

**PAGES  
MISSING**

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, APRIL 13th, 1917

No. 15



## Do Your Customers Know?

How are your customers to know that you handle

# STAG

CHEWING TOBACCO

*"Ever-lasting-ly Good"*

unless you keep it to the front?

PUT up the store cards—display "Stag" on your counters—and thus connect your store with the big "Stag" advertising campaign.

All wholesalers have "STAG."

**It's Great Fun Gardening**

THE owner of even a small "back yard" or "front yard" will find that the happiest hours of the day are those spent in cultivating flowers.

For a surprisingly small sum you can plant a little gem of a garden—seeds cost next to nothing—and we can supply the necessary Gardening Tools for a few dollars.

This space for Dealer to insert items and prices.

**Will You Accept Our Advice on Furniture Polishing?**

We have chosen many of our customers that garden and care very much in their furniture polishing. We have found that the use of O-Cedar Polish is the best. It is easy to apply, it leaves a fine shine on the wood and it does not harm the wood. It is also very cheap and will clean dirt and grease off the wood.

There you will see the picture—showing that when you use O-Cedar Polish you get a better shine on your furniture. The only thing to do is to use O-Cedar Polish on your furniture and you will see the difference. It is a little more expensive than other polishes, but it is worth the extra cost. It is the best for your furniture.

Individually, if you do your dusting with a cloth in which you have a little of O-Cedar you do not need to wash the cloth.

—COLLECTING the dust round of corners.

Dealer's Name

**SCREEN DOORS AND WINDOWS KEEP KITCHENS CLEAN and COOL**

Fine, thin, transparent carriers of disease germs, will soon be venturing into every door and window.

Bar them out. Good screens cost little money.

Time to get out and overhaul the lawn mower. Perhaps you need a new one. We have a number of easy running, inexpensive machines.

Every woman recognizes the superiority of aluminum wear. It is easily kept clean and wears forever. Ask to see our stock of these articles.

Dealer's Name

**Cheerfully Bright**

A wet cloth—a few drops of O-Cedar Polish—will make your windows and mirrors as bright as the day on top of the world.

**Clean as it Polishes**

Always use O-Cedar Polish to clean your windows and mirrors. It is the best for your windows and mirrors. It is also very cheap and will clean dirt and grease off the glass.

Dealer's Name

O-Cedar Polish 25¢  
Polish 33¢

**KEEP YOUR GRASS LIKE VELVET**

A beautiful well-kept lawn is a satisfaction to yourself and a source of pleasure to every passerby.

Trim, considerable time must be devoted to work with. Lawn Mowers, Lawn Shears, Pins and Moss Rake are all essentials and may be had here at these prices.

This space to be filled in with Items and Prices—by Dealer.

Dealer's Name

**Shine up your Car**

Buy O-Cedar Polish to shine your car. It is the best for your car. It is also very cheap and will clean dirt and grease off the car.

O-Cedar Polish 15¢  
Polish 25¢ & 33¢ Tins

# YOURS FOR THE ASKING

These attractive advertisements are three of a series of six advertising plates prepared expressly for merchants selling O-Cedar Polish.

These six advertisements will be furnished FREE in "plate" form all ready to run in your local paper. Only one merchant in a town can have this series. So it will be well to let us have your order without delay. The first dealer to request them gets all six plates. There is a blank space in each, as shown, wherein may be inserted whatever special items you may wish to list. The entire series of six advertisements is ready for you to look over in proof form. Send for the book of proofs and learn how to make use of our Advertising Department.

Address your request to the Advertising Department.

**Channell Chemical Company, Limited**  
369 Sorauren Avenue, - - - TORONTO

# Quality that builds Steady Trade

The standing you hold with your customers is no firmer nor certain than the quality of the goods you sell them.

The quality and convenience of



## Borden Milk Products

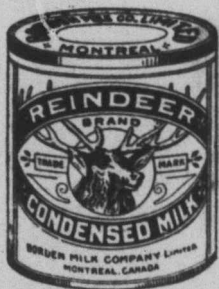
(either the Milk, Coffee or Cocoa) produces a friendly feeling between you and your trade conducive to good buying and bigger profits.



Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness!

And to-day Borden's is one of the strongest and surest sellers in your line.

Prove this by a window display. Your wholesaler can supply you.



## Borden Milk Company, Limited

Leaders of Quality  
MONTREAL

Branch Office, No. 2 Arcade Bldg.  
VANCOUVER, B.C

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

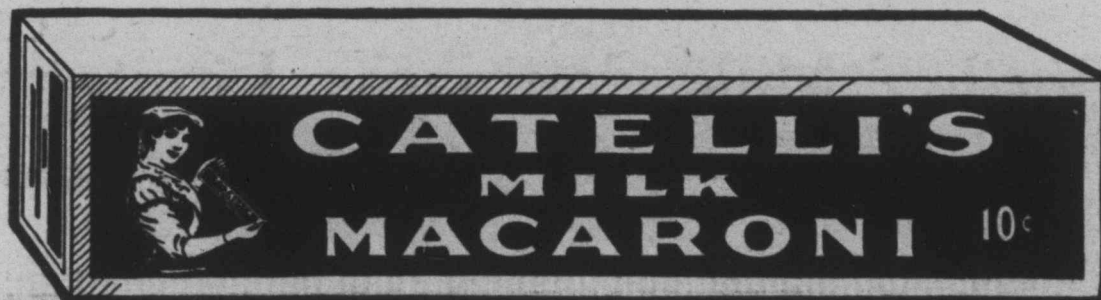


Both Brands Are

# CATELLI'S

Made in the finest Macaroni  
factory in the British Empire  
—at Montreal.

Every wholesaler sells Catelli's.



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

**JAPAN TEA**

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

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

*YOUR dealer sells it.  
Ask HIM.*

The Japanese Government prohibits adulteration and coloring of Tea.

# *FOLLOW THE LEAD*

Fill the demand that is ever growing for this delightful, full-flavored product of Sunny Japan.

Canadian grocers are backed by advertising, as above, in Canadian papers with a national circulation. Get a supply from your wholesaler.



## Every Grocer in the West should connect with us

Our branch houses are located in all the larger cities, our service covers the entire west and covers it minutely. No matter where your store is located we can supply you and give you the prompt, satisfactory service for which our house has always been distinguished.

And our goods are the kind you want, the quality quick-selling kind that brings added profit and prestige to the dealer. *Royal Shield Products* are superior, every one is just as good and as pure as science and careful manufacturing can make it.

Just glance over the list of branch houses listed below and note the one nearest your store. Then drop us a card and we'll do the rest.

*One of these houses will supply you. Which is the most convenient to your store?*

*Branches:* Campbell, Wilson & Horne, Limited, Calgary, Lethbridge, Edmonton, Red Deer; Campbell, Wilson & Miller, Limited, Saskatoon; Campbell, Wilson & Strathdee, Limited, Regina and Swift Current.



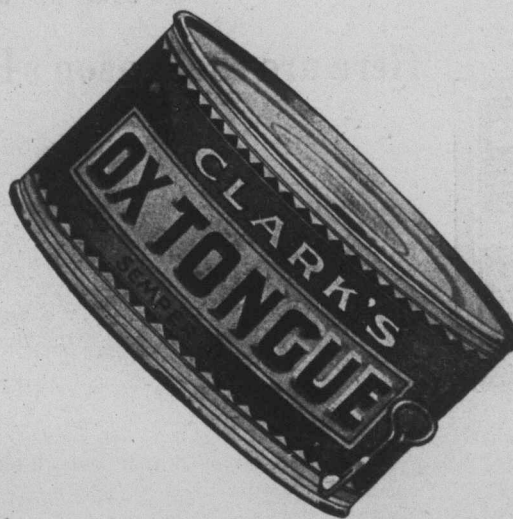
Our Head Office

## Campbell Brothers & Wilson, Limited

WINNIPEG

CANADA

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



W. CLARK, Ltd.

MONTREAL

*Clark's*

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





## "Orlando" satisfaction will bring you big tobacco profits

There's a grand satisfaction in every whiff of an Orlando (Invincible) cigar, a delightful, soothing satisfaction that brings repeat business and bigger profits to the tobacco department.

Get the most out of this lucrative side line by stocking and suggesting this big three-for-a-quarter smoke. Every smoker in your community will appreciate the Orlando. Try it out.

**W. R. WEBSTER CO.**  
SHERBROOKE, QUE.

## Mr. Dealer

Here are the Season's Leaders in Shoe Polishes



- "SHUCLEAN." White kid and white leather cleaner.
- "ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).
- "CAHILL'S" French Bronze Dressing. Bronzes any color shoe.
- "BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.
- "GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- "QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c and 25c.

**Ask Your Jobber for Prices and Complete Catalog**  
or write us (WHITTEMORE BROS. CORP.) at Boston, Mass.

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

# N. C. R.

—A system that makes money by saving money

## 1—By saving time for your clerks

The new National Cash Registers quicken store service by handling money accurately and promptly.

They are automatic, working as fast as your business demands.

They are machines — work reliably and faultlessly.

They enable your clerks to deal with each customer in the briefest possible time. Yet their service is complete.

They give the customer a printed receipt, showing the amount and nature of each transaction, the consecutive number, and the initial of the clerk concerned.

They furnish you with an identical record, classifying and totalling up the different departments of your business.

And they do all these things in—half a second.

There is no lost time, no lost motion. They leave your clerks free to attend to more customers, to pay more courteous attention to each customer.

