25-lb. boxes, faced	0 10 1/2
50 to 60, in 25-lb. boxes, faced	0 10
60 to 70, in 25-lb. boxes, faced	0 09 1/2
70 to 80, in 25-lb. boxes, faced	0 09
80 to 90, in 25-lb. boxes, faced	0 08 1/2
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscateles, loose, 3-crown, lb.	0 09
Muscateles, 4-crown, lb.	0 09 1/2
Cal. seedless, 16 oz.	0 12 1/2
Fancy seeded, 16 oz. pkgs.	0 10 1/2
Choice seeded, 16 oz. pkgs.	0 10 1/2
Valencia, selected layers	0 11
Valencia, 4-crown layers	0 11 1/2

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

SPICES.—Market remains unchanged, in price quiet and steady, less firm although no direct weakness is apparent. New York reports decline in peppers and other lines normal, except caraway seed, which has advanced 3

to 4c. Grinders seek to maintain firmness of market because of fact that prevailing local prices are less than import prices especially on pepper, satisfactory volume of business continues to pass.

	5 and 10-lb. boxes	1/4-lb. pkgs. dozen	1/4-lb. tins lbs.
Allspice 0 16 0 09 0 23
Cassia 0 29 0 85 0 35
Cayenne pepper 0 28 0 35 0 35
Cloves 0 30-0 32 0 90 0 39
Cream tartar—55 to 67c.			
Ginger, Cochin 0 22 0 29
Ginger, Jamaica 0 25	0 90-1 00 0 31
Mace 0 30 1 00
Nutmegs	0 45-0 45 0 80
Peppers, black 0 28	0 85-0 90 0 26
Peppers, white 0 35	1 15-1 20 0 37
Pastry spice 0 22	0 95-1 20 0 29
Pickling spice	0 16-0 18
Turmeric	0 21-0 23

Lower prices for pails, boxes or bails when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13
Dutch	0 20
Cinnamon, China, lb.	0 14 1/2
Mustard seed, bulk	0 19
Celery seed, bulk	0 36
Shredded coconut, in pails	0 21	0 23
Pimento, whole	12-15

RICE AND TAPIOCA.—Rice is unchanged and in good demand with strength developed by existing conditions being steadily maintained. Supplies are plentiful and strengthened by availability of Pacific coast stocks which makes trade less dependent upon congested shipping conditions which rule in case of tapioca. Latter is unchanged in price and other ruling factors, very scarce and firmly held. No spot stocks can be had for less than 11c a lb.

Rangoon Rices—	Per cwt.
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—	
Mandarin, Patna	4 60
Pearl	5 10
Imperial Glace	5 80
Sparkle	6 40
Crystal	5 70
Snow	5 30
Ice drips	5 40

Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

Imported Patna—	Per lb.
Bags, 224 lbs.	0 06
Half bags, 112 lbs.	0 06 1/2
Quarter bags	0 06 1/4
Velvet head Carolina	0 08
Sago, brown	0 07
Tapioca—	
Pearl, lb.	0 11
Seed, lb.	0 10 1/4

DRIED VEGETABLES.—Prices remain unchanged in all lines. Beans are in very good demand in spite of high prices prevailing. Other lines are very quiet but are firmly held at prevailing prices.

Beans—		
Canadian, 3-lb. pickers, per bushel	4 30	4 45
Canadian, hand-picked	4 90	5 10
Canadian, 5-lb. pickers	4 10
Yellow eyes, per bushel	4 20
Lima, per lb.	0 08
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.	6 00
Barley, pot. per bag	3 00
Barley, pearl, lb.	0 04 1/4	0 06

TEA.—Ruling factors remain unchanged with great firmness occurring, as stocks are further diminished and prices feeling effect of advancing primary prices. They are gradually being forced upward. Large stocks purchased last fall are largely used up and a more definite firmness is given to prices. Volume of sales reported is small and retailers and wholesalers alike tend to hold up buying but without detracting from strength of market. Importers of

Japans report quiet trade and are waiting on cables of prices of new crops.

COFFEE.—Market remains quiet, unchanged and firm with gradual and almost imperceptible advances reported from outside primary points as result of accentuation of congested freight situation and other ruling war factors. A steady demand that is based on actual wants only is feature of situation.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 33
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 17	0 20
Santos, lb.	0 21	0 23
Chicory, lb.	0 12	0 14

CANNED GOODS.—Canned goods of all description have changed hands very freely lately, as result of recent price stimulation and feeling in trade here is that higher prices will rule shortly, so that all lines maintain exceptional strength. Wholesalers report being booked up on heavy orders for future delivery, chiefly in tomatoes which have shown greatest activity.

Fish lines show sympathetic firmness. Salmon is firm and finnan haddies have advanced 10c and are selling at from \$1.25 to \$1.30 per doz. largely owing to advance in cost of packing materials. Others are unchanged.

Ontario Markets

Toronto, May 4.—Those grocers, wholesale and retail, who think that the freight question only affects imports, and that adversely, should look at the other side. Sometimes the fact that there is no room on ocean-going steamers works out to the advantage of the trade. An instance of this is found right now in evaporated apples. A lack of boats means that a great many apples have not been exported this year. To use them up, they have been dried and sold as evaporated fruit, the price of which is consequently lower than in years when such transportation conditions do not exist. Of course, one community loses in a case like this. Exporters are handicapped. Still, the freight tie-up has this other side, and it is worth while remarking.

Amongst other effects of the opening of navigation is that on cheese prices. A number of vessels have been tied up at Montreal for the winter. Now that they are free, there is room on them for consignments of cheese, and this condition has boosted domestic demand. Consequently cheese is a cent higher this week.

Trade will note the advance in corn syrups. This occurred on Tuesday. Higher cost of raw materials is assigned as reason.

Trade in wholesale and retail circles

may fairly be described as prosperous. Collections are better than for some time in the city, while the country continues to be in good shape. There is a marked difference in the size of orders coming from grocers now and a year ago. Retailers are placing fair-sized orders, and pacing them often. People have more money to spend this year, and the grocery trade is getting its share.

SUGAR.—A strong situation exists. The market's firmness will probably turn into advances shortly. The more refined goes up, the more abundant reasons seem to follow why it should do so. Raws touched the highest point in years in New York on Tuesday night. The market advanced 1/8c, even on an order for 100,000 bags. Refined situation there is very strong. Here—if possible—it is stronger than that. Refiners are oversold, and our basis for refined, it is argued, is a full 49c below parity of raws. We can best sum up the situation by repeating our opinion of last week: "There is just as much reason for further advances to-day as there ever was."

Extra Granulated Sugars, Montreal Refined—per 100 lbs.		
100 lb. bags	7 91	
20 lb. bags	8 01	
10 lb. bags	8 06	
2 and 5-lb. cartons	7 81	
Nova Scotia refined, 100-lb. bags	7 81	
New Brunswick refined, 100-lb. bags	7 91	
Extra Ground Sugars—		
Barrels	7 91	
50 lb. boxes	8 31	
25 lb. boxes	8 61	
Powdered Sugars—		
Barrels	8 11	
25 lb. boxes	8 51	
Crystal Diamonds—		
Barrels	9 46	
100 lb. boxes	8 56	
50 lb. boxes	8 66	
Cartons (20 to case)	9 51	
Cartons (50 to case)	10 61	
Crystal Dominoes, carton	9 86	
Paris Lumps—		
100 lb. boxes	8 56	
50 lb. boxes	8 76	
25 lb. boxes	8 76	
Yellow Sugars—		
No. 1	7 21	
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.		

SYRUPS AND MOLASSES.—All corn syrups are advanced, and barrels per lb. are worth 4c now. The advance is the result, it is announced, of increased cost of raw materials. Corn has been steadily advancing, and that syrups should be put up surprises no one.

Molasses continues firm, though trading in this market is slight. No change has occurred in the freight situation, which continues to be very serious for exporters in West Indies and importers in Canada.

Corn Syrups—		
Barrels, per lb., 4c; 1/2 bbls., 4 1/2c; 1/4 bbls.	0 04 1/2	
Pails, 38 1/2 lbs., \$1.95; 25 lbs.	1 50	
Cases, 2 lb. tins, 2 doz. in case	2 75	
Cases, 5 lb. tins, 1 doz. in case	3 15	
Cases, 10 lb. tins, 1/2 doz. in case	3 05	
Cases, 20 lb. tins, 1/4 doz. in case	3 00	
Cane Syrups—		
Barrels, lb., 4 1/2c; 1/2 bbls.	0 06 1/2	
Cases, 2 lb. tins, 2 doz. in case	4 80	
Molasses—		
Fancy, gallon	0 60	0 65
West India, bbls.	0 34	0 37

TEA.—There was a full halfpenny advance at Monday's London auction in the price of Indians. Common Pekoes are selling at one shilling. The proper summing up of the market, perhaps, is in the terse comment of a tea man here: "Stronger than ever." There is cer-

tainly no sign of any easiness: rather the other way. The market appears steadily to have crept up again to its high position of last year. One difference, however, is that Ceylons are of better quality now—of fine quality, indeed.

Freight difficulties continue to be the mainspring of strength. On teas coming to Canada from London, room on ocean-going vessels is frequently cancelled at the last moment. The situation grows worse rather than better. So many boats, too, go round the Cape instead of the old and shorter route, and that all adds to cost.

Locally, supply and demand show nothing very new.

DRIED FRUITS.—Evaporated apples are down a cent, and we quote 9 1/2 cents. This drop is more or less due to heavy supplies. This in its turn is result of lack of ocean going boats to carry apples overseas. The supplies have been put up in the form of evaporated apples and there are lots of them.

Opening prices made on raisins at the Coast have been responsible for a plethora of orders. These are not being filled as yet, however. Prices are considered somewhat high; valencias, however, are fairly plentiful. Spot stocks are good and demand is ordinarily heavy.

Prunes are selling well, demand being especially good for small sizes. At the coast futures are strengthening and advancing. Crop reports continue to place the crop at 110,000,000 pounds.

Peaches and apricots sell in small lots at old prices.

Current situation continues firm with no new feature. Primary market is very strong.

Apples, evaporated, per lb.	0 09 1/2	
Apricots—		
Std., 25's, faced	0 12	0 12 1/2
Choice, 25's, faced	0 13 1/2	0 14
Extra choice, 25's, faced	0 14 1/2	0 15
Fancy, 25's, faced	0 15 1/2	0 16
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 22 1/2	0 23 1/2
Currants—		
Filiatras, per lb.	0 13 1/2	0 14 1/2
Amalas, choicest, per lb.	0 14 1/2	0 15 1/2
Patras, per lb.	0 14	0 15
Vostizzas, choice	0 14 1/2	0 15 1/2
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09 1/2
Package dates	0 07 1/2	0 08
Hallowees		0 07
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 13 1/2
40-50s, 25-lb. boxes	0 10 1/2	0 11
50-60s, 25-lb. boxes	0 09 1/2	0 10
60-70s, 50-lb. boxes	0 09 1/2	0 09 1/2
70-80s, 50-lb. boxes	0 08 1/2	0 08 1/2
80-90s, 50-lb. boxes	0 08 1/2	0 08 1/2
90-100s, 50-lb. boxes	0 08	0 08 1/2
25-lb. boxes, 1/4c more.		
Peaches—		
Choice, 50-lb. boxes	0 07 1/2	0 08
Stds., 50-lb. boxes	0 07	0 07 1/2
Choice, 25 lbs., faced	0 07 1/2	0 08
Extra choice, 25 lbs., faced	0 08	0 08 1/2
Fancy, 25 lbs., faced	0 08 1/2	0 09 1/2
Raisins—		
Valencia, Cal.	0 09	0 09 1/2
Seeded, fancy, 1 lb. packets		0 10
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/2
Seeded, choice, 12 oz.		0 08
Seedless, 16 oz. packets	0 11 1/2	0 12
Seedless, 12 oz. packets		0 10
Raspberries, black, dried, 25-lb. boxes....	0 80	0 82

SPICES. — Market is featureless. Trade is fairly well stocked on most lines, and an average demand only is the order of the day. White and black peppers are easier, on arrival of bigger supplies.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 17-0 20	0 17-0 15
Allspice, whole	—	0 15-0 20
Arrowroot	—	0 15-0 20
Bay leaves	—	—
Bicarb. soda	—	—
Caraway seeds	—	—
Cassia, whole	—	—
Cassia, ground	0 16-0 18	0 26-0 34
Cayenne	—	0 30-0 35
Cayenne, Jap. chillies	—	—
Celery seed	—	—
Celery salt	—	—
Celery pepper	—	—
Cinnamon, Batavia	—	—
Cloves, whole	—	—
Cloves, ground	0 18-0 22	0 35-0 45
Coriander seed	—	—
Cream of tartar	0 25-0 30	0 48-0 52
Curry powder	—	—
Ginger, Cochin	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole	—	—
inger, African, ground	—	—
Mace	—	—
Mustard, pure	—	—
Mustard seed	—	—
Nutmegs, brown, 64s, 55s; 80s, 45c; 100s	—	—
Nutmegs, ground, bulk, 30-35c; 1 lb. tins	—	—
Pastry spice	—	—
Paprika	—	—
Peppers, black, ground	0 14-0 18	0 25-0 30
Peppers, black, whole	—	—
Peppers, white, ground	0 19-0 24	0 35-0 40
Peppers, white, whole	—	—
Pickling spice	—	—
Sage	—	—
Saltpetre (chili)	—	—
Thyme	—	—
Turmeric	—	—

NUTS.—There is nothing new to report. Locally, there is only a small demand and trade has settled down to a jog-trot. In New York good demand for shelled almonds and walnuts is reported, with both lines remaining very firm.