Thus they enable your staff to handle increased business, which means more profit for you.

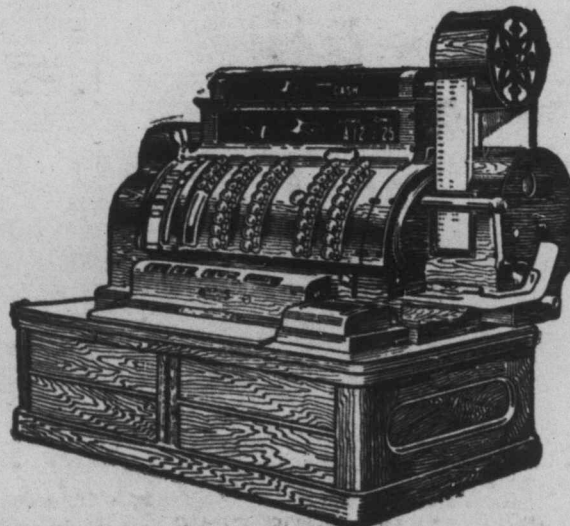
And they increase the patronage of your present customers by giving prompt, accurate, courteous attention.

Now is the ideal time, when labor is scarce and costly, to install a machine which, as an incidental part of its service, saves the time of your clerks.

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

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

Christie Street - : Toronto, Ontario



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

## This is not ordinary Cocoanut

It is something immeasurably superior; something that every dealer looking for quick-selling quality will instantly appreciate.

A 22 years' quality reputation stands back of every ounce of Cocoanut we sell, guaranteeing the dealer satisfactory sales and increasing profits.

Try this line in your store. Ask your wholesaler to supply you. Or we'll ship you a trial order.

*Pails of 15 and 30 lbs. Boxes of 50 lbs. and Barrels of 100 lbs.*

### Standard Cocoanut Mills

*(E. B. Thompson, Sole Proprietor)*

HAMILTON, CANADA

## Try this line once and you'll sell it constantly



Every sale will produce others, and your daily cash takings will steadily increase. For this

### WORCESTERSHIRE SAUCE

line is something that will appeal to every housewife.

Attractively wrapped, handy-sized bottle to retail at 10c.

This is something novel—something the housewife will like from the very beginning. It is high-grade quality—every drop of it—with a delicate flavor and a delicious piquancy.

If your wholesaler cannot supply you we will. Packed 4 dozen to the case.

### Chas. M. Edwards & Co.

*(E. B. Thompson, Sole Proprietor)*

20 Front St. E., Toronto

You will never truly appreciate what real, quick-selling jams mean to your business until you stock Furnivall's—the jams that have won the approval of the most critical.

Get a display working for you now and prove this fact for yourself.

### FURNIVALL-NEW, Limited

HAMILTON, Canada

## Furnivall's FINE FRUIT PURE JAM

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



"We clean up everything"

## LOOK OUT FOR THE DOG!

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

### Bull Dog Brands

Made  
By

The John B. Paine Co. Ltd., Toronto and Winnipeg

Factories at

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

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



**SELL  
PRESNAIL'S  
PATHFINDER CIGARS**

Post us your order for  
**OCEAN  
BLUE**

to-day and you will have taken the first step towards increasing your business in Laundry Blue. Do this and you will be pleasantly surprised at the splendid response which follows your recommendation of OCEAN BLUE.

**HARGREAVES (CANADA), LTD.,**  
The Gray Building, 24-26, Wellington St. W., Toronto.

Western Agents: For Manitoba  
Saskatchewan & Alberta: W. L.  
Mackenzie & Co.  
Ltd., Winnipeg,  
Regina, Saskatoon,  
Calgary & Edmonton.  
For British Col.  
and Yukon:  
Croenden & Avery  
Rooms 5 and 6,  
Jones Block 407,  
Hastings Street,  
West Vancouver.



Sell Wonderful Soap to a customer just once and she'll ask for it next time. Folks' fancies may change with other kinds of goods, but not so with Wonderful Soap. Steady, regular selling is a characteristic of this popular wash-day requisite.

Write for Price.

Try Our "Crystal Soap Chips."  
"The Best Ever."

**Guelph Soap Co.**  
Guelph, Ont.

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



## EASY USE MAKES EASY SALE FOR KNOX GELATINE

The satisfaction an article gives in the home settles its standing in the store. Just so with KNOX SPARKLING GELATINE; women like it, they find it easy to prepare; one package makes four pints of delicious jelly, as well as desserts, salads, puddings and candies. The No. 3 Acidulated package contains an extra envelope of lemon flavoring which saves work and expense. And, what one woman finds out she tells to others. So it's very easy for a grocer to sell KNOX GELATINE.

*"Make KNOX Your Gelatine Leader"*

**CHARLES B. KNOX GELATINE CO., INC., JOHNSTOWN, NEW YORK**

Branch Factory:—Montreal, Canada

## Profit-making Popularity



It will pay you handsomely to constantly feature such well-known and popular milk products as *MALCOLM'S*. Their selling record has long ago been established—the fact that they are the only all-Canadian-made Milk Products is a still further recommendation to patriotic people.



Repeat sales are a foregone conclusion with Malcolm's. Get a trial supply.



5-case lots delivered to any part of Ontario, Quebec or Maritime Provinces, and freight charges paid up to 50c per 100 lbs.

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

*"The Only Canadian Milk Company"*

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

# S. DAVIS & SONS, LTD.

## CIGAR MAKERS

### MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

**S. DAVIS & SONS, LIMITED - MONTREAL**

The Largest Cigar Manufacturers in Canada

Why You Should Feature

# KING GEORGE'S

# NAVY

**More than the profit on a plug**

It is not the direct profit on a sale of **KING GEORGE'S NAVY CHEWING TOBACCO** that counts so much, though that alone is worth planning for. Rather is it the bigger, broader profit that comes from absolute customer-satisfaction, customer-confidence and lasting repeats.

A supply of **KING GEORGE'S NAVY** will ginger up your tobacco sales. Ask your wholesaler.



Handled by  
the Wholesale  
Trade

**Rock City Tobacco Co., Ltd.**

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

MANITOBA  
SASKATCHEWAN

*Wholesale Grocery Commission  
Brokers*

ALBERTA  
WESTERN ONTARIO

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

Head Office: **WINNIPEG** Manitoba

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

### F. D. COCKBURN

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

149 Notre Dame Avenue East, Winnipeg

Tell the Advertiser where you  
saw his Advertisement.

### THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg  
We can make a success of your Agency.  
Our STORAGE, DISTRIBUTING and  
FORWARDING facilities are unexcelled.

Correspondence solicited.  
"Always on the Job."



## RELIABLE

### HOUSE

Our Business  
is built on  
the Square Deal

### SERVICE

Prompt Shipment  
Attention to Details

### GOODS

Christie's Biscuits  
Robertson's  
Confectionery

## SCOTT-BATHGATE COMPANY, Ltd.

Grocery Brokers and Manufacturers' Agents  
143 Portage Ave. East, WINNIPEG

Mention This Paper When Writing Advertisers

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES

**This Space is Yours  
For \$2  
On Yearly Order**

**THE  
Robert Gillespie Co.**  
MALTESE CROSS BUILDING  
**WINNIPEG**  
Importers, Brokers, Manfs. Agents,  
Grocery, Drug and Confectionery  
Specialties.  
  
DISTRIBUTION & SERVICE  
from  
COAST to COAST.

**W. H. Escott Co.**  
Limited  
Manufacturers' Agents  
Wholesale Grocery Brokers  
**Winnipeg, - Manitoba**  
BRANCHES:  
Regina Saskatoon  
Calgary Edmonton  
ESTABLISHED 1907

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

Trackage  
Storage  
Distri-  
bution

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

MANITOBA      SASKATCHEWAN      ALBERTA      BRITISH COLUMBIA

## To Manufacturers and Shippers

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

**Winnipeg**  
(Manitoba)

**Regina**  
(Saskatchewan)

**Saskatoon**  
(Saskatchewan)

**Calgary**  
(Alberta)

**Edmonton**  
(Alberta)

**Vancouver**  
(British Columbia)

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

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

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

# Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES (CONTINUED).

**The REGINA STORAGE & FORWARDING CO., Limited**  
Halifax and Sixth Avenue, REGINA, SASK.  
WAREHOUSING                      CAR DISTRIBUTING                      COLD STORAGE

## C.H. GRANT CO.

Wholesale Commission Brokers  
and Manufacturers' Agents

509 Merchants Bank, Winnipeg

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

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

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

## MANUFACTURERS AND SHIPPERS

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

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

Write to Post Office Box 3031, Winnipeg

### The Cost of Selling

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

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

Are you spending the money?

Let's look at the cost of close-up work in THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.50 per insertion).

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

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

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

Write in about it.

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

Published by

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

### Boutilier's "Golden" Finnan Haddies

Also

Herring in Tomato Sauce  
**SOMETHING NEW—**

"Golden" Lobsters in ½ lb. flats. Nothing better on the market.

**GEO. ADAM & CO.**  
410 Chamber of Commerce  
Winnipeg

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

## POTATOES IN CAR LOTS

If you wish to buy or sell  
let us hear from you either  
by wire or letter.

**WHITE & McCART, LIMITED**  
309-310 Board of Trade Building  
TORONTO ONTARIO  
Reference: Dominion Bank of Canada, Toronto

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

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

**Hamblin-Brereton  
Co., Limited**  
Wholesale Grocery and Confectionery  
Brokers  
TORONTO WINNIPEG CALGARY

### COVERING PORCUPINE DISTRICT

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

*W. Washington's*  
**COFFEE**  
W. GEO. VARTY, Agent  
29 Melinda St., Toronto. Phone M. 7089

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

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

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

**The HARRY HORNE CO.**  
Toronto, Can.  
BROKERS AND IMPORTERS  
Food Stuffs, Grocery Sundries, Drug  
Sundries and Confectionery.

We carry stocks in our own Warehouse  
(when necessary).  
We employ a steady staff of salesmen  
(Get in touch with us.)

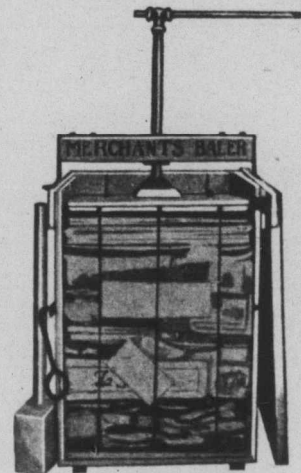
If you have a business  
to dispose of, or are in  
need of efficient help,  
try a Want Ad. in  
CANADIAN GROCER  
and let it assist you in  
filling your needs.

**DRIED AND EVAPORATED  
APPLES.**  
Apple Waste and Chops, Specialties.  
**H. W. Ackerman**  
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE  
**CITY OF OTTAWA**  
Satisfaction Guaranteed.  
Best of Reference.  
**M. M. WALSH**  
310 BAY ST. OTTAWA

## Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

**Stephenson, Blake & Co.**  
Manufacturers  
60 Front St. West, - Toronto

Kindly mention this paper when  
writing to advertisers.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC.**

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

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

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

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

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

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

## Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS  
**THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO**



## Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

**SOLE PACKERS.**

**SMITH & PROCTOR - HALIFAX, N.S.**

**SMITH  
AND  
PROCTOR**  
**SOLE PACKERS**  
**Halifax - N.S.**

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

# FIREPROOF "NEW INTERNATIONAL SAFE REGISTER"

*Simplest—Surest—Safest*

**SELF INDEXING**

Alphabetical index enables operator to turn to customer's account instantly.

**PETTY ACCOUNTS**

Loss by Petty Charges and C.O.D. Charges eliminated

**DOOR**

Door of new interlocking-flange design. Fitted with heavy draw bolts. Back door locks under frame, making safe Waterproof as well as Fireproof

**HANDLE**

Heavy Handle which throws the heavy draw bolts to lock the Safe

**LOCK**

Heavy three-tumbler interchangeable combination lock. Simple and positive in action, will not get out of order



Weight 300 lbs.

**METAL LEAVES**

Made of Bessemer Steel with individual account-carrying compartments

**CABINET**

Wooden superstructure in which account-carrying leaves are operated during business

**SAFE BASE**

Safe in which the account-carrying leaves are secured at night under combination lock for fire and burglar protection

**HINGES**

Hinges of heavy Malleable construction

**STEEL WALLS**

Steel-enclosed walls filled with Fireproof Compound which solidifies the entire structure of the Safe

STOP GUESSING—KNOW! Business should be EXACT. Be interested enough in yourself to safeguard your BUSINESS from constant DRAINS and LOSSES.

THE PERFECT "ONE WRITING" SYSTEM PROTECTS YOUR RECORDS FROM FIRE.

The INTERNATIONAL ACCOUNT REGISTER SYSTEM has been proved by USE. It is what you WANT. FOR SAFETY'S SAKE WRITE TO-DAY and GET THE FACTS.


**THE INTERNATIONAL SAFE COMPANY, LIMITED, FORT ERIE, ONTARIO**

MODERN OFFICE APPLIANCES COMPANY

251 Notre Dame West, Winnipeg, Man., Western Distributors

G. D. PEQUEGNAT

113 Bleury St., Montreal, P.Q., Distributor for Quebec



**Your Brush Business**

Talk quality to every customer that comes to buy a brush and illustrate your argument with


**"KEYSTONE"  
Household Brushes**

If you get trade for floor brushes, clothes brushes, shoe brushes, crumb brushes and scrub brushes of "Keystone" Quality, you will find it pays to push **QUALITY**.

For prices, etc., write

**STEVENS-HEPNER CO.**  
LIMITED  
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



**THE SUN-MAID SERVICE TO THE GROCERY TRADE**



Millions of housewives are learning how to make this pie — using our recipe. This is part of our service to you.

**THEY** are making it with California Sun-Maid Raisins which they will have to buy from you. They are also learning about the many other ways in which raisins can be enjoyed by the whole family. Everywhere the demand for choice Sun-Maid Raisins is constantly increasing. A powerful advertising campaign in the Saturday Evening Post and other publications is responsible for the number of calls you have for Sun-Maid Raisins in the package. This advertising is part of our service to you.

Right now raisins are most active and it's the time for you to get a share of the big profit.

The Sun-Maid service on Raisins means high quality, uniform demand, satisfactory dealings in your raisin purchases. Ask us to tell you more about it.

Ask your jobber about Sun-Maid Raisins

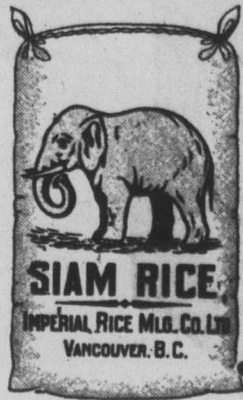
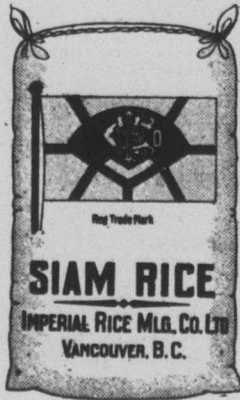
**California Associated Raisin Co.**  
Membership 8000 Growers  
Fresno, California



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

# Imperial Rice Milling Co., Ltd.

VANCOUVER, B. C.



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

## The World's Best Slicer

is the 1917 IMPROVED MODEL

### VAN BERKEL

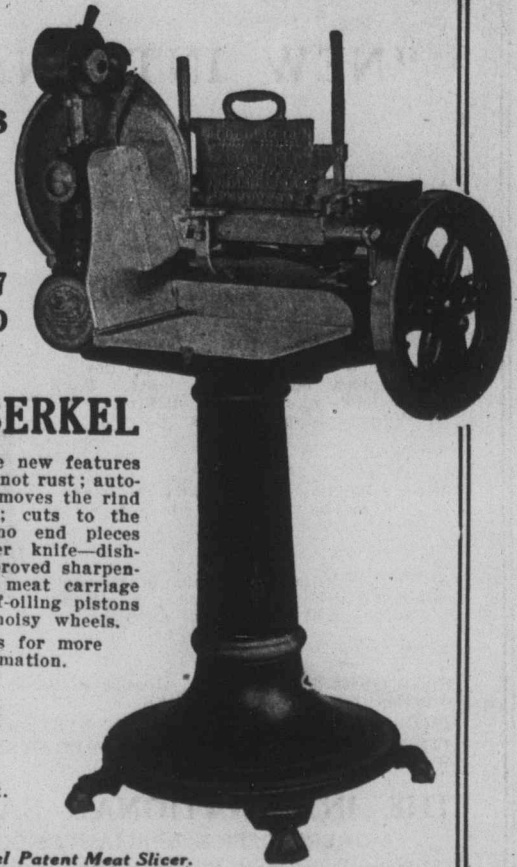
Some of the new features are: It will not rust; automatically removes the rind from bacon; cuts to the last slice—no end pieces left; heavier knife—dish-shaped; improved sharpening device; meat carriage runs on self-oiling pistons instead of noisy wheels.

Write us for more information.

The Hobart Mfg. Co.

149 Church St. TORONTO

The Van Berkel Patent Meat Slicer.



## Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

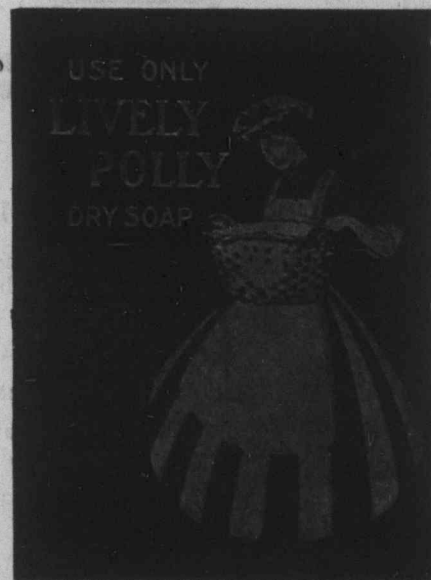
The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

**Chas. Tilley & Son**

MANUFACTURERS

90 Richmond Street West, Toronto



## Lively Polly Soap Powder

Lively Polly Soap Powder gives the housewife a service that brings her in again for a further supply. The demand is continuous and the profits are good. Make a daily display of "Lively Polly."

**J. HARGREAVES AND SONS**  
LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

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

**CENTURY SALT**

**Satisfies dealer and customer**

There is never a kick with Century Salt. Its quality wins with the most discriminating, and the profits it gives will please the dealer. Are you selling it?

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



**Keep  
Babbitt's  
to the front**

It's worth featuring. Just think — a full weight can of the best cleaning medium to retail at the popular price of 5c.

And as a further selling attraction we are giving away valuable premiums for Babbitt Trade Marks.