In Shell—	Per lb.
Almonds, Tarragona	0 15 1/2 0 15 1/4
Brazilia, medium, new	0 16 0 15
Brazilia, large, washed, new	0 20 0 22
Chestnuts, peck	1 75 2 00
Filberts, Sicily, bags 110 lbs.	0 14 0 14 1/4
Peanuts, Jumbos, roasted	0 13 1/2 0 14 1/4
Peanuts, hand-picked, roasted	0 11 0 11 1/2
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 14 1/2 0 15 1/4
Walnuts, Bordeaux	0 11 0 12
Wa. Inuts, Marbots	0 12 1/2 0 13 1/4

BEANS.—Market is firming up again and advancing. We quote \$4.40 to \$4.50, which is a shorter range. Few beans sell under \$4.40 now. Choice quality stuff is very scarce. Peas continue firm and high. Lack of supplies of both is chiefly due to fact that all stocks have drained out and farmers are holding over attention to beans till they get through with ploughing and seeding.

Beans, choice primes, bush	4 40	4 50
Beans, hand-picked, bushel	—	4 75
Peas, blue, bushel	3 50	3 60
Split, lb.	0 05	0 05 1/2

RICE AND TAPIOCA.—Rice is very firm and continues to advance, we quote Rangoon "B" at \$4.50, with other grades up in proportion.

Both pearl and seed tapioca are higher. Spot stocks are light and demand is heavy.

Rice—	per cwt.
Rangoon "B," per cwt.	4 50
Rangoon "OC," per cwt.	4 40
Rangoon, fancy, per cwt.	4 38
Patna, fancy	0 07 1/2 0 09

Tapioca—	per lb.
Pearl, per lb.	0 11 0 12
Seed, per lb.	0 11 0 12

MONTREAL AND TORONTO PRICES.

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

Salmon, Sockeye—	
1 lb. talls, cases, 4 doz., per doz.	2 52 1/2
1 lb. flats, cases 4 doz., per doz.	2 72 1/2
1/2 flats, cases 8 doz., per doz.	1 57 1/2
Five cases or more, 2 1/2 doz. less than above.	
Chums, 1-lb. talls	0 30
Pinks, 1-lb. talls	1 20
Cohoos, 1-lb. talls	1 45
Red Springs, 1-lb. talls	2 00
Humpback, 1/2-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 15 1 20
Peas, standards	0 95 0 97 1/2
Early June peas	1 00 1 02 1/2
Corn, 2's, doz.	0 97 1/2 1 00

Fruits—	Group A
3's Apples, Standard	1 05
3's Apples, Preserved	1 20
Gals. Apples, Standard	3 50
Gals. Apples, Preserved	4 25
Gals. Blueberries (Huckleberries), Standard	6 50
2's Cherries, Red (pitted), light syrup	1 50
2's Cherries Black, pitted, heavy syrup	1 90
2's Cherries, Black, not pitted, heavy syrup	1 55
2's Cherries, Red, pitted, heavy syrup	1 95
2's Cherries, Red, not pitted, heavy syrup	1 55
Gals. Cherries, Red, pitted	8 50
Gals. Cherries, Red, not pitted	8 00
2's Blueberries (Huckleberries), Standard	1 55
2's Blueberries (Huckleberries), Preserved	1 90
2's Cherries, White, pitted, heavy syrup	1 90
2's Cherries, White, not pitted, heavy syrup	1 55
2's Currants, Black, heavy syrup	1 50
2's Currants, Black, Preserved	1 30
Gals. Currants, Black, Standard	5 25
Gals. Currants, Black, solid pack	6 25
2's Currants, Red, heavy syrup	1 50
2's Currants, Red, Preserved	1 30
Gals. Currants, Red, Standard	5 25
Gals. Currants, Red, solid pack	8 25
2's Gooseberries, heavy syrup	1 50
2's Gooseberries, Preserved	1 80
Gals. Gooseberries, Standard	7 25
Gals. Gooseberries, solid pack	8 50
2's Grapes, White, Niagara, Preserved	1 50
Gals. Grapes, White, Niagara, Standard	3 50
2's Lawtonberries (Blackberries), heavy syrup	2 00
2's Lawtonberries (Blackberries), light syrup	1 50
2's Lawtonberries, Preserved	2 25
Gals. Lawtonberries, Standard	7 00
2's Peaches, heavy syrup	1 50
2 1/2's Peaches, White, heavy syrup	1 90
3's Peaches, White, heavy syrup	2 40
1's Peaches, Yellow, heavy syrup, talls	1 25
1 1/2's Peaches, Yellow, flats, heavy syrup	—
2's Peaches, Yellow, heavy syrup	1 50
2 1/2's Peaches, Yellow, heavy syrup	1 90
3's Peaches, Yellow, heavy syrup	2 20
3's Peaches, Yellow, whole, heavy syrup	—
3's Peaches, Pie, not peeled	1 20
3's Peaches, Pie, peeled	1 75
Gals. Peaches, Pie, not peeled	3 25
Gals. Peaches, Pie, peeled	5 00
Gals. Pie Fruits, assorted (add 5%)	—
2's Pears, Bartlett, heavy syrup	2 10
2 1/2's Pears, Bartlett, heavy syrup	2 25
3's Pears, Flemish Beauty, heavy syrup	1 75
2 1/2's Pears, Flemish Beauty, heavy syrup	2 10
3's Pears, Flemish Beauty, heavy syrup	2 25
2 1/2's Pears, Keiffers, heavy syrup	1 40
2 1/2's Pears, Keiffers, heavy syrup	1 75
3's Pears, Keiffers, heavy syrup	1 85
2's Pears, light syrup, Globe	1 20
3's Pears, light syrup, Globe	1 50
3's Pears, Pie, not peeled	1 20
3's Pears, Pie, peeled	1 50
Gals. Pears, Pie, peeled	4 00
Gals. Pears, Pie, not peeled	3 00
2's Pineapple, Sliced, heavy syrup	2 10
2's Pineapple, Shredded, heavy syrup	1 50
3's Pineapple, Whole, heavy syrup	2 10
3's Pineapple, Whole, heavy syrup	2 50
2's Pineapple, Sliced, Hygeian Brand	—
2's Plums, Damson, light syrup	1 00
3's Plums, Damson, light syrup	1 50
2's Plums, Damson, heavy syrup	1 15
3's Plums, Damson, heavy syrup	1 55
Gals. Plums, Damson, Standard	3 00
2's Plums, Egg, heavy syrup	1 10
2 1/2's Plums, Egg, heavy syrup	1 40
3's Plums, Egg, heavy syrup	1 50
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 15
3's Plums, Green Gage, light syrup	1 40
3's Plums, Green Gage, heavy syrup	1 60
Gals. Plums, Green Gage, Standard	3 50
2's Plums, Lombard, light syrup	1 00
2 1/2's Plums, Lombard, light syrup	1 30
3's Plums, Lombard, light syrup	1 50
2 1/2's Plums, Lombard, heavy syrup	1 30
3's Plums, Lombard, heavy syrup	1 60
Gals. Plums, Lombard, Standard	3 25
2's Raspberries, Black, heavy syrup	2 10
2's Raspberries, Black, light syrup	1 50
2's Raspberries, Black, Preserved	2 25
Gals. Raspberries, Black, Preserved	2 25
Gals. Raspberries, Black, Standard	7 25
Gals. Raspberries, Black, solid pack	9 50
2's Raspberries, Red, heavy syrup	2 10
2's Raspberries, Red, light syrup	1 50
2's Raspberries, Red, Preserved	2 40
Gals. Raspberries, Red, Standard	7 40
Gals. Raspberries, Red, solid pack	9 25
2's Rhubarb, Preserved	1 80

Manitoba Markets

Winnipeg, May 4.—For jobbers, the past week was one of quietest known for many months. Hardly a single market underwent a change of any importance. During past two or three months there has been hardly a week but an advance took place in sugar. The floods, which are the worst Manitoba has known for many years, had the effect of tying things up, and no doubt curtailed business in the country.

There is talk of lower quotations on prunes, these probably being stocks bought when market touched low level three or four weeks ago. Local quotations on evaporated apples are also considerably lower. New quotations have gone into effect on Borden Milk—cases of 48 Eagle, \$7; Reindeer, \$6.75; Purity and Gold Seal, \$6.05. Quotations on St. Charles and Peerless are: Hotel, \$4.65; family, \$4.35. An advance is announced in price of bulk vinegar. New quotations on rice are as follows: Siam, 4 1/4c; Japan No. 2, 3 3/4c. Quotations on peels are lower this week. Twine has advanced to 28c for 3-ply, and 30c for 4-ply.

A number of Western manufacturers have announced advances in a number of their products. With gelatine practically double what it was when war broke out, and sugar at a high level, quotations on jelly powders are much higher. One firm has advanced quotations \$1.25 per gross. Essences have all advanced. Cream of tartar is up another 2c. Cheaper grades of mustard are 1c higher, while better grades have advanced 4-5c. While the coffee market is not weak by any means, Western firms have cut their price on roasted Rios to 18-20c, owing to keen competition from the East.

It is hard to say what is going to happen to eggs. Much depends upon the weather and the roads. Latest reports last week-end were to effect that the floods were subsiding, which will permit farmers to come to market. It may be that heavy receipts will bring market down this week. In the hog market, prices are coming down, but there must be a bigger drop in live hogs to affect quotations on meats. Bran is moving freely, but all other lines under heading of flour and cereals are quiet, almost dead.

SUGAR.—Last week-end raw markets were firm again, indicating that there might be a further advance in refined; in fact, another advance is daily expected. An Eastern refiner advanced quotations 20c last week, bringing their basis

up to \$8.65, but circumstances in this case were exceptional, other quotations remaining at \$8.45. There is a steady movement in sugar, but sales are not nearly as heavy as when prices were low. The trade appear to be pretty well stocked.

	Per cwt.
Sugar, Eastern—	
Standard granulated	8 45
Extra ground or icing, boxes	9 30
Extra ground or icing, bbls.	9 00
Powdered, boxes	9 10
Powdered, bbls.	8 90
Hard lump (100-lb. case)	9 40
Montreal yellow, bags	8 05
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 40
Halves, 50 lbs., per cwt.	8 50
Bales, 20 lbs., per cwt.	8 50
Powdered, 50s	9 05
Powdered, 5s	9 30
Icing, barrels	9 05
Icing, 50s	9 25
Cut loaf, barrels	9 35
Cut loaf, 50s	9 55
Cut loaf, 25s	9 60
Sugar, British Columbia—	
Extra standard granulated	8 45
Bar suar, bbls.	8 90
Bar sugar, boxes 50s	9 10
Icing sugar, bbls.	9 00
Icing sugar, boxes 50s	9 30
H. P. lumps, 100-lb. cases	9 40
H. P. lumps, 25-lb. boxes	9 65
Yellow, in bags	8 05

SYRUP.—There have been no further advances, and the situation remains about the same, the demand being good.

Corn Syrup—	
2s, per case 2 doz.	2 98
5s, per case 1 doz.	3 38
10s, per case 1/2 doz.	2 96
20s, per case 1/2 doz.	2 97
1/2 barrels, by the lb.	4 14
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	4 05
5-lb. tins, 1 doz. to case, per case	4 75
10-lb. tins, 1/2 doz. to case, per case	4 45
20-lb. tins, 3 tins to case, per case	4 35
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes, 1/2 bbls., per gal.	0 55
New Orleans	0 28
Tins, 2s, \$3.50; 2 1/2s, \$3.10; 5s, \$3.05; 10s, \$2.75.	

DRIED FRUITS.—The market for California fruits is slightly firmer, if anything, and this applies to almost all lines. Jobbers have bought a little heavier this week, but they are still holding back. It is understood that stocks are rather low. There is some talk of lower quotations for spot prunes, which is surprising in view of fact that market in California is stronger. Probably the lower prices being quoted are those of jobbers who bought when market touched a low level a few weeks ago. It is rather surprising, too, to find that local jobbers are cutting their prices on candied peels, which are now quoted as follows: Orange 18 1/2c, lemon 18c, citron 21 3/4c. It looks as though peel stocks in Winnipeg are much bigger than they were two weeks ago, and jobbers can afford to drop their prices. There has been a drop in local prices on evaporated apples, which are now offered at: Choice 50's 10 1/4c, and choice 25's 10 3/4c. Revised prices on California raisins are: Choice seeded, 16 oz., 9 1/2c; choice seeded 12 oz., 7 1/2c; muscatels 25's are now 8 1/2c; 50's, 8 1/4c.

Dried Fruits—	
Evaporated apples, choice, 50's	0 10 1/4
Evaporated apples, choice, 25's	0 10 3/4
Pears, choice, 25's	0 12 1/2
Apricots, choice, 26's	0 13
Apricots, choice, 10's	0 14
Peaches—	
Choice, 25-lb. boxes	0 07
Choice, 10-lb. boxes	0 07 1/2

Currants—	
Filiatras, per lb.	0 10 1/4
Filiatras, fresh cleaned	0 11 1/4
1 lb. package Amalias	0 12
2 lb. package	0 24
Dates—	
Hallowee, loose, per lb.	0 06
Hallowee, 12-oz. pkgs.	0 08 1/2
Fard dates, 12-lb. boxes	1 25
Raisins, California—	
16 oz. fancy, seeded	0 10 1/4
16 oz. choice, seeded	0 09 1/4
12 oz. fancy, seeded	0 08 1/4
12 oz. choice, seeded	0 07 1/4
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/4
3 crown, loose, 50's	0 08 1/4
Raisins, Sultanas—	
California, 50's, fancy bleached	0 16 1/4
California, 25's, fancy bleached	0 17
16-oz. pkgs.	0 17 1/4
Raisins, Cal. Valencias—	
25-lb. boxes	0 09
50-lb. boxes	0 09 1/4
Prunes—	
80 to 100, 25s	0 07 1/4
80 to 90, 25s	0 08
70 to 80, 25s	0 08 1/4
60 to 70, 25s	0 08 1/4
50 to 60, 25s	0 09 1/4
40 to 50, 25s	0 10
Peels—	
Orange, lb.	0 18 1/4
Lemon, lb.	0 18
Citron, lb.	0 21 1/4

DRIED VEGETABLES.—The situation as regards beans and peas remains the same as for the past two or three weeks. Pearl barley in sacks of 98 lbs. is now quoted at \$4.35.

Beans—	
Choice, white, 3-lb. pickers, per bush.	4 80
Fancy, hand-picked, bushel	4 65
California Lima Beans—	
80-lb. sacks	0 07 1/4
Barley—	
Pot, per sack, 98 lbs.	3 20
Pearl, per sack, 98 lbs.	4 35
Peas—	
Split peas, stick, 98 lbs.	6 15
Whole peas, bushel	2 80
Whole peas, 1 lb. pkgs., case	3 30

RICE.—The primary market for rice remains same. There is little buying being done by wholesalers. Most of them have contracted ahead. Tapioca and sago are still firm. Local quotations on rice have undergone a slight change, Siam being quoted at 4 1/4c and Japan No. 2, 4 3/4c.

Rice and Tapioca—	
No. 1 Japan, per lb., 100-lb. bags	0 05 1/4
No. 2 Japan, per lb., 100-lb. bags	0 04 1/4
Siam, per lb., 100-lb. bags	0 04 1/4
Patna, per lb., 100-lb. bag	0 05 1/4
Carolina, per lb., 100-lb. sacks	0 04 1/4
Sago, pearl, sacks, per lb.	0 07
Tapioca, pearl	0 08

SPICES.—Peppers are still strong, and local supplies are running low. The fact that there has been an advance in the price of cans and packages from 15-20 per cent. will no doubt have an effect on the price of spices. Cream of tartar is up 2c in the primary market, and local quotations are 56-58c.

Allspice, ground	0 11 1/4	0 14 1/4
Cassia, ground	0 22	
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 28	
Cloves, ground	0 28	
Ginger, Jamaica, ground	0 22 1/4	0 23 1/4
Nutmegs, ground	0 25	0 30
Pepper—		
Ground, black	0 24	
Ground, white	0 32 1/4	
Whole, white	0 31 1/4	

COFFEE.—There has been a strengthening in the primary markets, amounting to 1/4-1/2c per lb. In roasted Rios, strange to say, there has been a slight decline locally, barrels being offered now at 18-20c per lb. The decline was brought about by keen competition between Eastern and Western manufacturers.

Coffee—	
Green, choice, No. 7 Rio	0 11
Green, choice, No. 5 Rio	0 15 1/4
Green Santos	0 18 1/4
Roasted Rio, in bulk bbls.	0 18
Roasted Santos	0 25
Whole, black	0 23

Maracaibo	0 21 1/4
Chicory, lb., by bbl.	0 09 1/4
Chicory, lb., 14-lb. tins	0 12 1/4

CANNED GOODS.—A little more movement was noticed in canned goods last week, and it looks as though the trade are realizing that prices are bound to go up. The demand for canned vegetables was exceptionally good, but all lines move well, as they will no doubt all advance.

ALBERTA MARKETS (CALGARY)

by Wire

Calgary, May 3.—Quite a number of advances have taken place this week. Sal soda is up thirty cents a hundred. Corn syrup is up fifteen cents a case. Starches are a quarter cent higher. Imported pickles in pints up fifteen cents dozen. Matches fifteen to twenty-five cents a case higher. Lunch tongue halves up thirty cents. Ones, fifty cents a dozen. New seasons maple sugar and syrup have arrived. California strawberries twenty baskets three fifty, Louisiana twenty-four baskets three seventy-five.

General—	
Beans, small white Japan, lb.	0 38
Flour, No. 1 patent, 98's	3 40
Molasses, extra fancy, gal.	0 75
Rolled oats, ball	2 85
Rolled oats, 80s	2 65
Rice, Siam, cwt.	4 50
Potatoes, local, per bush.	0 60
Sago and tapioca, lb.	0 08
Sugar, pure cane, granulated, cwt.	8 85
Shelled walnuts, finest halves, lb.	0 49
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 35
Butter, No. 1, dairy, lb.	0 25
Lard, pure, 5s, per case	10 30
Bacon, smoked backs, per lb.	0 23
Bacon, smoked bellies, per lb.	0 24
Lard, pure, 3s, per case	10 35
Eggs, new laid	6 25
Canned Goods—	
Tomatoes, 3s, standard, case	3 00
Corn, 2s, standard, case	2 35
Peas, 2s, standard, case	2 45
Tomatoes, gals., case	2 25
Apples, Galis, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 80
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, tails, 48x1s, cs.	10 00
Salmon, pink, tails, 48x1s, per case	4 50
Lobster, 1/2s, per doz.	3 00
Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11
Peaches, choice, 25s, per lb.	0 07 1/4
Apricots, choice, 25s, per lb.	0 13
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	2 00
Apples, cooking, box	1 75
Bananas, lb.	0 05
Grapefruit, Florida, case	4 75
Oranges, navels, case	3 75
Onions, B.C., ton	25 00
Lemons, case	4 50
Strawberries, 20 baskets, Cal.	3 50
Strawberries, Louisiana	3 75
Rhubarb, 40 lbs.	1 75

NEW BRUNSWICK MARKETS

By Wire

St. John, May 3.—With dull season in background grocery trade of New Brunswick is enjoying period of activity with general conditions most satisfactory. One of the leaders at present is seed trade which is transacted in practically only two months of the year. Current quotations are:—Timothy 11 to 13 1/4 cents. Alsike clover 21 to 23 1/2, Red Clover 27 to 28 1/2c, Mammoth 28 to 29 1/2. Changes in this week's markets

are all upward. Sugar advanced ten cents all grades on 25th, making standard granulated \$7.90 to \$7.95; other grades accordingly. Ontario flour advanced ten cents to \$7.05. American clear pork up to \$30 to \$31. Domestic Mess \$30.50. Cheese up to twenty cents. Molasses again jumps; now 60 cents. Still no word of molasses cargoes leaving West Indies. Canned Beef twos up

to \$5.40 and ones \$2.90. Pure lard advanced to 18 cents.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 80	3 06
Pork, American clear, per bbl.	30 00	31 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laid, per doz.	0 20	0 21
Lard, pure, lb.	0 18
Lard, compound, per lb.	0 14	0 14½
Cheese	0 19½	0 20½
Flour and Cereals—		
Commeal, gran.	6 35
Commeal, ordinary	1 85
Flour, Manitoba, per bbl.	7 35
Flour, Ontario	7 05
Flour, buckwheat, western, 96-lb. bag	3 50

Rolled oats, per bbl.	6 25
Fresh Fruits and Vegetables—		
Apples, bbl.	4 00	6 00
Lemons, Messina, box	3 50	4 00
Lemons, Cal., box	5 00	6 00
Oranges, Cal., case	4 00	4 50
Oranges, Florida, case	3 25	4 50
Potatoes, bbls.	3 50
Sugar—		
Standard granulated	7 90	7 95
United Empire	7 80	7 85
Bright yellow	7 70	7 75
No. 1 yellow	7 50	7 55
Paris lumps	8 85
Beans, white, per bush.	4 00	4 50
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 60	0 65
Cream of tartar, per lb., bulk	0 51	0 53
Currants	0 12½	0 13½
Rice, per cwt.	5 75	6 00

Do You Figure Your Profits Correctly?

Many Merchants Fail Because They Err in Figuring Profits—Figuring on Selling Price the Best Method.

DESPITE the great amount of educational work which has been accomplished during the past few years, credit-managers state that one of the chief difficulties which they encounter in the retail business to-day is the incorrect methods followed by some retailers in figuring profits.

If a merchant wishes to make a success of his business it is essential that he should follow a proper method in arriving at his selling price, in order that after allowing for all expenses, he shall have a fair margin of profit.

The gross profit or margin embraces the difference between the cost and selling price of an article. It has been defined as "the difference between the cost of an article and the selling price; constituting the sum from which incidental expenses, risks and profits are to be met.

It is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, so long as it is stated and made clear on what base the percentage has been calculated.

The majority of successful business houses, both retail and wholesale, follow the rule of figuring the percentage of profit on the selling price. This method is advocated by practically all authorities as correct and in accord with sound business principles.

Although there may be a slight variance of opinion regarding this important subject, practically all agree in one particular, and that is that the retail issue is the showing of net profits in dollars and cents at the end of the business year. In order to make a satisfactory showing it is necessary that a proper method of figuring profits should be followed throughout the year. An incorrect understanding of the proper method of figuring the percentage of profit is a rock on which many business ships have been wrecked. And where many men make

their mistake is in their refusing to see or acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum—that if a fixed sum is a certain per cent. of a certain sum, it is a smaller per cent. of a larger sum; or, in other words, if 25 is 25 per cent. of 100, it is only 20 per cent. of 125.

An example might be quoted in the case of a retail merchant who bought certain articles at \$1 each. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the articles to sell at \$1.35. His price should have been \$1.54 to make a 10 per cent. profit.

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only allowing 25 per cent. of the invoice price for his cost of doing business. He used the invoice cost as a base in figuring his selling

price, and although his cost of doing business (25 per cent.) was based on his gross sales, he only added 25 per cent. of his invoice price instead of 25 per cent. of his selling price. If using his invoice cost as a base, he should have added 54 per cent. to the cost price instead of 35 per cent.

But you say why should the profits be figured on the selling price instead of the cost price? There are many good reasons. The percentage of expense of conducting business is based on the selling price. If you talk per cent. of profit on cost and per cent. of profit on the selling price you are liable to get badly mixed. Mercantile and other taxes are nearly always based on a percentage of gross sales: sales totals are always given in books of record—very seldom are cost totals shown; allowances in percentages to customers are always from the selling price; no profit is made until a sale is effected; if profit is figured on the selling price, it indicates correctly the amount of gross or net profits when amount of sales is stated; the percentage of profits on sales is indicative of the character of result of year's business.