There's profit, good honest profit in every sale of this quick-selling product. Customers like it and come back for more.

Display Babbitt's right along.

**5c. Worth  
Ten**

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

**The  
Temperance  
Drink for the  
Canadian  
Household**

Father, mother, sister and brother, young and old, will appreciate the unequalled richness and fine wholesome qualities of Marsh's Grape Juice.

Selected Concord Grapes only are used in its manufacture. Every drop of it is high grade; every sip an invitation to another.

This is the logical summer drink to push. Try it now. Feel out your trade by putting a few bottles on display and by suggesting it with every order.

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

**WASTE PAPER \$13.00  
A TON**

*F.O.B. Ontario Shipping Points*

Start now to turn all your Waste Paper, Cardboard, Boxes, Straw, Excelsior, etc., into Money with a

**CLIMAX STEEL BALING PRESS**

Steel "Climax" made in 12 sizes from \$22.50 up

A Boy can operate the  
**ALL STEEL  
CLIMAX  
FIREPROOF**

Climax Baler Co.  
Hamilton,  
Ont.

Send me circulars and prices of Climax Steel Baling Presses.

**MAIL THIS COUPON**

Name.....  
Address .....

"Economy is a great revenue"



## Dutch Tea Rusks

*The New  
Breakfast Food*

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

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

Packed 36 15c packages to the case.

**The Robert Gillespie Co.**  
WINNIPEG, MAN.

*Agents for Canada*

*Serve your  
customers*

## Leacock's <sup>Extra</sup> Fancy Molasses

*Absolutely guaranteed highest grade.*

**SHOW** your customers that you are capable of anticipating their desires by stocking Leacock's—the molasses of quality.

**Leacock & Company**

*Exporters of High Grade Molasses*

**BARBADOS, B.W.I.**

For more than a quarter of a century

## McVitie & Price's DIGESTIVE BISCUITS

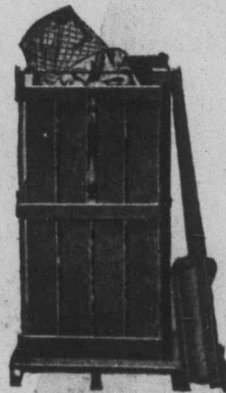
have steadily increased in popular favour.

Quality is the first and last word in the Manufacture of these Biscuits.

The natural, soluble phosphates of the grain are retained and the Biscuits have a high nutritive value and delicious flavour.

Supplies can be obtained from the following:

C. E. Choat & Co., Halifax; McVitie & Price of Canada, Ltd., Montreal; Richards & Brown, Ltd., Winnipeg; The Campbell, Wilson Co.'s Branches in Saskatchewan and Alberta; Kelly, Douglas & Co., Ltd., Vancouver.



## Simplex Baler

EFFICIENCY HIGH PRICE LOW

*Turns Waste into Profit*

Keeps your premises clean and tidy. Eliminates the fire risk in loose paper.

The "Simplex" has proven its sterling worth under every condition. Strongly built, of ample size. It is easily get-at-able and workable.

NOT A TOY, BUT BUILT FOR BUSINESS AND PROFIT.

Write and we'll tell you more about it.

**General Sales Company**

204 Stair Building, Toronto

## More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

**The MacLean Publishing Co., Limited**  
Dept. M, 143-153 University Avenue, Toronto, Can.

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

# THE TEA CRISIS

The real test of quality for any article is at a time when there is a big temptation on account of market conditions to cheapen it.

You have watched Red Rose Tea go through a number of such testing times and you know how well its splendid quality has been maintained for twenty-three years.

This surely gives you the fullest confidence in recommending it to your customers during the present tea crisis.

**T. H. ESTABROOKS CO., Limited**

St. John

Toronto

Winnipeg



## The Saving on Ice Alone

makes it well worth your while to consider the advisability of installing a

### *Eureka Refrigerator*

this year.

There are too many superiority points about the Eureka for us to enumerate them all in this limited space, but, just to mention one of its many exclusive features:

***Only the Eureka has Patented  
Centre Warm Air Flues across  
Ceiling of Cooling Room.***

Our illustrated catalog will tell you in detail about Eureka Refrigerators. A post card will bring it to you without any obligation whatever.

### **Eureka Refrigerator Co., Ltd.**

BROCK AVE. NOBLE ST. EARNBRIDGE ST.

Phone Park 513

Head Office and Showrooms:

27-31 Brock Ave. Toronto, Ont.



Rapid, quick-fire sales will follow  
a neat shelf arrangement of

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

Nearly everybody has heard of Robinson's Foods for Infants  
and Invalids. Your customers are no exception.

A little memory-jogging through a bet-  
ter display of Robinson's lines will bring  
you better profits.

Keep a good supply always on hand.

*Canadian Agents:*

## Magor, Son & Company, Limited

191 St. Paul St. W., Montreal

30 Church St., Toronto

# General Merchants!

## Connect with this

Write to-day for one of our Assorted Trial  
Shipments of

# PAINTS

and prove what a rattling good demand there is for this quality  
line in your community.

Moore Paints are guaranteed with a guarantee that means profit  
to you and satisfaction to your trade.

Our special price—**\$2.60 PER GALLON**—will start an unend-  
ing line of repeat paint orders to your store. We will ship  
promptly upon hearing from you, and results are as sure as  
daylight.

Write now.

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

# CANADIAN GROCER

Vol. XXXI.

TORONTO, APRIL 13, 1917

No. 15

## Is the 3-Grade Price System Practicable?

Western Merchant Questions Some Conclusions of Vere Brown, of Bank of Commerce, as Outlined in Recent Speech — The Three-grade Price Challenged as Impracticable—An Interesting Discussion of an Interesting Question.

**EDITOR'S NOTE.**—Vere Brown Western manager of the Bank of Commerce, at a recent gathering made some very startling statements relative to retail trade conditions in the West. A synopsis of the address appeared in the CANADIAN GROCER'S editorial column of March 9, under the title "Encouraging Cash Business." In this address Mr. Brown suggested some measures for meeting these conditions. These suggestions, doubtless entirely satisfactory from the standpoint of the bank, have given rise to considerable criticism on the part of some of the merchants who do not consider that the suggestions are feasible, the following letter from T. H. Witton, of Witton and Co., Paswegen, Sask., is a very fair setting of the merchants side of this question. We would be glad to hear from any other merchants who are interested in this matter.

"MR. VERE BROWN, in his address to representatives of the various trade interests, recently met in Winnipeg, disclosed a state of affairs that is truly lamentable.

It is hardly conceivable that, in these days, 60 per cent. of the merchants in the Prairie Provinces have not a proper system of bookkeeping. Here is an opportunity for the Retail Merchants' Association to do a little educational work along these lines. And in Saskatchewan, at least, this matter is likely to receive attention ere long, provided that the merchants are only sufficiently pliant to recognize their shortcomings and progressive enough to embrace a much-needed reform.

### Must Differentiate Between Cost and Credit Price

Mr. Brown's views anent the same price for goods sold for cash or on credit were very lucidly expressed; and no right thinking person will fail to admit that, if the merchant is to keep, let alone strengthen, his hold on the trade of his community, it is imperative that he differentiate between cash and credit. The man that pays cash should not be forced to contribute his quota to the ex-

penses of bad debts, and other charges inseparable from a credit system.

Now comes the perplexing question of how the merchant may best conciliate both his cash and credit customers, and, at the same time strengthen his standing in the community.

### Three Grade Price Open to Criticism

Mr. Brown may, or may not, have had experience in operating a general store, but his suggestion of three grades of prices, one cash and two credit, is open to much criticism. A moment's reflection will show the impracticability of this proposal. Take, for instance, a stock of general merchandize consisting of say ten different lines. To mark every article with three different prices would not only be very inconvenient, but would cause more or less confusion as well. On taking an order, it would be necessary to ask the customer, "Do you wish to pay now, in one month, or after harvest." This ascertained, only then would it be possible to write down the correct price of each article.

### A Definite Attempt Fails

The writer, some time ago, saw the necessity of making a distinction between cash and credit prices, and sought to obtain the results of the three grade system in a different manner. Goods were marked down to the lowest cash prices, and all good charged were subject to an added 10 per cent., a discount of 4 per cent. being allowed for cash in 30 days. Thus, an article selling for \$3 cash was charged at \$3.30, and if paid for within the 30 days, a discount of 4 per cent., or 13 cents, was allowed, making the net price \$3.17. It was, however, impossible to convince the cash customer that he was buying for less than before; and the man that paid monthly, although charged only 5 2/3 per cent. more than the lowest cash price, felt that he had a grievance. The scheme had, therefore, to be abandoned.

### Knowledge of Human Nature an Asset

Henry Johnson, Jr.—or was it someone else?—recently wrote that a mer-

chant's strongest asset was character. Without dissenting from this statement, it should be remembered that another asset, almost as strong, and certainly a dominating factor in success, whether business, political, or social, is a knowledge of human nature—in being able to influence others to willingly acquiesce in what one proposes or does. This is the underlying principle of successful salesmanship, as well as advertising, which is only another name for "salesmanship in print."

### A Desire to Get Something for Nothing

Notwithstanding the Christian teaching that "it is more blessed to give than to receive," it is a psychological fact that most of us are pleased when we get — or think we are getting—something for nothing; and a pleased customer is another strong asset of the merchants, and one that should be assiduously cultivated.

In order to understand this principle, one has only to recall the success of the large co-operative societies in Great Britain, that attract business by means of discounts, or rebates, in the shape of dividends.