Some people have an impression that the method of figuring the percentage of profit on the selling price is for the purpose of fooling one's self into believing that one is making less money than is really the case, but this is not so. Every retailer should figure the percentage of profit on the selling price in order to arrive at the exact truth and to avoid misleading themselves into believing they are making money when they are really losing.

A Good Illustration

An authority on "profit-figuring" recently quoted an incident which is a good illustration of the greater safety of figuring on sales. The case was that of a
(Continued on page 31.)

50 PER CENT. ON COST IS ONLY 33 1-3 PER CENT. ON SALES

The majority of successful business firms, quite properly, figure their profits on the selling price, because expenses, taxes, sales totals, shrinkages, incidentals, etc., are figured on the gross sales or turnover. The selling price includes expenses cost of goods and profit. The chief point to bear in mind is that 50 per cent. on cost is only 33 1-3 per cent. on sales; 25 per cent. on cost is only 20 per cent. on sales; 100 per cent. on cost is only 50 per cent. on sales. The merchant who thinks he is making 50 per cent. and is only making 33 1-3 per cent. stands a splendid chance of being ruined by the miscalculation.

The Connection of Knowledge

Become a Salesman—Know Your Goods—Show the Service You Can Be to the Public if Given
The Opportunity—The Force of the Appeal to the Eye—Utilize
Your Windows to the Best Advantage

BY G. E. PEARSON

"DO you know why some preachers make converts and some skepticism?" asked my retail friend.

"No."

"Well, I'll tell you. Because the former are salesmen and the latter merely preachers. Of course they don't have order books because their goods are automatically delivered when the sale is made."

He deals in ideas of religious value, we deal in ideas of commercial value. The principle's the same. He talks love instead of retail methods and talks faith instead of cash. And the reason a good preacher is a good salesman is because he knows the goods he sells. And that is the lesson of the day: Know your goods as a good preacher knows his and you can't help but make sales as he does.

When he goes out to rake in a little Faith he talks Love and Hope and Charity and doesn't allow himself to be sidetracked on to Hate, Despair or Misery, except just as side lines. He knows his products up and down and cross ways, and thinks them morning, noon and night without even a let up and that's just what a retailer must do.

And he believes in his goods as well: thinks they are the best of their kind in the world and that people simply must have them—as all grocers should know and believe.

As a Man Thinks, So He Is

As a man thinks, so he is. If you really get down to it and think retailing, your thoughts will color your words and deeds. You'll become a positive magnet that will attract business to you, you'll soak business up from people and books.

Enthusiasm will ooze out of you at every pore and come back, like a snow ball that has run down hill, many times magnified.

One Thing at a Time

And when the preacher is out selling his goods he is careful not to confuse his customers' minds with a great variety of goods: he says one thing at a time, and pounds away at it for all it is worth. He does not wander all over the map and make it difficult to know what he's driving at, instead of making up his mind just what it was that customer needed and was willing to pay for and

hammering away on that? The one method creates indcision instead of giving impetus to decision. That's what I mean by saying a good preacher sells only one thing at a time.

Stand and Deliver!

He depends upon arresting the people's attention by some striking saying, something that will hold their minds while he drives his argument home. We can do the same thing to-day with such an example. Catch your customer's eye, or ear with something arresting and then pour the hot stuff into him. Become a merchant.

The eye is best, though. I wonder how many men stop to think why it is that a window display is such a sales getter. Why not the mere statement of the fact that one has such and such goods and this price or that?

Using Natural Laws

It's because the sense of sight is the most receptive and most easily impressed of all our senses. And this fact is played upon and cultivated by all industries. Consider the movies, or women's clothes, or spectacles of marching troops to aid recruiting. All eye work.

It's because only about one man in fifty is a university man; one in ten a high school graduate; and because the remainder have been eye-educated, soaked up what education they have more through their vision than by any high brow means. And that's why a window's good, Mr. Retailer.

An Arresting Window

I remember the application a friend of mine made of this idea. He had a dead stock of kitchen lines on hand that neither love nor money seemed able to move including a prominent featuring in the window. Well, he got busy, made a window that made people "sit up and take notice." There were big dish pans trimmed with rows of small granite cups and spoons and odds and ends, whole rows of them and smart little tin pails trimmed with egg beaters for aigrettes. A woman's hat looks a good deal like a drunken sailor anyhow nowadays; a man can make anything and call it a hat and it will go down.

The whole town talked of it as a seven-days' wonder. That dead stock walked off as though it had legs. There were more people in the store asking for

kitchen ware than was ever known before.

The same idea is played up by the biggest industrial concerns of the country, who are spending hundreds of thousands annually for advertising space. They study their clientele and dope out stuff in proportion to the powers of absorption of the class they are trying to reach. Consider their ads. One-half to three-quarter of the valuable space that they pay for in big round iron men is given over to the illustration of some idea that is frequently only distantly related to the product at hand. The idea is to arrest and hold the attention with the part of the ad, so as to drive home the argument with the remainder. And that's what a retail dealer should do in his window. Have the proposition, the sales talk there, but don't depend upon it to draw the crowd. It's too practical. Have something else to do that; something strange, bizarre, unique and then slip in the argument that makes the sale.

So you see even the Bible and its preachers may be used to advantage by all live energetic merchants.

DO YOU FIGURE YOUR PROFITS CORRECTLY?

(Continued from page 30.)

general manager of a business who sold an article which cost 80c for \$1, and, basing his percentage of profit on the cost, figured that he was making 25 per cent. At the end of a given period the sales totaled \$40,000. The presumption was that a profit of \$10,000 had been realized, while the books only showed a profit of \$8,000, or 20 per cent. of sales.

Regarding the rules for figuring the costs of doing business, it must be remembered that a merchant may fool himself by failing to charge all of his expenses into his cost of doing business, but his expenses will come out of his gross profits just the same.

The average values for live stock in Canada last year were as follows: Horses \$123, as against \$126 in 1914; milch cows \$61, as against \$57; other cattle \$44, as against \$42; sheep \$8, as against \$7; swine \$15, as against \$12. Approximately the total value of farm animals in Canada at the end of December is estimated at \$750,667,000, compared with \$725,530,000 in 1914.



FRUIT AND VEGETABLES



Lots of New Vegetables Coming

Potatoes and Cukes From Florida—Strawberries From North Carolina—New Carrots Arriving—Sale of Valencia Oranges Increases as That of Navels Declines—Delawares and Ontario Potatoes Lower

MONTREAL

FRUIT.—Market is steady and unchanged without feature of interest to report with a firm feeling maintained and a steady trade unmarked by any great activity. First quality apples are inclined to be scarce except in case of Spies which are more plentiful and firm. California cherries are coming forward in small quantities at from \$3 to \$3.50 per crate. Oranges are firm but those coming forward are inclined to be wasty. A more active demand is apparent in strawberries which are selling at 10½¢ in small boxes and 22½¢ for large. The latter have only just appeared on market. Grapefruit is firm and unchanged in price.

Apples—		
Spys	7 00	
Ben Davis, No. 1	4 00	
Ben Davis, No. 2	3 50	
Russets, No. 1	6 00	
Russets, No. 2	6 00	
Greenings	4 50	
Baldwins	4 00	4 25
Bananas, bunches	2 00	2 25
Cranberries, Cape Cod, bbl.	12 00	12 60
Grapefruit, 46-54-64-80-96	3 00	3 50
Lemons—		
California	2 75	
Verdellis	2 75	
Messina, 300 size, box	2 50	3 00
Oranges—		
Navels	3 50	4 00
Jamaica, 196-200-216	2 50	2 50
Porto Rico, 126-150-250-288	2 50	
Pineapples, 18-24 and 30-36	5 50	
Strawberries, Florida, box	0 40	0 45
Strawberries, Louisiana	0 10	0 13

VEGETABLES. — Market maintains general features ruling for some time past with a greater volume of trade passing as the arrival of new vegetables becomes more frequent. Tendency to lower prices on old roots and other lines affected by influx of vegetables from the South continues. New lines coming in are invariably high in keeping with the season. Owing to scarcity on New York market beans are scarce and very high here, both wax and green selling at \$9 per basket. This is stated to be a transient condition in the case of greens at least. Celery shows more firmness than any line on market with regard to future possibilities although no advances have occurred. The first basket of cucumbers of the season are on the market at \$5 each per basket of five and six dozen. All kinds of lettuce are higher and scarce and in good demand, particularly

Boston lettuce. Red onions are lower on account of poor quality—old stocks are beginning to sprout and good quality stock is scarce on market. Both Bermuda and Montreal parsley is down as result of heavy receipts. Shalots of Canadian growth are very plentiful and lower in consequence. Tomatoes are very plentiful, but fancy grades are scarce and firmer. Radishes are very plentiful and cheaper. New potatoes are beginning to arrive at \$10.50 per barrel with sufficient quantities in sight to indicate lower prices in very near future.

Artichokes, bag	1 50	
Beets, bag	1 50	
Beets, new, per doz. bchs.	1 25	
Beans, wax, N.Y., per basket	9 00	
Beans, green, N.Y., per basket	9 00	
Cabbage, Montreal, per bbl.	1 50	
Cabbage, red, doz.	0 40	
Cabbage, new	2 75	
Carrots, bag	0 50	0 75
Carrots, new, per doz. bchs.	0 75	
Cauliflower, crate, single, doz. bchs.	3 50	
Cauliflower, Canadian, doz.	1 00	1 50
Celery, Florida	2 00	2 50
Cucumbers, fancy, Boston, doz.	1 75	2 00
Cucumbers, per basket	3 00	
Egg plant, N.Y., doz.	1 75	
Endive Can., per lb.	0 25	
Garlic	0 30	
Horse radish, per lb.	0 15	
Leeks, bunch	0 25	0 30
Head lettuce, Boston, box	3 75	
Curly lettuce, box, 4 doz.	3 00	
Mint, doz.	0 60	
Mushrooms, 4-lb. basket	2 00	2 50
Oyster plant, doz.	0 50	
Onions—		
Montreal, 100 lbs., bag	3 00	
Spanish, crate	6 50	
Silver, per 50 lb. crate	3 00	
Red, per 100 lb. sack	3 50	
Parsnips, bag	1 50	
Parsley, Bermuda	0 75	
Parsley, Montreal, per doz.	0 40	
Potatoes—		
New, per bbl.	10 50	
Montreal, Red, 80 lbs., bag	1 75	
New Brunswick, 80 lbs., bag	2 00	
Green Mt.	2 00	
Sweet, hamper	1 75	2 00
Radishes, per doz.	0 40	
Rhubarb, per doz.	1 25	
Spinach, New York, bbl.	3 00	
Shalots, Mt., per doz. bchs.	0 60	
Turnips, bag	1 00	
Turnips, bag, Quebec	1 25	
Tomatoes, hothouse, lb.	0 30	3 50
Tomatoes, Florida, 5 basket crate	3 25	
Watercress, Boston, hothouse, doz.	0 75	
Watercress, Canadian, doz.	0 40	

TORONTO

FRUIT.—The first car of strawberries from North Carolina came in this week. They are of excellent quality and brought 20 to 22¢ a box, slightly lower than the Louisianas. A car of boxed apples of very fine quality was also in, selling at 2.75 the box. Cuban grapefruit dropped slightly as further supplies

made their appearance. The same applies to Porto Rico pines, which are unusually good quality. Navels dropped as low as \$2.25, though the best fetch up to \$4.00. There is a less demand for navels apparent now. Valencias are getting the business generally speaking. Lemons are in ordinary demand with little feature.

Apples, No. 2, bbl.	3 50	3 75
Apples, No. 3, bbl.	2 50	3 00
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	7 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 25	0 35
Apples, B.C., box	2 00	2 75
Bananas, per bunch	2 00	2 75
Dates, lb. box	0 08	
Grapefruit—		
Cuban, case	2 75	3 50
Oranges—		
Navels	2 25	4 00
Mediterranean sweets	3 00	3 50
Late Valencias, case	3 25	3 75
Lemons, new, California, box	3 00	3 50
Lemons, new, Messina, box	3 00	3 50
Limes, per 100	1 50	
Pineapples, Porto Rico	3 75	4 00
Strawberries, North Carolina	0 18	0 22

VEGETABLES.—Feature of market is the decline in potatoes. Delawares and Ontarios are 15 cents lower. The first car of Florida new potatoes came in this week, selling at \$8 and \$9 a barrel. They were eagerly snapped up. The first straight car of new carrots also arrived this week, and sold at \$2 a hamper. Demand was not very heavy. Cucumbers appear to be a slow seller. Leamingtons are attractively priced at \$1.75 and \$2 a hamper. So are Floridas at \$5. Florida celery continues in good demand, however. California asparagus is slightly firmer at \$4.50 and \$5 a dozen bunches. A car of very fancy Florida tomatoes arrived this week, and sold quickly for \$3.25 to \$3.75 six-basket crate. New cabbage is up 25 cents, on poor supplies. Firmness still continues in head lettuce, which is higher again this week.

Asparagus, doz.	4 25	5 00
Cabbage, new, case	3 25	3 35
Beets, Canadian, bag	0 60	0 65
Carrots, new hamper	1 90	2 10
Cauliflower, case	3 25	3 50
Celery, Florida, case	2 50	2 75
Cucumbers—		
Hothouse, doz.	1 75	2 00
Florida, hamper	4 50	5 00
Egg plant, doz.	1 50	
Endive, doz.	1 00	1 10
Onions—		
Choice, Canadian	2 00	2 25
American, 100-lb. bag	2 50	2 75
Spanish, small case	1 75	2 00
Green, doz., bunches	0 10	0 20
Lettuce, leaf, doz.	0 75	0 85
Lettuce leaf, hamper	3 75	4 00

(Continued on page 34)



PRODUCE AND PROVISIONS



Startling Strength in Hogs

All Meats and Pure Lard Higher—Butter Still Going Down — Opening of Navigation Spells Higher Cheese Prices—Storing of Eggs Firm the Market a Trifle — Little Maple Syrup to Be Had

MONTREAL

PROVISIONS.—Undertone to market is firm following strengthening reports from all outside points. Live hogs are reported as being very scarce on all principal markets, and firmness has resulted in all lines of pork products with advances in several. Lard is up $\frac{1}{4}c$, and is now $16\frac{1}{4}$ on tierce basis. Export demand maintains its firmness. Feeling is that this factor in market will tend to prevent lower prices. Demand for smoked and cured meats inclines to lightness without materially affecting firmness.

Hams—		
Small, per lb.	0 22	
Medium, per lb.	0 20	0 21½
Large, per lb.	0 20	0 20
Bacon—		
Plain, bone in	0 24	
Boneless	0 22	
Peameal	0 23	
Bacon—		
Breakfast, per lb.	0 26	
Roll	0 18	
Shoulders, bone in	0 16	
Shoulders, boneless	0 17	
Cooked Meats—		
Hams, boiled, per lb.	0 32	
Hams, roast, per lb.	0 35	
Shoulders, boiled	0 26	0 27
Shoulders, roasted	0 27	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		Per bbl.
Heavy short cut mess	30 00	
Heavy short cut clear	27 50	
Clear fat backs	33 00	
Clear pork	33 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 15½	
Tubs, 50 lbs. net	0 15½	
Tins, 50 lbs. net	0 15½	
Pails, wood, 20 lbs. net	0 15½	
Pails, tin, 20 lbs. gross	0 15½	
Cases, 10 lb. tins, 60 in case	0 16	
Cases, 3 and 5-lb. tins, 60 in case	0 17	
Bricks, 1 lb. each	0 17½	
Lard, Compound—		
Tierces, 375 lbs. net	0 14½	
Tubs, 50 lbs. net	0 14½	
Tins, 50 lbs. net	0 14½	
Pails, wood, 20 lbs. net	0 15	
Pails, tin, 20 lbs. net	0 15½	
Cases, 10-lb. tins, 60 in case	0 15½	
Cases, 3 and 5-lb. tins, 60 in case	0 15½	
Bricks, 1 lb. each	0 16½	
Hogs—		
Dressed, abattoir killed	0 16½	

BUTTER.—Easy feeling for past few weeks has culminated in sharp decline as result of increasingly heavy receipts for this time of year and weakness continues to rule feeling in market. Weakness is evident in country offerings and at Cowansville, St. Hyacinthe and Quebec co-operative sales. Finest creamery September make is now 28c, fresh made 30c, and others in proportion.

Butter—	
Finest creamery, September make	0 25
Finest creamery, fresh made	0 30
Dairy prints	0 27
Dairy, solids	0 26
Separator prints	0 27
Bakers	0 24

EGGS.—Arrivals continue to come forward in fairly good quantities. Although receipts are not as large as for corresponding period of last year. Local demand from grocers has almost finished so that packers are commencing to store new arrivals. General price in country is 21c to stores. Quality of offerings coming forward is good and prices remain unchanged with easy feeling ruling.

EGGS, case lots—
New laid, stamped 0 25

CHEESE.—Market remains unchanged in price and ruling factor other than increased firmness resulting from stronger export advices of 3 shillings per cwt. advance on Canadian cheese which is now 107 shillings for white and 108 for colored. Supplies are coming forward more freely and being absorbed largely into export trade.

POULTRY.—Market steady, firm and unchanged, with no new developments of interest to note. Supplies coming forward are limited in quantity and supply on hand light in consequence, with active demand that spot stocks cannot care for. Stocks are being cleaned up in preparation for the opening of the new storage season.

Butter—	
1915 make	0 19
Stilton	0 21
1915 make	0 19
Stilton	0 21
POULTRY.—	
Frozen Stock—	
Turkeys	0 29
Fowl, large	0 20
Fowl, small	0 16
Ducks	0 20
Geese	0 17
Roasting chicken, milkfed, 4 lbs. or over	0 21
Roasting chicken, ordinary	0 18
Sprag broilers, dressed, pair	0 75
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Pigeons, pair	0 25
Live Stock—	
Fowl, 5 lbs. and over	0 22
Fowl, small	0 18
Turkeys	0 22
Ducks	0 30
Geese	0 18
Chicken	0 15

HONEY.—Market remains firm, steady, and unchanged in price, but firmer feeling is evident as result of increased demand. Stocks continue light and other features remain as usual.

Honey—	
Buckwheat, tins	0 09½
Strained clover, 60-lb. tins	0 12
Strained clover, in 10-lb. tins	0 12½
Strained clover, in 5-lb. tins	0 12½
Comb honey, white clover, per section	0 16
Comb honey, buckwheat, per section	0 13

TORONTO

PROVISIONS.—The firmness in hogs has been the sensation of the market this week. For some time, as this report has shown, hogs and products have been strong but this week has seen startling advances. Export demand, resulting in scarcity for domestic consumption, is the reason. Live hogs are up to \$12.50, with dressed at \$16.

All products are higher in sympathy. Hams, bacons, most dry salt meats and most cooked meats are up a full cent, and remain quite firm. As this is just after Lent the demand for cooked meats is large and they are very firm. Pure lard is up three-quarters of a cent—a big advance.

Hams—		
Light, per lb.	0 23	0 24
Medium, per lb.	0 22	0 22
Large, per lb.	0 20	0 21
Bacon—		
Plain	0 26	0 27
Boneless, per lb.	0 28	0 30
Pea meal, per lb.	0 28	0 30
Bacon—		
Breakfast, per lb.	0 24	0 28
Roll, per lb.	0 19	0 20
Shoulders, per lb.	0 19	0 20
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17	0 18
Long clear bacon, small lots	0 18	0 18½
Fat backs, lb.	0 15	0 16
Cooked Meats—		
Hams, boiled, per lb.	0 32	0 33
Hams, roast, per lb.	0 32	0 33
Shoulders, boiled, per lb.	0 27	0 28
Shoulders, roast, per lb.	0 27	0 28
Barrelled Pork—		
Heavy mess pork, per bbl.	30 00	31 00
Short cut, per bbl.	32 00	33 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 15½	0 16
Tubs, 50 lbs.	0 16	0 16½
Pails, 20 lbs.	0 16½	0 16½
Bricks, 1 lb., per lb.	0 17½	0 17½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15½	0 14
Tubs, 50 lbs., per lb.	0 14	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 15½	0 15½
Hogs—		
Live	12 50	12 50
Dressed, abattoir killed	15 50	16 30

BUTTER.—The market drops another cent this week. There is no new reason. It is the general process of tobogganing. Butter has got to get down with conditions as they are at present. There is too much butter coming, for the trade to hope for any sign of firmness. Market

is top-heavy. Nobody wants to store this kind of butter, and fodder is not ready yet. Store-keepers should get the buying price down. All grades of creamery and dairy are down a full cent.

Creamery prints, lb.	0 31	0 35
Creamery, solids	0 30	0 31
Dairy prints, choice, lb.	0 25	0 27
Dairy prints, lb.	0 24	0 26
Bakers	0 22	0 23

CHEESE.—A big demand for cheese has put the market up. This is largely due to the proximity of the opening of navigation. This should take place around the 7th to 10th. Montreal has boats with space for cheese, and on the probability of the cheese moving out there is a better home demand. The boards are up a cent, and we quote all prices up half a cent. This makes new large worth 19½c.

Cheese—		
New, large, per lb.	0 19½	
New, twins, per lb.	0 19½	
June and Sept., large, per lb.	0 20½	
June and Sept., twins, per lb.	0 20½	
June and Sept., triplets, per lb.	0 20½	0 21

EGGS.—There is no price change to record. If anything the market is a shade firmer, due to storing, chiefly. Supplies continue to be good and storing is in progress all round. Country price remains between 20 and 21c. A slight advance is not unlikely.

Eggs—		
New laids, specials, in cartons	0 24	0 26
New laids	0 22	0 24

POULTRY.—Market remains firm with no quotable change. Poultry is scarce and though demand is not large it takes care of all available stocks.

Poultry—		
	Live	Dressed
Old fowl, pound	0 18-0 20	0 18-0 20
Old turkeys	0 18-0 20	0 26-0 30
Ducklings	0 14-0 16	0 18-0 20
Turkeys	0 18-0 20	0 23-0 27
Chickens	0 18-0 20	0 20-0 24
Chickens, milkfed	0 17-0 20	0 26-0 26

HONEY.—Prices are well maintained. There is no change in conditions. Trade is buying in average quantities.

Honey—		
Buckwheat, bbls., per lb.	0 07½	0 07½
Buckwheat, tins, per lb.	0 07½	0 08½
Clover, 50 lb. tins, per lb.	0 13½	0 13½
Clover, 10 lb. tins, per lb.	0 14	0 14½
Clover, 5 lb. tins, per lb.	0 14	0 14½
Comb, No. 1, doz.	2 50	3 00
Comb, No. 2, doz.	2 00	2 40

MAPLE SYRUP.—If one may judge now locally, at any rate, there is little to be had. The run has only been fair—\$1.50 is still the price. Maple sugar sells at 15c a pound.

Maple Syrup—		
Imperial, gallon	1 40	1 50
Wine gallon	1 15	1 20

WINNIPEG

PRODUCE AND PROVISIONS.—There was a heavier run of hogs last week, with a slight fall in prices. A start was made with sales at \$11.25, finishing up at \$10.85. Outside buyers are holding off, and they more or less control the market. Receipts of eggs were heavier, though they are still behind what they were this time last year, due to the flooded condition of the country and lack of warm weather. Quotations are now 20½-21½c. Creameries have not started in to make butter in large quantities. A start should be made at this time, but the weather has been cold, and the floods

have kept things back. Cheese is without feature.

Hams—		
Light, per lb.	0 21	0 23
Medium, per lb.	0 20	0 21
Large, per lb.	0 19	0 20
Bacon—		
Breakfast, per lb.	0 22	0 23
Breakfast, select, lb.	0 26	0 26
Backs, per lb.	0 22	0 25
Dry Salt Meats—		
Long clear bacon, light		0 16
Cooked Meats—		
Hams, boiled, per lb.	0 19	0 20
Shoulders, boiled, per lb.	0 23	0 24
Barrelled Pork—		
Mess pork, bbl.		27 00
Lard, Pure—		
Tierces	0 15½	
Pails	3 17½	
Cases, 10s	9 60	
Cases, 5s	9 65	
Cases, 3s	9 75	
Cartons	0 16½	
Lard, Compound—		
Tierces	0 12½	
Tubs, 50s, net	6 25	
Pails, 20s, net	2 60	
Butter—		
Fresh made creamery	0 35	
Best storage creamery	0 34	
Best dairy	0 26	0 30
Cooking	0 18	0 24
Eggs—		
New laids	0 20½	0 21½
Cheese—		
Ontario, large	0 20	
Ontario, twins	0 21½	

FRUIT AND VEGETABLES

(Continued from 32)

Mushrooms, imported, 6 qt.	2 00	2 25
Parsnips, bag	0 80	0 90
Parsley, doz.	1 00	1 25
Peppers, green, basket	0 60	0 65
Potatoes—		
N.B. Delaware, bag	1 85	1 90
Ontario, bag	1 70	1 75
Rutabagas, doz.	0 40	0 40
Rhubarb, doz.	0 75	1 00
Spinach, hamper	1 40	1 50
Tomatoes, crate	3 00	3 75
Turnips, bag	0 50	0 60

WINNIPEG

FRUIT AND VEGETABLES.—The most important new arrival on the market last week was cherries, which opened up at \$4 per case of about nine pounds. Potatoes are holding about the same, i.e., \$1.10 for Albertas and B.C.'s, although the quality of the latter is not too good. There are a few Manitobas also offering at 80-90c, but here again the quality is off. The season for California cauliflower is also about over, and some are expected from Texas; but there will not be much cauliflower on the market until the local stuff arrives. Foreign celery is also about done; it is quoted at \$1.25 doz. Celery will not be available until local stuff is in. Spinach has dropped to \$1.50 per case.