One of the merchants in a Central Saskatchewan town, gave a small discount for cash, and although he charged higher prices than his competitors, to offset this discount, he certainly pulled trade, and no amount of explanation or advertising on the part of his competitors could convince the farmers that they were not getting "something for nothing." Even the manager of one of the banks in the town stated, in conversation with a friend, "Mr. Blank, you know, gives a cash discount, and it means a considerable saving on a year's purchases."

### One Price and a Discount for Cash, Best System

For the average country general store, it would seem that the best system is to charge one price only, and to allow a discount for cash, with possibly a smaller discount for cash in 30 days. After 30 days, interest should be charged.

Just what discount to allow should be left to the merchant's own judgment, and would depend on the prices charged, turnover, and cost of doing business. It is not likely that a merchant doing a proportion of credit business could allow much of a discount from his present prices, especially on groceries; and it might be necessary to advance prices in some instances, taking care that the cash prices are, if anything, somewhat less than before.

#### Fair Treatment for the Cash Customer

It is not claimed for this system that it would solve the problem of mail order competition, but it would, at least, con-

vince the cash customer that he was obtaining an advantage over his neighbor who runs a bill, and also remove an injustice that has tended to alienate the customer from the merchant. It would obviate the inconvenience of a three-grade price system, and, at the same time, place in the hands of the merchant one weapon with which to fight the menace of mail order competition.

Thanking you, Mr. Editor, for your indulgence, and hoping that the views of other merchants may be forthcoming on this important subject, I am,

Yours, etc.,

T. H. WITTON."

## Retail Merchants Active in Winnipeg

Association Adds a Hundred New Members in One Day—  
Over 300 Merchants Attend Banquet.

THE Winnipeg branch of the Manitoba Provincial Board of the Retail Merchants' Association of Canada held a banquet at the Royal Alexandra March 28th. There were 325 retail merchants present. Plans were made for a big membership campaign, which was launched next day. The city has been laid out into two large districts, with Notre Dame Avenue as the central dividing line. These two large divisions are each subdivided into ten smaller areas, thus dividing the city into twenty districts. All north of Notre Dame is known as the northern division; all south comprises the southern division. Horace Chevrier has been chosen as the Major-General. The Brig.-General for the north is J. A. Banfield, and the Brig.-General for the south G. W. Markle. Under each of these officers there are ten captains, and each have working with them five to ten men. Thus there are now 150 merchants engaged in uniting the forces of the retail merchants in Winnipeg. It is expected that the membership will be doubled as a result of the campaign.

On the evening following the banquet, a meeting of the canvassers was held, their reports indicating that on the first day of the campaign 100 new members were secured for the association. The final returns, however, will not be known until this week.

J. H. Curle, secretary of the association, expressed great satisfaction at the success which had attended the efforts of the campaigners yesterday. "I am confident the results will be A1," he said.

The association moved into its new commodious offices, 305-6 Quebec Bank building, Portage avenue, last week.

#### Higher Plane Wanted

On the occasion of the banquet held on March 28, an address was delivered by Prof. W. F. Osborne, of Manitoba University, who took as his subject,

"The Man of the Hour."

Referring to the retail trade, Pro. Osborne remarked that the prejudice against retail merchants which at one time existed had been largely removed, and it was due to the realization by the merchants themselves that they must be well equipped and have a thorough knowledge of the products which they handled, the markets and transportation. It was a remarkable fact that the sons of retail merchants seldom followed in

their fathers' business, and this was due to the fact that the fathers did not wish their sons to pass through the same sordid, hard grind which had been their own lot.

The retail trade must be lifted to a higher plane, and to do this the state university must be fully utilized.

He was glad to know that owing to the admirable legislation enacted at the last session of the legislature, this invaluable assistance would be available. The modern university should have two faces, looking to the past and conserving its best traditions, and attending to the present and immediate future needs of the people.

The board of governors of the university, he trusted, would be in a position to create a department of commerce, and facilities should be provided for courses in agriculture, commerce and journalism. The retail merchants should organize and co-operate with a view to increased efficiency and the acquisition of scientific knowledge relating to their particular line of business. In that way they would elevate the retail trade, and place themselves in such a position that they would be able to render the maximum of services to their own advantage and in justice to all.

## Late Indications on Prospects for Early Vegetables

Reports From Southern Sections Indicate Late Crops With  
Shortages in Some Commodities—Indications of  
Prospects in Points From Which Canada  
Draws Her Early Vegetable Supply

**SOUTH CAROLINA.** — Indications point to one of the best seasons growers ever had. One thousand acres of cabbage have been set out since the frost and should be ready to move about May 15. At least 15,000 acres of potatoes have been set out, indicating the heaviest planting for some time. Estimating 50 barrels to the acre, a bumper crop is expected. Plantings were begun on Feb. 10, and ended last week, so the crop is expected to be one of the earliest in the point of movement. First shipments will likely take place about May 10. A large acreage of beans has also been set out and the stand of these are reported as being perfect.

**HASTINGS, FLORIDA.** — Prospects are for a large potato crop, with quality never equalled. An almost perfect stand of 98 per cent. is reported, but shipments will not be as early as last year. It is expected there will not be much doing in car lots before April 20, and much of the crop will not be ready until May. Buyers on the scene have already offered \$5 per barrel for entire crops. Danger of killing frost decreases as each day passes, and there is not thought

much probability of the much dreaded blight putting in an appearance owing to the absence of the hot murky weather prevalent in such cases. Heavy shipments are expected to begin the latter part of April.

**GEORGIA.** — Practically all of the fruit in the northern part of the State has been killed off and much damage done to the early varieties around Marshallville and Fort Valley, with the exception of the Uneda, which has come through the cold comparatively unscathed. The total crop of the State is expected to be very light indeed.

**CRYSTAL SPRINGS, MISS.**—Car lot shipments of tomatoes expected to begin about May 25. Very favorable weather has made it possible to transplant about 30 per cent. of the plants to the field. There has been no serious loss of plants thus far, and the acreage is between 25 and 30 per cent. larger than last year. The cabbage crop is rather small and will not move until later than usual, probably not until May 1. The acreage is about 25 per cent. above last year. Shipments will continue later than usual

(Continued on page 32).

# Specialized Lines Proves Good Business

Special Lines Make Friends for Store, and Encourage Other Trade—A Talking Point for Salesmen—Going After Country Business

**M**OST merchants have some item in their store stock that they look to as one of their best money makers. They have probably built this business up with care, led by the fact that this one particular line on some occasion or occasions has shown a good profit.

With C. H. Hitchcock, of Smith's Falls, Ont., the item of special interest is fresh salmon; at least, this one item is featured whenever a supply is obtainable from any source. People have come to look to his store for their fresh fish and as a result they have become familiar with other lines that he carries, and more important still, with the store itself. Not that this item of actual sale is a thing to be scoffed at, for Mr. Hitchcock's sales in this one featured line of fresh salmon averages about 300 pounds per week, which gives a very satisfactory profit.

Mr. Hitchcock is particularly well situated for featuring just such a line. Behind the store proper there is a large back store, and directly under this the cellar is arranged for ice. The ice is carted in in great blocks and lowered into this cellar. It will readily be seen that an ice house so conveniently situated is an immense asset in the best handling of fish. There is refrigerating room to spare, while a stout wall between this and the front part of the cellar serves to assure a storage place where the cold will not be too severe. This large storehouse of ice enables him to do a very considerable business in ice during the summer months. But Mr. Hitchcock does not depend solely on the drawing power of one specialized line. He makes a pretty general campaign for business. And though he does devote particular attention to this one line it is not to the exclusion of other profitable commodities.

## Fruit, a Second Feature

For instance, fruit is another line to which he devotes a good deal of attention, and does so with a good deal of effect. Mr. Hitchcock looks upon fruit as one of the best lines that a grocer can carry. For one reason, it is an all-the-year line, and there is no time in the year when an honest penny cannot be turned on this kind of goods. Moreover, as a rule, it will pay a very satisfactory profit, and that without prices that are too high for the average customer.

Probably if you were picking out two



Interior of the C. H. Hitchcock Store, Smiths Falls, Ont.

lines, these would be the two that Mr. Hitchcock would choose, because, according to his own account, these have been the two lines that showed him the most satisfactory profit.

It might be asked: How was the business in these lines built up? Well, by the fact, in the first place, that it was brought to people's attention, that these goods were to be found at this store, if they were available at all. The housekeeper pondering what she would have for dinner, visiting this store, would not unnaturally think of a nice bit of salmon; thereafter, salmon becomes almost a habit, or so it would seem in view of the oft-repeated orders. And this habit would more than likely be suggested to other harassed housekeepers of her acquaintance.

## The Advantage of Featuring Goods

As a matter of fact, featuring one line is a matter not without its advantages, entirely apart from the fact of the profit that may accrue. A store that makes a feature of some one or more lines always has a talking point. People knowing of this specialty expect to have it mentioned to them when they come to purchase; that, not unnaturally, puts them in a receptive frame of mind, and they are more than likely to be favorably disposed toward the suggestion. Moreover, when a store specializes on some particular line of goods, there are a great many people who are going to become aware of this

fact, and it is not difficult to convince the average housekeeper by this method, that this is the only store where this specially featured commodity can be had at its very best. In this way, featuring one line of goods, draws trade for that one line, and in most instances many others as well. Very few people will come to a store and buy only one thing. Once in a store they are open to every suggestion that the salesman has to make. In that way one line is a selling force for many other lines.