Fresh Fruits—		
Cherries, case 9 lbs.		4 00
Grapefruit, case		4 50
Strawberries, Florida, case		4 00
Ontario apples, bbls.	5 00	
Washington box apples		7 50
Navel oranges, case	4 50	
California lemons	3 50	4 50
Bananas, bunches	2 50	3 50
Rhubarb, case		2 25
Vegetables—		
Asparagus, case		5 00
Cabbage, new, lb.		0 05
Cabbage, per lb.		0 07½
Peppers, per basket		0 75
Mushrooms		0 90
Carrots, per lb.		0 00
B.C. potatoes		1 10
Alberta potatoes		1 00
Sweet potatoes, hamper		2 25
Garlic, per lb.		0 25
Turnips, bushel		1 40
California head lettuce, case		4 50
California cauliflower, crate		2 50
Valencia onions, cases		6 50
Red Globe onions, lb.		0 05½
Florida tomatoes, case		5 00
Head lettuce, doz.		1 00
Florida celery, case		4 00
Green peas, lb.		0 20
Spinach, case		1 50

CANDLED EGGS IN SUMMER MONTHS

T. J. Reed, a general merchant at Providence Bay, Manitoulin Island is one of those who is very careful about the purchase of eggs from country districts. He stated to Canadian Grocer that he made it a practice to candle all eggs which came in during the summer time from people with whom he was not familiar, so as to avoid any losses in shipping them on to the wholesale dealers. "For instance," he said, "during the hot weather we often secure a case of eggs which contains a nest or two which had been laid away and that were subject to heat for sometime before gathering. By candling these eggs, we catch those that are not of good quality and charge them back to the party from whom we got them."

"Do you have any trouble with your customers in this regard?" he was asked.

"No," was the reply, "all the merchants in our district do the same thing and producers generally know that this is our custom and accept our ruling unquestioned. We do not believe in selling bad eggs and we take this means of dealing in quality."

Mr. Reed points out that business during 1915 was the best he ever experienced. So far as the war was concerned, it was not felt there at all last year and is only recently being realised on account of the presence of recruiting sergeants.

SO NOW YOU KNOW!

There has always been a good deal of speculation as to just what adulterated tea really is. The Federal Government sets all doubt at rest by issuing the following legal definition under the Adulteration Act:

"Tea shall be considered as adulterated which contains leaves other than those of the tea plant, or previously infused leaves, or leaves of inferior quality, to such an extent as to reduce the amount of extract, or substance soluble in hot water, to less than thirty per cent., when determined as described below; or cause the proportion of ash soluble in hot water to be less than two and three-quarters per cent.; or any admixture of chemicals or other deleterious substances; or such an amount of mineral matter as will cause the amount of ash to exceed eight per cent. reckoned on the sample dried at 100 C."

CONSIDERS IT EXCELLENT

CANADIAN GROCER,
Gentlemen,—I am a regular subscriber to the Canadian Grocer. It is excellent.

F. A. ALLEN,
Philipsburg, East. Quebec,
April 21st, 1916.



FISH AND OYSTERS



Fresh Sea Fish Declining in Price

Drop in Quotations of Halibut, Haddock and Cod—Better Demand for Fresh Cured Lines—Some B.C. Salmon Coming Along

MONTREAL

FISH.—The usual reaction that follows increased trade of the Lenton season is evident although not as acute as in former years. Market on whole is in fairly good condition and prospects encouraging. Feature of market is scarcity of all kinds of fresh fish and exceptionally high prices prevailing in this line. River fish is the only line plentiful on market and low prices rule. Eastern fish such as fresh cod and halibut are not coming forward in sufficient quantity to put wholesale price to normal level and the same is true of halibut from Pacific coast points. Curtailed production tends to maintain an abnormal level of prices generally. A few British Columbia salmon are coming forward and selling at almost prohibitive prices. Lobsters are more plentiful and lower in price. Oysters, both fresh and shell are very quiet and easier.

TORONTO

FISH AND OYSTERS.—Fresh sea fish becomes more abundant. Halibut is now coming in more freely, though not yet is there any surplus over demand. Price is down a trifle but nothing to write home about. We quote 14 to 15 cents. Haddock is coming down with a bump. It has dropped appreciably this week, and is worth 7 cents, occasionally 8c. Demand is good. Cod is much called for, though supplies are not large, by any means. Nevertheless price is dropping and cod sells around 8 cents. Some British Columbia salmon is now coming along but it fetches inordinately high prices as arriving shipments are small and infrequent.

Fresh cured stuff interests the trade more now and there is good business in haddies and ciscoes. These range from 10 to 12 cents. Frozen fish still sells here and there. Pale Qualla salmon is getting higher, bringing 11 cents.

Business generally is good. Public as well as hotel demand continues steadily to grow.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	10-11	09

Haddies, 15-lb. and 20-lb. boxes, lb.	.10	.10½
Haddies, fillets, per lb.	.12	.10
Herring, Ciscoes, baskets	1.25	1.50
St. John bloaters, 100 in box	1.20	1.25
St. John bloaters, per box of 60	1.00	1.00
Yarmouth bloaters, 69 in a box	1.20	1.25
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 1-0-lb. box	1.40	1.40
Kippered herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red. steel heads, per lb.	.12	.13
Red. sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.11	.11
Red Cohoes, dressed, lb.	.12	.11
Pale qualla, dressed, per lb.	.10	.11
Halibut, white western, large and medium, per lb.	.13	.13
Halibut, eastern, chicken, per lb.	.14	.12
Mackerel, bloater, per lb.	.09-10	.10
Haddock, medium and large, lb.	.07	.10
Market codfish, per lb.	.06	.08
Steak codfish, per lb.	.08	.10
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-16	.18
Smelts	.11	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.50	3.25
Round pike	.07½
Grass pike, dressed	.07

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lbs.	6 00	6 00
Dried mackerel, medium and large, 100 lb.	6 00	5 00
Dressed or skinless codfish, 100-lb. case, per lb.	6 50	3 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20 lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20 lb. boxes	0 10	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 00	1 00
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15
BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 50	2 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 60
Best scallops, imp. gallon	2 25	3 50
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best, pt. cans, each	0 40	0 40
Sealed, best, select, quart cans, each	0 50	0 75
Rockaways, 100	1 50
Blue points, small	1 00
Blue points, large	1 50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 40	0 60
Little necks, per 100	1 25	1 50

FRESH SEA FISH

	Montreal	Toronto
Halibut	13-14	13
Haddock, fancy express, lb.	7-8	7
Mackerel, medium, each	16
Steak, cod, fancy, express, lb.	10	8
Herrings, each	02
Flounders	10	12
Flounders, New York	14
Salmon, Western	20-25

FRESH LAKE FISH

Carp, lb.	0 09
Pike, lb.	0 10	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 08	0 10
Suckers, lb.	0 06	0 08
Whitefish, lb.	0 12	0 20
Lake Erie whitefish	0 30
Herrings, ea.	0 02
Gaspereaus ea.	0 05
Lake trout	0 12	0 14
Eels, lb.	0 10	0 08
Dore	15-16	0 13

FROZE LAKE AND RIVER

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small tullibee	.07-.07½	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dress or round, lb.	.08½-.09	.09-.13
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06½-.07	.06-.07

WINNIPEG

FISH AND POULTRY.—Haddies are still scarce and high—12c. Frozen salmon is practically off the market, and its place is being taken with fresh salmon at 21c. Fresh halibut is not too plentiful, but there seems to be sufficient to supply wants. It is offered at 15c. Steak cod is also scarce. Poultry receipts continue small, and both live and dressed are bringing high figures.

Fish—		
Frozen salmon	0 11
Frozen halibut	0 08½	0 09
Fresh halibut	0 15
Pickered	0 07½
Steak cod, per lb.	0 08
Lake Winnipeg whitefish	0 09
Fresh finnan haddie	0 12
Kippers, per box	2 00
Lake trout, per lb.	0 10
Bloaters, per box	2 00
Salmon, fresh, per lb.	0 21
Salt mackerel, 20-lb. kit	3 00
Smoked gold-eyes, doz.	0 50
Oysters, per gal.	2 50
Oysters on shell, doz.	0 25
Poultry, Live—		
Fowl	0 15
Roosters	0 11½
Chickens	0 15
Turkeys	0 19
Ducks	0 13
Ducklings	0 14
Geese	0 12
Poultry, Dressed—		
Ducks, No. 1	0 24
Fowl, No. 1	0 24
Turkeys, No. 1	0 33
Geese, No. 1	0 25

NO PASSPORTS REQUIRED

Our Neighbors Can Come and Go Without Restrictions

Tourists from the United States do not require passports coming into Canada. They are free to come and go, to enjoy the sublime scenic beauties of Canadian summer, and to take away with them all the physical benefits that our pure northern atmosphere affords. Autoists from the United States can spend ten days in Canada without payment of any bond or duty, by registering themselves at the first Canadian custom house. A bond is required if for a longer term than ten days.



FLOUR AND CEREALS



Flour Market Somewhat Apathetic

Opening of Navigation Does Not Stimulate Trade Much—Shorts Up a Dollar—Oats Firmer and Slightly Higher

MONTREAL

FLOUR.—Flour is unchanged in price but a stronger wheat market has added to firmness although demand for the past week has been very quiet as grocers are not inclined to stock at present and restrict their purchases to immediate requirements until new crop comes in. Inquiries for export were too frequent during the week and with the resumption of navigation feeling is that trading all round will be more active in near future. Winter wheat flour is quiet and unchanged in prices which are still nominal. Millers are preparing for active trade with arrival of steamers later in week and market undertone is much better as result.

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

CEREALS.—Added firmness has occurred following firmness in oat and corn market. A wide range of prices continues to exist as before and those quoted are only nominal. Local demand is unchanged and steady with only a small volume of sales passing.

Cornmeal—	Per 98-lb. sack
Gold dust	2 75
Rolled Oats—	90's in jute.
Small lots	2 75
25 bags or more	2 60
Packages, case	3 90 4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.	
Rolled Wheat—	100-lb. bbls.
Hominy, per 98-lb. sack	4 00
Hominy, per 98-lb sack	2 75
Corn flour, bag	2 65
Rye flour, bag	2 65
Barley, pot	3 00
Barley, pearl, lb.	0 04½

FEED.—Prices remain unchanged, but demand was very active during week and is expected to continue the same as result of influence of high dairy prices tending to use of mill feed rather than grass. The large export business in flour has developed big stock of mill feeds and corresponding increase in sales for time of year.

Mill Feeds—	Per ton
Bran	24 00
Shorts	25 00

Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chop, ton	32 00
Crushed oats, ton	33 00
Oats, chop, ton	33 00
Barley, chop, ton	32 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 80

TORONTO

FLOUR.—The market shows little feature. One day this week there was a sharp advance in wheat which generally firmed all grains, flour among them, but trading is somewhat ordinary and dull. So far opening of navigation has not done much to stimulate business. Export trade is in somewhat better shape. Domestic demand for both Manitobas and Ontario is fair to middling. Ontario flour is slightly firmer.

No 1 Northern, track bay ports is stronger at \$1.28.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	6 70	6 80
Second patents	6 20	6 00
Strong bakers	6 00	5 80
Ontario winter wheat flour, 90 per cent. (Board of Trade quotation)	4 40	4 30

CEREALS.—American corn is strong and advancing, and cornmeal is consequently firmer, though not noticeably higher. Western oats are slightly stronger and rolled oats has received something of a fillip from this. The rest of the list is easy, with only ordinary trading.

Barley, pearl, 98 lbs.	4 70	4 80
Buckwheat grits, 98 lbs.	4 30	4 75
Barley, pearl, 98 lbs.	4 30	4 75
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 50	2 60
Graham flour, 98 lbs.	2 75	2 75
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	2 75	2 75
Oatmeal, granulated, 98 lbs.	2 75	2 75
Peas, Canadian, holling, bush.	3 50	3 50
Peas, split, 98 lbs.	5 80	5 80
Rolled oats, 90-lb. bags	2 80	2 80
Rolled wheat, 100-lb. bags	3 25	3 25
Rye flour, 98 lbs.	2 80	2 80
Whole wheat flour, 98 lbs.	2 75	2 75
Wheatlets, 98 lbs.	3 50	3 50

FEEDS.—Shorts are quoted up a dollar at \$26, with middlings selling here and there a dollar higher also, though \$26 is quoted for them too. Business generally is in mixed cars.

Mill Feeds—	Mixed cars per ton
Bran	24 00
Shorts	25 00
Special, middlings	26 00
Feed flour, per bag	1 80 1 70
Oats—	
No. 3. Ontario, outside points	0 42 0 43

WINNIPEG

FLOUR AND CEREALS.—There are no changes in quotations on flour, cereals or feeds. The wheat market has undergone little change during past week. Flour business, both domestic and export, has been quiet. Retailers appear to have fairly good stocks. The cereal market is practically dead. In feeds, prices are firm, with good demand, especially for bran. All mills seem to be fairly well sold in bran.

Flour—	
Best patents	6 60
Bakers	6 10
Clears	5 40
XXXX.	4 40
Cereals—	
Rolled oats, 80 lbs.	1 90 2 00
Rolled oats, pkgs., family size	3 75
Wheat flakes, case	3 75
Oatmeal, standard and gran., 98 lbs.	2 50
Cornmeal, 98 lbs.	2 45
Feeds—	
Bran, ton	18 00
Shorts, ton	20 00
Middlings, ton	20 00
Mixed chop, ton	28 00

EVER EAT SHARK?

Preliminary experiments are being conducted by the United States bureau of fisheries in the preparation of shark meat as a food. Fisheries experts say there is good ground for the belief that a demand for the article will be created. Even now, they say, sharks are more universally eaten than is generally known, as trap fishermen off the Massachusetts coast ship all of the large species of shark, with one exception, caught in their traps. The head, fins and tail are removed, and the shark then looks not unlike a deep water swordfish. They are shipped to Boston and New York and sold as deep-water swordfish. The fishermen receiving from three to eight cents a pound.

In the United States there is a prejudice against the use of sharks for food that results in waste of what rightfully should be a resource, fisheries experts declare. In England and Wales almost 6,500,000 pounds of dogfish, valued at more than \$100,000, were landed in 1913. As the flesh of these small sharks, when properly prepared, is palatable, there appears to be no valid reason against its use, officials say.

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Tillson's Scotch Health Bran should be used in your home, for your breakfast. Try it out yourself to prove its merits.

THIS, now year-old, cereal has lived up to our expectations. It is a winner.

Besides being an excellent cereal for breakfast use it makes fine flavored and very healthful bread, buns, tea biscuits and rolls.

It gives the retailer a good margin of profit, ready sales, continued patronage.

Your wholesaler can supply you on short notice. Price \$2.00 a case of 20 packages. Sells at 15c. a package.

We will be pleased to send pre-paid our special window display, which will assist in turning much trade your way.

Canadian Cereal and Flour Mills
Company, Limited
TORONTO

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

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WHEN you have wanted a certain thing that would have added to the pleasures of life, was the money always there? when you figured up to see if "Cash on hand" would warrant you to make the purchase. Have you ever felt the need of a good vacation or wanted some little extra luxury, but simply could not afford it because your regular income was not sufficient?

WE have a plan that will enable you to add these extra luxuries without interference in any way with your regular occupation; a plan from which you may derive sufficient income to warrant your having all the added pleasures of life. This plan may be worked during spare time without interference with your regular duties. One hour in the evening spent among your acquaintances—a half-hour after lunch in the office or factory will give you an additional \$5.00 or \$10.00 weekly.

WE have hundreds of subscriptions in your locality ready to be taken. A representative on the spot could secure these orders, saving these people the trouble incidental to mailing. These orders, together with the many other subscriptions which may be added from the friends of our old subscribers whom they will recommend to you, will give you an income that with the same amount of work will double your earnings each year. The work is both pleasant and profitable. No previous experience required.

This plan will interest you, so write us to-day for full particulars.

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TORONTO

ONTARIO

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

Size	Less than 10 case lots	Per doz.	or 10 cases and over	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.		\$ 0 45		
4 oz. Tins, 4 doz. to case, weight 20 lbs.		0 75		
6 oz. Tins, 4 doz. to case, weight 25 lbs.		0 90		
8 oz. Tins, 4 doz. to case, weight 35 lbs.		1 30		
12 oz. Tins, 4 doz. to case, weight 48 lbs.		1 75		
16 oz. Tins, 4 doz. to case, weight 65 lbs.		2 25		
3 lb. Tins, 2 doz. to case, weight 85 lbs.		5 00		
5 lb. Tins, 1 doz. to case, weight 75 lbs.		9 50		

ROYAL BAKING POWDER

Size	Less than 10 case lots	Per doz.	or 10 cases and over	Per doz.
Dime		\$.95		\$.90
4-oz.		1.40		1.35
6-oz.		1.95		1.90

DOMINION CANNERS, LTD. JAMS

"Aylmer" Pure Jams and Jellies
16-oz. Glass Jars. Per doz.

Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Currant, Red	2 20
Currant, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 10
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 90
Pts. Delhi Epicure	1 00
Pts. Red Seal	1 10
Pts. Tiger	1 15
Ots. Delhi Epicure	2 40
Ots. Red Seal	1 75
Ots., Lynn Valley	1 75

BAKED BEANS, with Pork. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 20
Family Baked Beans, Tomato Sauce, 2 doz. to case	1 22 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1 22 1/2
3's Baked Beans, Tomato Sauce, flats, 2 doz. to case	

Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$ 1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60
16 oz. Glass, Tall, Vacuum Top, 2 doz. per case, per doz.	1 60
2's Glass, Vacuum Top, per doz.	2 80
2's Tin, 2 doz. per case, per doz.	2 30
4's Tin, 12 pails in crate, pail	0 40
6's Tin, 8 pails in crate, pail	0 47 1/2
7's Tin or Wood, 6 pails in crate, pail	0 65
14's Tin or Wood, 4 pails in crate, lb.	0 60
30's Tin or Wood, one pail only, lb.	0 09

KEEN'S OXFORD, per lb.

Keen's Oxford, per lb.	\$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

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100 books and over, each	0 03 1/2
500 books to 1,000 books	0 03
For numbering cover and each coupon, extra per book	1/2 cent.

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. to case, weight 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 60
Health Flour, 5 lb. bags, per doz.	2 40
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
Special quotations for Cocoa in barrels, kegs, etc.	

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Every "STERLING" product is delicious and as good as the purest ingredients combined with the most up-to-the-minute factory equipment can make them. Hence you will find it a good policy to push "STERLING" lines, as they have long ago passed from the experimental stage to the "best selling" class.

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 Limited
 STERLING ROAD, TORONTO

- Cambridge Sausage, 1s, \$2.40; 2s, \$4.
 - Pigs' Feet, 1s, \$2.35; 2s, \$4.25.
 - Boneless Pigs' Feet, 1/2s, \$1.50.
 - Lambs' Tongues, 1/2s, \$1.90.
 - Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.
 - Sliced Smoked Beef, glass, 1/2s, \$1.20; 1/2s, \$1.90; 1s, \$2.75.
 - Tongue, Ham and Veal Pate, 1/2s, \$1.20.
 - Ham and Veal, 1/2s, \$1.20.
 - Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
 - Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.45.
 - Ox Tongues, tins, 1/4s, \$2.00; 1s, \$4.00; 1 1/2s, \$6.50; 2s, \$8.00.
 - Ox Tongues, Glass, 1 1/2s, \$0.75; 2s, \$1.20.
 - Mince-meat, Hermetically Sealed Tins, 1s, \$1.75; 2s, \$2.85; 3s, \$4.4s, \$5.50; 5s, \$7.
 - In Pails, 25 lbs., 10 1/2c lb.
 - In 50 lb. Tubs, 10 1/2c.
 - In 85 lb. Tubs, 10c.
 - In Glass, 1s, \$2.25.
 - Plum Pudding, 1s, \$2.30; 2s, \$3.
 - Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/4, \$1.40; 1, \$1.55. 50 lb. Pails, 15c.
 - Clark's Peanut Butter — Pails 24 lbs., 17c per lb.
 - Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
 - Pork and Beans, Plain Talls, 1s, 70c; 2s, \$1.10; 3s, \$1.70; 6s, \$6; 12s, \$8.50; 3s flat, \$1.45. Individuals, 35c doz.
 - Pork & Beans, Tomato So. Talls, 1s, 75c; 2s, \$1.15; 3s, \$1.75; 6s, \$6; 12s, \$8.50; 3s flat, \$1.50. Individuals, 60c doz.
 - Pork and Beans, Chili, 1s, 75c; 2s, tall, \$1.15; 3s, flats, \$1.50. Individuals, 60c doz.
 - Pork and Beans, 1 1/2, Chili Sauce, 95c doz.
 - Tomato Sauce, 95c doz.; plain, 95c doz.
 - Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.20.
 - Clark's Chateau Chicken Soup, \$1.10.
 - Clark's Chateau Concentrated Soups, 95c.
 - Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
 - Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.20 doz.
 - Fluid Beef Cordons, 20 oz. btl., 1 doz. per case, at \$10.00 per doz.
 - English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.
- LAPORTE, MARTIN, LIMITED**
 Montreal, Agencies
BASIN DE VICHY WATERS,
 L'Admirable, 50 btles, litre, cs. 5 50
 Neptune 7 00
 San Rival 8 00
- VICHY LEMONADE**
 La Savoureuse, 50 btles, cs. 8 00
- NATURAL MINERAL WATER**
 Evian, Source Cachat, 50 btles, cs. \$9 00
- IMPORTED GINGER ALE AND SODA**
 Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 15
 Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95
 Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05
 Club Soda, Trayders, cs., 6 doz., splits, doz. 0 95
- BLACK TEAS**
 Victoria Blend, 50 and 30-lb. tins, lb. 0 38
 Princess Blend, 50 and 30-lb. tins, lb. 0 35
- JAPAN TEAS**
 H. L., ch. 90 lbs., lb. 0 25
 Victoria, ch. 90 lbs., lb. 0 30
- COFFEES**
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

- MALT EXTRACT**
 Miller of Milwaukee, cs. 2 doz., cs. 4 20
 Miller of Milwaukee, brl. 8 doz. brl. 16 20
- BOAR'S HEAD LARD COMPOUND**
N. K. FAIRBANK CO., LTD.
 Tierces 0 10 1/2
 Tubs, 60 lbs. 0 10 1/2
 Pails, 20 lbs. 0 10 1/2
 Tins, 20 lbs. 0 10 1/2
 Cases, 5 lbs., 12 to case .. 0 11 1/2
 Cases, 3 lbs., 20 to case .. 0 11 1/2
 Cases, 10 lbs., 6 to case ... 0 11
 F.o.b. Montreal.
- MUSTARD**
COLMAN'S OR KEEN'S
 Per doz. tins
 D. S. F., 1/4-lb. \$ 1 00
 D. S. F., 1/2-lb. 2 90
 D. S. F., 1-lb. 5 75
 F. D., 1/4-lb. 0 90
- Per Jar
 Durham, 4-lb. jar 0 93
 Durham, 1-lb. jar 0 31
- JELLY POWDERS**
WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
- List Price
- SPICES**
WHITE SWAN SPICES AND CEREALS, TORONTO
- 5c 10c
 Round Oval lith. litho. dredge. dredge. 2 1/2 oz. Per doz. per doz.
- SPICES**
 Allspice \$0 45 \$0 90
 Arrowroot, 4 oz. tins, 85c
 Cayenne 0 45 0 90
 Celery salt
 Celery pepper
 Cinnamon 0 45 0 90
 " whole, 5c. pks., window front, 45c
 Cloves 0 45 0 90
 Cloves, whole, 5c. pks., window front, 45c
 Curry powder
 Ginger 0 45 0 90
 Mace 1 25
 Nutmegs 0 45 0 90
 Nutmegs, whole, 5c pks., window front, 45c
 Paprika 0 45
 Pepper, black 0 45 0 90
 Pepper, white 0 50 0 55
 Pastry spice 0 45 0 90
 Pickling spice, window front, 90c
 Dozens to case... 4 4
 Shipping weight per case 10 lbs. 15 lbs.
 We pay freight on 5 cases or orders weighing 250 lbs.
- THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS**
 Laundry Starches—
 Boxes Cents
 40 lbs., Canada Laundry .. .06 1/2
 40 lbs., boxes Canada white gloss, 1 lb. pkg.06 1/2
 48 lbs. No. 1 white or blue, 4 lb. cartons07 1/2
 48 lbs. No. 1 white or blue, 3 lb. cartons07 1/2
 100 lbs., kegs, No. 1 white06 1/2
 200 lbs., bbls., No. 1 white06 1/2
 50 lbs., Edwardsburg silver gloss, 1 lb. chrome pks.07 1/2
 48 lbs., silver gloss, in 6-lb. tin canisters08 1/2
 36 lbs., silver gloss, 6-lb. draw lid boxes08 1/2
 100 lbs., kegs, silver gloss, large crystals07 1/2
 28 lbs., Benson's Satin, 1-lb. cartons, chrome label07 1/2
 40 lbs., Benson's Enamel (cold water), per case .. 3 00
 20 lbs., Benson's Enamel (cold water), per case .. 1 50

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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

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

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

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


FOR SALE

FIRST-CLASS GENERAL STORE BUSINESS for sale—in prosperous village in the heart of the Niagara fruit district. Well assorted, clean stock. Turnover \$32,000. Stock about \$8,500, also store with dwelling and other buildings, \$7,000. This is worth an investigation. Owner discontinuing retail business; Box 143, Canadian Grocer.