## A Believer in Advertising

But Mr. Hitchcock does not wait for the things to sell themselves. He is a believer in advertising and goes after sales. He advertises regularly in the local papers, and as well sends out at special seasons circular letters. There are a great number of rural routes running out of Smith's Falls and by this system of circularizing most of the farming community can be reached with satisfactory effect.

This, with the business from the town itself, which is a thriving railway centre, makes up a bulk of customers that have built up a very profitable business for Mr. Hitchcock, and has proved to his satisfaction that giving a little extra featuring to one line of goods is good business.

The Manitoba Branch of the Retail Merchants' Association is making plans for a big membership campaign.

# Details of Store Accounting

How to Separate Store From Outside Matters—Handling the Produce End, Etc.—  
Details of System Given in Reply to a Quebec Merchant.

By Henry Johnson, Jr.

This thoughtful letter is from precisely the kind of merchant I had in mind when I began to write my series on "Accounting for Retail Merchants." Note how it fits in with my scheme:—

Quebec, Feb. 7, 1917.

Mr. Henry Johnson, Jr., care CANADIAN GROCER, Toronto:

Dear Sir,—We have been trying to follow your letters on retail accounting, as we have been looking for some such system. Ours is a general store combined with telephone and post office, out in the country. Two clerks and the writer look after the outfit, the third being necessary mostly for the telephone, though she helps considerably in the store.

The commissions from the telephone just cover the extra salary.

We use cash and account registers and heretofore have been keeping only a cash book, as we realized that unless we could keep a set of books properly and easily we might better leave them alone, not wishing to spend all our time bookkeeping. Hence our interest in your system.

We do a cash and credit business, probably half and half; and buy butter and eggs for cash or trade as desired. We have been keeping Rec'd on A/c separate from cash sales (we note that you do not) and paying out from the register usually only small amounts for express, freight, produce, etc., putting these all together on one Paid Out ticket. (You seem to favor one PV for each item).

Our payments for wages and for wholesale accounts are made from cash box direct to employees, and by money order or to the travelers for the firms we buy from, because we are ten miles from a bank.

You would apparently recommend dividing up the expenses into various lines rather than put them all down in one column? Is the ruling of the six column journal which you mention easily obtained? When you speak of having the daily cash balance you make it necessary to count all cash every day? We have been doing this about twice a month!

How do you handle the produce end?

Besides the two properties we have here, we have some on which we are paying taxes in Moose Jaw. Would you treat this as part of the business or as separate items? Also, how would you handle the salary received from post

office and telephone? So far, all these have been pooled, but really are apart from Mdse., etc., and should not be figured in the profit and loss of the store proper—should they?

We have just finished our inventory and have a statement of which we enclose copy for your inspection. If you answer through the paper, please do not use our figures as given.

How would you handle an item of \$10 for Mdse. returned to wholesale house for credit after it had been included in stock sheets?

We think we understand you so far. Shall await with interest the remainder to come.

Yours very truly,

R. T. A. Co.

Statement enclosed is as follows:—

	Merchandise	Dr.	Cr.	Balance
Feb. 1, 1917	Cash on hand .....	490 91		
	Stock .....	\$6,432.08		
	Less unpaid bills .....	2,961.42		
		3,470 66		
	Accounts outstanding .....	754.04		
	Less 10% .....	75.40		
		678 60		
	Barn equipment .....	200.00		
	Less 20% .....	40.00		
		160 00		
	Furniture and fixtures .....	510.00		
	Less 10% .....	51.00		
		459 00		
	Store building, dwelling and 2 acres land, assessed .....	2,300 00		
	House, outbuildings and 9 acres land, assessed .....	1,600 00		
	Real estate, Moose Jaw, assessed .....	4,360 00		

Statement shows a condition in general very healthy, except that the equity in the stock on hand is less than 54 per cent. This condition seems to indicate that bills are not discounted, but full time taken, and it looks as if this might be improved by a trifle more careful, conservative management. No statement being at hand of how much business is done, I cannot estimate what discounts might equal; but I am sure it would come to an appreciable sum.

On the other hand, there are no borrowings. Every value is put in at rock bottom. And, since I notice the business has been running along for over 56 years, probably Mr. A. knows what he is about. I feel more certain of this in view of his statement that he "is paying taxes" on that Moose Jaw property—indicating that he has some doubt of the value of that investment. So he is not fooling himself much on that score—which is another good indication.

But, as a bit of caution to others: If he had that \$4,360 instead of the land in which it is locked up, he'd be on the sunny side of Easy street, would not have to owe a cent, and could have a sound mortgage or two tucked away some where, bringing him in \$10 or \$15 monthly and constituting a bulwark against unforeseen misfortune.

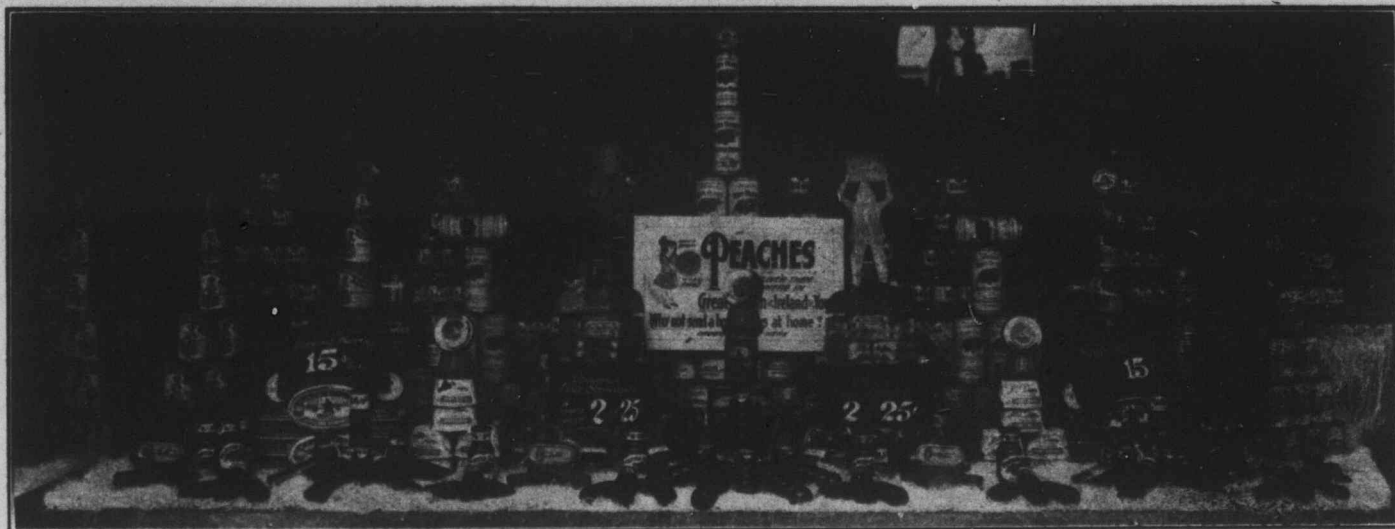
## Handling Outside Matters

My later articles will have reached Mr. A. by now, so probably his questions are mostly answered. Post office should have a ledger account and a column on each side of the Journal; and so should the Telephone. That is, provided there are many transactions to be recorded. Otherwise, both can be run through the Sunds. column on both pages. But in

any event, these should be kept distinct from the store business. Strictly speaking, the girl who helps out in the store should be charged to the store in proportion to her time put in there. Say she is paid \$5 per week. Try to make the division justly. Maybe \$1 would do for telephone; \$2 for the P.O.; and \$2 for the store.

My reasons for running Rec'ds. and Cash Sale together have been stated. A merchant can follow my system or make any adaptation of it to his own business which seems good to him. In fact, the most valuable thing any man can do is make changes in it to fit his requirements, because that means that he THINKS; and any man who thinks is apt to be able to take care of himself.

My reason for using a separate PV for each item is that thus anybody can make the entry. Then one who understands correct segregation of accounts can separate the entries in the morning



An attractive display for encouraging sales of various lines.

as I have indicated in describing my use of the blotter. If the boss makes all the paid outs himself, he can run the entries any way he likes, for he will know just where each one is to be posted.

But I do want to dwell on the question of handling produce, because, for some reason I never have been able to grasp, merchants have the greatest difficulty to think straight on produce matters. Yet, the correct progress of such transactions through a business are as easy to follow as any other, if we merely think straight.

Let us suppose a transaction like this: Mrs. Hanson brings in 10 lbs. butter. The market is 28c. She buys goods amounting to \$3.50, and you "settle" with her. How is such a thing handled usually; and how should it be handled—and WHY?

Usually, the storekeeper figures up the customer's purchases, from that total deducts the customer's produce, collects the difference and rings it up in the register. In the case given, then, he would collect 70c and ring it up. Thus his merchandise would be credited with 70c sales—exactly \$2.80 short of what it should be.

Now, what has he done, actually? He has performed two entirely separate acts. He has purchased \$2.80 worth of goods at wholesale; and he has sold \$3.50 worth of goods at retail. So here is what he must do:

He must make a Paid Out for 10 lbs. butter at 28c, \$2.80, and ring up that Paid Out.

Then he must ring up \$3.50 of sales.

Why? Because otherwise he will have no account whatever that jibes with the facts—and you want FACTS in your accounting.

The best way is to make it a practice to buy the produce; step to the register; make the Paid Out; and PAY THE MONEY to the customer. Then turn

round and sell her what she wants as a transaction entirely separate and distinct.

In the absence of such a system, your clerks are apt to become confused and make wrong entries—rings—in such matters. And if you make wrong rings in this way, if you are in a position where large barter transactions occur in the year, you may be buying and selling \$10,000 worth of goods while your books show only the difference—perhaps \$650.

If I am not clear, ask again; and I'll try again.

In case of that \$10 return to wholesaler. If your inventory entries are not made, just deduct the \$10 from your Mdse. total. If they are made, deduct from one of your invoices. Such an item cuts no figure either way and is not worth bothering with very much.

#### NEW BRUNSWICK EXECUTIVE OF RETAIL MERCHANTS HOLD MEETING

Several important matters were dealt with at a meeting of the executive of the New Brunswick branch of the Retail Merchants' Association, which was held in St. John this week. After submitting a report of his work, Robert Reid, the Provincial Secretary, asked that his resignation, submitted a month ago, should take effect on April 1, as he had accepted a position as provincial manager for a life insurance company. Mr. Reid's resignation was accepted, with expressions of regret, and his name was added to the newly-formed Advisory Board. Miss F. P. Allward, his assistant, was appointed as acting secretary, no permanent appointment being made for the present, as the Dominion Board is sending an organizer to the province in the interests of the work.

The recommendation of the recent

Provincial Convention, referring the suggestions for the Dominion-wide adoption of the daylight saving plan to the favorable consideration of the executive, was taken up and ordered forwarded to the Dominion Board.

Accommodations for the amendment of legislation for the collection of small debts, were referred to the committee on legislation, after some discussion.

A Provincial Advisory Board, as authorized at the recent convention, was appointed, as follows: William Hawker, H. W. Rising, James S. McGivern, Robt. Reid, J. H. Vaughan, and Thos. Drummie.

#### HEAD OF WHOLESALE GROCERY FIRM IS DEAD

Sir Henry Newell Bate, millionaire, head of the wholesale grocery firm of Bate & Sons, Limited, and chairman of the Ottawa Improvement Committee, is dead after a long and serious illness. Coming to Canada early in life, Mr. Bate removed to New York for a few years, finally taking up residence in Ottawa in 1853. The year previous he married Catherine, daughter of the late Allan Cameron, of Buckingham, Que. She died in 1906.

Among his many interests, Mr. Bate was a director of the Bank of Ottawa and of the Ottawa General Trusts Corporation. He was an Anglican, and erected at his own expense All Saints' Church in Ottawa. He was a Liberal in politics and was knighted in 1910.

#### DEATH OF PROMINENT ST. JOHN N.B. WHOLESALER

Frederick R. E. Dearborn, managing director of Dearborn & Co., Limited, wholesale groceries and spices, died suddenly at his home in St. John on March 19. The business was founded in 1863 by the late C. H. Dearborn, and since his death, 12 years ago, it has been carried on by his only son. The latter was fifty-two years old and is survived by his wife, two sons and two daughters.

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.  
ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

## THE MACLEAN PUBLISHING COMPANY, Limited

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TORONTO, APRIL 13, 1917

No. 15

### EDITORIAL BRIEFS

SEEDING has commenced in Southwestern Ontario, so says a news despatch. Better get on your top boots and have a look over that backyard garden.

\* \* \*

AT A recent peace meeting in Baltimore, Md., peace was only secured after 20 of the celebrants had been clubbed into unconscious acquiescence by the police. Such are the gentle ways of Peace.

\* \* \*

EVEN Cuba has taken offence at the arrogance of Germany, and has followed the United States in severing Diplomatic Relations. Probably before this issue is off the press Brazil will also be listed among the Allies. If Germany is seeking to get the world in arms against her she is in a fair way to achieving her aim.

\* \* \*

ONCE in the War, the United States seem to have had no difficulty in shaking off the watchful waiting attitude, and has been getting down to work with a will. It is a pleasant thing to watch our friends across the line taking off their coats, and getting ready to get into the fight.

\* \* \*

BRITAIN continues to extend the extent of her embargo against not only exports but imports. A further long list of articles that may not be exported has just been published. Fortunately, no Grocer's needs have been added to those already prohibited. Possibly because in that line there was very little left to prohibit.

\* \* \*

A FEW years ago it was considered a type of madness for the farmer to talk of dollar wheat. Some of them did venture for the day to dawn but none of them expected it. On Saturday last May delivery wheat reached \$2.14¼ on the Chicago wheat

pit. That is one of the effects of the enlarging scope of the world war. It means among other things still higher prices for flour.

\* \* \*

A NOVEL means of overcoming the "high cost of potatoes" was practised with great success by a man in Gloucester, Massachusetts, who advertised in a paper that he would give \$5 for the best specimen potato sent him during a certain period. Despite their value, fine specimens came in every day until at the close of the contest he had six barrels of choice potatoes—all for \$5.

\* \* \*

THE significant statement that the potatoes wasted in Canada, if sold at 50 cents a bushel, would meet half the interest charges of the \$150,000,000 war loan, and that the wheat annually wasted in the Dominion sold at 75 cents a bushel would pay the interest charges on the three war loans, was made by W. Sanford Evans of Winnipeg, speaking on "War Production," recently. If this is true in these days we have reason to be ashamed.

\* \* \*

A REPORT from Philadelphia tells of the amalgamation of five different units of chain stores aggregating 1,225 stores. It is claimed by those behind this immense merger that it will materially curtail the cost of living. Possibly it may but the strong probability is that the decrease will not be noted by the customers of the store. The mail order house according to its advocates has the same benificent effect. The people may be deceived into believing it but the merchant knows better.

### THOSE PROFITLESS INVESTIGATIONS

PROF. MELVIN T. COPELAND of the Harvard University staff, and a member of the Massachusetts State Commission on the question of food costs, speaking at a recent gathering stated that a good deal of the reason for the high cost of living was due to individual indifference, selfishness, and a disregard of the common interests of others. After defending the cold storage warehouses as agencies that tended to stabilize prices rather than to enhance them. Prof. Copeland stated that great injustice has been done in the attack upon retail grocers. Such stores have not been unusually profitable during the past year. The average grocer does not make an undue profit from his business in normal years, and many have made no profit even in this period of high prices.

In general, he continues there has been too much effort during the past six months to pin the blame on the other fellow. A deal of the responsibility lies with us.

Here we have another investigator candidly admitting that the investigations have proved nothing. Nothing that the veriest child did not know without the need of a costly commission to tell them, that the abnormal conditions of the world war, and the gen-

eral world shortage of production had induced a condition that must enhance prices. We are all responsible in a measure as Professor Coleman says, we are all so eager to pass the blame on to some other fellow.

#### THE APPEAL FOR THRIFT

THE necessity for the Dominion Government to exercise control over the food supply is shown in connection with Sir George Foster's appeal to keep the abundant food supply of Canada stored, in order that the Mother Country may be assured of supplies. While Canadians are quite willing to practice self-denial for that purpose, they want to be assured that food withheld from them is really kept to feed the people of the United Kingdom and not merely held for a rise. Much perishable food has been kept till it spoiled, and so was no good either to people of the United Kingdom or ourselves. If the British authorities cannot afford shipping space for our apples and potatoes, it is contended that Canadians should eat them rather than let them spoil.

#### NEW DIRECTOR OF ENGLAND'S FOOD SUPPLY

JOHN W. DENNIS, president of the firm of Dennis, Kimball & Pope, and director of W. Dennis & Sons, Ltd., largest growers and handlers of potatoes in the United Kingdom has been appointed, without pay, to the position of director of the section of the Ministry of Food dealing with potatoes, vegetables and fruit in Great Britain. His appointment by Lord Davenport, is said to have followed the demand of a leading London daily paper for some recognized authority to be put in charge of the whole potato question.

Mr. Dennis is well known on this continent and through his annual visits is known personally to most of the leading apple shippers on this side of the Atlantic. In England he is recognized as one of the greatest potato experts and has already rendered valuable service to the Food Controller.

#### THE NEW WAR CONDITION AND CANADA'S TRADE

IN OUR last issue we outlined some opinions regarding the probable effect of the entrance into the war of America, on Canadian Trade. Judgments on such matters as these can at best, of course, be only guesswork, but it is guesswork backed by a solid basis of probability and consequently has its value.

Since that article was written, wheat has steadily risen, and at this writing shows no tendency toward any decline. This will mean that flour will also in all probability increase in price. That is one result.

A Havana report of the 9th inst. states that Cuba has declared war on Germany. That fact is probably not greatly alarming the Teutonic War Lords, yet it may very well have its effect on trade conditions. There has been recently a very serious uprising in

that republic that has had its effect on sugar, and this latest step of the little Republic may still further complicate matters.

Last but not least, the great coffee state of Brazil, is, if reports can be credited, on the verge of throwing in her lot with the Allies. Thus taking sides against the second greatest coffee consuming countries of the world. This also may have its effect on the Coffee situation. Whatever the effect of these world changes may be, they will unquestionably redound to Canada's profit in the days that follow the war.

#### NOVA SCOTIA'S APPLE CROP SOLD IN ENGLAND DESPITE EMBARGO

DESPITE the British Embargo on the import of apples, the bulk of the surplus stock of that Province has been successfully marketed, and at very satisfactory figures. At the time the embargo was imposed there were some 50,000 barrels that had been intended for export for Britain. It was discovered that the tonnage was available for handling this immense supply, and Sir Robert Borden, then in England, arranged that the fruit would be received. In this way 50,000 barrels of apples that might have been an almost total loss were sold at prices ranging from \$8.00 to \$12.00 per barrel. This goes to show that the British Government is endeavoring to make this embargo as little irksome as possible.