FOR SALE—ONE TWO HUNDRED ACCOUNT size McCaskey account register, in good condition; will take \$75.00 for quick sale; cost \$115.00. Box 142, Canadian Grocer.

McCASKEY 200 ACCOUNT REGISTER — nearly new; complete with books and files. Cash \$85.00. Time payments, \$90.00. Apply Box 82, Plattsville, Ont.

McCASKEY, 300 ACCOUNTS REGISTER — Five months in use, like new, complete, cash \$100, time payments, \$110. Large Chapleau Safe, \$50.00. American Broom Works, St. Basil, Que.



TANGLEFOOT




The Non-Poisonous Fly Destroyer

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

OAKLEY'S

KNIFE POLISH



20102-55116

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

JENKINS & HARDY
 Assignees, Chartered Accountants, Estate and
 Fire Insurance Agents.
 15 1/2 Toronto St. Toronto 52 Can. Life Bldg. Montreal

**This space \$1.00
per insertion on
yearly order.**

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

Toronto Butchers' Supply Co. LIMITED

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

EGG FILLERS

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

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

SPRING TIME IS SWEEPING TIME—

See that your stock of brooms is complete and of the right quality. Our line will be found to be excellent value—we would like to show you samples and to quote you prices.

AMERICAN BROOM WORKS, St. Basil de Portneuf, P.Q.

309 King St. West, Toronto

223 Commissioners St., Montreal

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

Brooms of Quality

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

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

Walter Woods & Co.

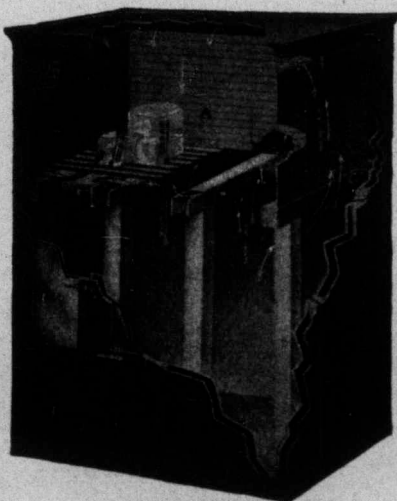
Hamilton - Winnipeg

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED

HAMILTON, CANADA

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

Celluloid—boxes containing 45 cartons, per case 3 60
 Culinary Starch
 40 lbs. W. T. Benson & Co.'s prepared corn07 1/4
 40 lbs. Canada pure corn starch06 1/2
 (120-lb. boxes 1/4c higher.)
 Casco Potato Flour, 20-lb. boxes, per lb. 10
BRANTFORD STARCH
 Ontario and Quebec
 Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06 1/4
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs. .07 1/4
 Barrels, 200 lbs.06 1/4
 Kegs, 100 lbs.06 1/4
 Lily White Gloss—
 1-lb. fancy carton cases 30 lbs.07 1/4
 8 in case08
 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case06 1/4
 Kegs, extra large crystals, 100 lbs.07 1/4
 Canadian Electric Starch—
 Boxes, containing 40 fancy pkgs., per case 3 00
 Celluloid Starches—
 Boxes containing 45 cartons, per case 3 60
 Culinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06 1/4
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07 1/4
 "Crystal Maise" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07 1/4
 20-lb. boxes 1/4c higher than 40's)
COW BRAND BAKING SODA
 In boxes only.
 Packed as follows:
 5c packages (96) \$ 3 20
 1 lb. packages (60) 3 20
 1/2 lb. packages (120) 3 40
 1 lb. 30 } Packages Mixed 3 30
 1/2 lb. 60 }

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

2-lb. tins, 2 doz. in case....\$2 65
 5-lb. tins, 1 doz. in case... 3 00
 10-lb. tins, 1/2 doz. in case.. 2 90
 20-lb. tins, 1/4 doz. in case.. 2 85
 Barrels, 700 lbs. 3 1/4
 Half barrels, 350 lbs. 4
 Quarter barrels, 175 lbs. ... 4 1/4
 Pails, 38 1/2 lbs. 1 95
 Pails, 25 lbs. each 1 40
 3 lb. Perfect Seal Jar, 1 doz. in case 2 70

LLY WHITE CORN SYRUP
 2-lb. tins, 2 doz. in case ... 3 00
 5-lb. tins, 1 doz. in case ... 3 35
 10-lb. tins, 1/2 doz. in case.. 3 25
 20-lb. tins, 1/4 doz. in case.. 3 20
 (5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup
 2-lb. tins, 2 doz. in case..3 60
 Barrels 0 04 1/4
 1/2 barrels 0 05

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP
 Manufactured from pure cane sugar.
 2 lb. tins, 2 doz. in case...\$4 05
 5 lb. tins, 1 doz. in case... 4 75
 10 lb. tins, 1/2 doz. in case... 4 45
 20 lb. tins, 1/4 doz. in case... 4 35
 Delivered in Winnipeg in carload lots.

CALIFORNIA FRUIT CANNERS ASSOCIATION CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2 1/2 Can\$ 4.75	\$ 3.75	\$ 2.50
No. 1 Tall Can 2.75	2.25	1.60
No. 16 Jar 3.00	2.25	1.80
No. 4 Jar 1.50	1.25	1.25
No. 10 Can 14.00	12.00	9.00

YUBA BRAND

2 1/2 Can \$3.00 \$2.25
 No. 1 Tall Can 1.50 1.20
 No. 10 Can 9.00 8.00
 Picnic Can90
 All prices per dozen—F.O.B. Jobbing Points.

CANNED HADDIES.
 "THISTLE" BRAND
 A. P. TIPPET & CO., Agents
 Cases, 4 doz. each, flats, per case\$5 85
 Cases, 4 doz. each, ovals, per case 5 85

INFANTS' FOOD
MAGOR SONS & CO., LTD.
 Robinson's patent barley, 1/4-lb. tins, \$1.60; 1-lb. tins, \$3.00; Robinson's patent groats, 1/4-lb. tins, \$1.60; 1-lb. tins, \$3.00.

BEAVER BRAND CORN AND MAPLE SYRUP
 Quart tins (wine measure), 2 doz. in case, per case ... 4 75

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

STOP-ON POLISHES Doz.
 Polish, Black, Tan, Ox-blood and Nut-brown 0 85
 Dressing, White, 4-oz. bottle 2 00

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

ORANGE MARMALADE "BANNER BRAND" PURE FRUIT PRODUCTS

JAMS AND JELLIES
 2's \$2 10
 4's 0 35
 5's 0 42
 7's 0 60
 30's, wood 0 60
 12-oz. glass jar 1 15
 Tumbler, glass 0 95

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

WENTWORTH ORCHARD CO., LTD.

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

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

Whole Tomato Catsup
 1/2 pints, bottles 0 95
 Pint, bottles 1 30

Worcestershire Sauce
 1/2 pints, doz. 0 95
 Pints, doz. 1 30

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. 1 20
IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. \$ 0 60
 Bobs, 6s and 12s, 12 and 6 lbs. 0 40
 Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 40
 Currency, 6s, 1/2 butts, 9 lbs. 0 40
 Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs. 0 40
 Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
 Pay Roll, thick bars, 8 1/2s, 6 lb boxes 0 60
 Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 60
 Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 60
 Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs. 0 37
 Empire, 7s and 14s, caddies 15 lbs., 1/2 caddies, 6 lbs. 0 35
 Great West, pouches, 6s 0 72
 Forest and Stream, tins, 11s, 3 lb. cartons 0 80
 Forest and Stream, 1/2s, 1/2s and 1-lb. tins 0 80
 Forest and Stream, 1-lb. glass humidors 1 00

Have you tried

WETHEY'S

ORANGE

MARMALADE?

It is making
a hit.

Texas Bermuda

Onions

NEW CROP

Both Yellow and White
Packed 50⁷/₂ lb. Crates

TOMATOES CELERY
LETTUCE BANANAS
ORANGES LEMONS

WHITE & CO., LIMITED

Wholesale Fruits and Fish.

TORONTO

Are You Interested?

- In Buying a Business?
- In Selling 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 pro-
position that you have to offer.

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

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent inser-
tions.

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

Canadian Grocer

143-153 University Ave., Toronto

The Apple

Crop

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

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

"St. Nicholas"

B.L.O.E.

The most profit, the
most satisfaction is
obtained by handling
only

St. Nicholas

The best LEMONS on Earth

J. J. McCabe

Agent

TORONTO

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

THIS IS ROWLAND R. POPPLETON

HIS SPARE TIME PROFITS AMOUNTED TO \$40 IN THREE WEEKS



We Have Positions For More Men of Mr. Poppleton's Ability.

When Mr. R. R. Poppleton inquired about our representative plan he did it with the intention of turning his spare time into an extra \$5.00 a week. He little thought that an hour now and again would produce \$40.00 in three weeks' time. But this is the exact amount which Mr. Poppleton has earned, and it has interfered in no way with his regular occupation.

The present demand for MacLean's Magazine makes necessary more representatives. To the young men of energy and ambition—students—teachers—young people just starting in business, we offer opportunities equal to the one that hundreds of MacLean representatives have found profitable.

The work is permanent, pleasant and extremely profitable. We teach you—co-operate with you—your success with us is guaranteed if you are very much in earnest.

All particulars free upon request.

The MacLean Publishing Co.
143-153 University Ave., Toronto, Ont. Limited



Our success is not due to the profits we make, but to the Quality and Service we give.

Try us and be convinced.

LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers

584 St. Paul St. West

Montreal



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Manufacturers' Agents and Brokers' Directory

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

ONTARIO

MACKENZIE & MORRIS LIMITED BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

Maclure & Langley, Limited Manufacturers Agents

Grocers, Confectioners
and Drug Specialties

12 FRONT STREET EAST TORONTO

ON SPOT

White Beans,
Evaporated Apples
Currants and Raisins

W. H. Millman & Sons

Wholesale Grocery Brokers

Toronto Ontario

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

HARRY WEBB, TORONTO

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

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

LEWIS WIGLE
LEAMINGTON, ONTARIO

WESTERN PROVINCES

H. P. PENNOCK & CO., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.

WINNIPEG REGINA

We solicit accounts of large and progressive manufacturers wanting live representatives.

O. F. LIGHTCAP

Wholesale Grocery Broker and Manufacturers' Agent. Domestic and Foreign Agencies Solicited.

O. F. LIGHTCAP

179 Bannatyne Ave. - Winnipeg, Man.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents

120 Lombard Street

WINNIPEG MAN.

Domestic and Foreign Agencies Solicited

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg

We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.

Correspondence solicited.
"Always on the Job"

NEWFOUNDLAND

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

MARITIME PROVINCES.

J. N. COCHRAN

Manufacturers' Agent and Grocery Broker

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