#### MAIL ORDER ADVERTISING EXCLUDED

ONE of the strongest body blows that the Mail Order principle has received, has just been delivered by the Butterick Publishing Company. They announce that they have closed the columns of *The Delineator* to mail order advertising. "This policy will be rigidly enforced in the future."

This action followed closely upon a protest lodged by the Pattern Committee of the National Retail Dry Goods Association of the United States against the acceptance of mail order advertising by the fashion papers issued by the pattern companies on the ground that much of this was untruthful or at least exaggerated and held up the retail trade in a manner that was utterly unfair. The reply of the Butterick Company was not unfavorable, although it was stated that the loss would amount to over \$250,000 a year, now received from the advertising.

Other magazines of national circulation may be persuaded to follow suit and some of the effectiveness of M.O.H. advertising be wiped out.

One of the most patent of the evils in Canada is the method by which the benefits of the cheap 20-mill zone rate is retained by the big Mail Order Houses by sending carloads of their catalogues by freight or express and dumping them into the local offices for local distribution. This legal evasion of the Parcels Post Act ought to be rendered illegal, for it is clearly against the spirit of that legislation.





## CURRENT NEWS OF WEEK

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



### Maritime Provinces

Cramotte and Campbell, grocers, of North Sydney, suffered loss from fire which caused a total loss of \$20,000.

Most of the grocery stores in St. John were closed on Good Friday. Those who did not open on Friday kept open on Thursday evening to accommodate customers.

Laundry soaps, which remained stationary for longer than most other commodities, have advanced to \$5 a box, wholesale. This will mean an increase of one cent a cake on retail prices.

Fish continued scarce and high priced throughout the Lenten season. Poor fishing weather has continued to hamper the fishermen and catches have been poor. Fresh fish prices, wholesale, are now as follows: Cod, per lb., 7 to 8c; halibut, per lb., 16 to 20c; haddock, per lb., 7 to 8c; gaspereaux, per 100, \$2.25; herring, per 100, \$1.50 to \$2.

Grocers and provision merchants in St. John report the pre-Easter business as eminently satisfactory in point of demand, the chief drawback being the difficulty in securing goods in many lines to meet the demand. Eggs, always an important feature at Easter, are retailing at 38 to 40 cents, a record price for the occasion, partly due to the early date on which Easter arrived.

One of the reasons given for the general increase in many lines this week was the entry of the United States into the war. Among the articles immediately showing the effects of the announcement were flour, beef, pork, peas, cornmeal, oats, and cereal foods, lard and other pork products. Jobbers regard this more as a temporary flurry than as a permanent result.

Hon. E. A. Smith, of Shediac, who is the proprietor of a large general business, is the only representative of the grocery business in the newly formed Cabinet of the New Brunswick Government. He becomes Minister of Lands and Mines, one of the most important departments. The new Government also includes one wholesale dry goods man, one hardware merchant, one insurance agent, one farmer, one physician, and three lawyers.

Meat dealers in St. John made a heavy advance in retail beef prices on April 1, the increases averaging about five cents per pound. The new scale is as follows: Loin steak, 35 cents; loin roasts, 32c; rib roasts, 30c; round steak, 30c; blade roasts, 20c-25c; Dutch tops, 24c; rump roast, 22c-24c; shoulder pot roasts, 20c; stewing beef, 18c to 20c; flank beef, 15c; soup and shank, 8c to 12c; fresh plate beef, 20c; corned plate beef, 20c. Other meat lines also have advanced.

### Quebec

Antoine Cousins, of Farnham, Que., general store, has dissolved.

Dan Dupuis, of Thurso, Que., has sold his stock to Wm. Thomson & Sons.

Whitehead & Turner, wholesale grocers, of Quebec City, have dissolved.

M. Pellerin, merchant, St. Agathe, was a visitor to Montreal this week on business.

Mr. Stokes, president of the Canning Holding Company, visited friends in Montreal this week.

From Mont Rolland, Quebec, M. Morette, merchant, paid a business visit this week to Montreal.

J. E. Hunsicker, grain and flour merchant, Montreal, is spending a short holiday at Waterbury, Vt., U.S.A.

Bon Secours Market, Montreal, was visited this week by M. Ricord and M. Belland, merchants, of Three Rivers, Que.

C. Ritz, Montreal manager for the Robin Hood Milling Co., spent a brief Easter holiday at his home town, Mitchell, Ont.

The Montreal and District Agency for the Ralston Wheat Foods and Purina Products has been given to H. D. Marshall, broker, under direction of his local manager, J. L. Freeman.

C. A. Laird, of the Dominion Cannery staff, has arrived from Simcoe, Ont., to spend some time in Montreal and district, where he will be calling on friends in the grocery and provision trade.

C. P. Plamondon of Kearney Bros. Tea Merchants, Montreal, with charge of the Quebec territory down to Gaspé, spent his semi-annual visit to headquarters during the past week.

Alderman Joseph Ward and Mr. T. Ward, of the Joseph Ward Co., Montreal, are this week visiting Cornwall, Ont., on an important legal matter, in which a claim of nearly \$10,000 for non-fulfilment of a canning contract is involved.

C. B. Hart, broker, Montreal, has returned from a business visit to New York. He was there when the United States declared war on Germany. This time New York acted with grim determination rather than making an excitement of the occasion.

J. A. Paulhus of the D. Hatton Co., and Publicity Secretary for the Canadian Fisheries Association has been invited to address the Chambre De Commerce of Montreal on the Fishing Industry.

Leopold L'Averdure, son of G. B. L'Averdure, fruit and vegetable merchant, Bon Secours Market, Montreal, is to be married in a fortnight, the bride to be being Miss Kathleen Young. Be-

trothal congratulations are being given merrily by many friends in market circles.

W. H. Halford, Montreal and district manager for the Furuya Nishimura Co., Importers of Japan teas, has returned from Manitoba where he spent a business week or so. He reports a very satisfactory business there as import orders for Japan tea have been increased at all points.

C. B. Hart, Broker, Montreal was a business visitor to New York, last week and this week leaving Montreal Friday, and returning Wednesday. He was accompanied by R. G. Lind, Broker, Toronto, who has been visiting Montreal on business.

Newly appointed to represent Chase and Sanborn of Montreal in the Moose-Jaw and adjacent territory for the sale of coffee, H. H. Dorset formerly of Weyburn, Sask., is this week taking over his new field. He spent some time in Montreal last week to familiarize himself with headquarters routine.

On the 18th of April, Mr. J. A. Paulhus, of the D. Hatton Co., Montreal, and Publicity Secretary of the Canadian Fisheries Association, will address the Chambre de Commerce, Montreal, on the "History and the Importance of Canada's Fisheries." An enthusiast on his subject matter, and widely and well-informed, Mr. Paulhus will contribute information of value at the present food supply crisis.

Sympathy of a wide circle of acquaintances and friends in the business districts of Montreal is extended to J. E. Hawkins of the D. Hatton Co., on the confirmation of the worst news regarding his son Lt. Percy J. Hawkins of the C.E.F. reported missing in the early part of the month of March. Personal investigation of the facts by Lt. Hawkins' brother Harold who is also with the forces resulted in the discovery that the young soldier was undoubtedly slain in action between trenches. For several years he was on the staff of the D. Hatton Co., and made many friends. He was a noted young athlete, and an oarsman whose skill had won him many distinctions. His death is deplored by many in athletic as well as business circles of Montreal.

That Montreal business men appreciate the fact that Montreal can lay claim to one of the world's two women experts in a very skilled department of wholesale business is proved by the fact that several gallant champions of Miss M.

McGuigan's cause in the world of commerce came swiftly forth to point out that not only is Miss McGuigan an expert buyer of spices but she is also high amongst the recognised experts in the art of tea buying. On the fact that Miss McGuigan is an experienced tea buyer, rather than a spice buyer, emphasis ought to be laid, for it is distinctly remarkable that the special gifts of women should be so rarely devoted to this skilled calling in which they find splendid scope, and Montreal, through Miss McGuigan, of Kearney Bros., shares the honors with San Francisco.

Montreal features this week as the despatching end of an unusual and important large scale commercial transaction by parcel post. Owing to the closing of the usual trade routes from Britain to Russia for naval purposes, a considerable consignment of green coffee ordered by a Petrograd firm was despatched from the warehouses of Chase and Sanborn in over 600 separate parcels, each coming within the postal regulation weight of 11 pounds. The consignment is routed across Canada, and to Petrograd via Vancouver, and a port on the other side of the Pacific, probably Vladivostock. This is probably one of the largest single consignment by parcels post ever mailed. The original order called for three tons of coffee. Incidentally also, a number of parcels of cocoa accompanied the consignment. The cocoa was mailed from the Cowan Company of Toronto to the same address in Petrograd.

#### Ontario

M. L. Smith, grocer, of Cornwall, is dead.

W. M. Curle, grocer, of Toronto, has sold out.

Proctor & Campbell, of Sarnia, have dissolved.

N. Ballard, of Toronto, has sold to L. C. Vincent.

F. W. Ross, of Blenheim, has sold to C. E. Clemens.

G. C. Hoshal, of Cayuga, has sold to R. C. Hoshal.

W. C. Bedard, of Pt. Edward, has sold to Hurley Bros.

N. McCrimmon, of Toronto, has sold out to Agnes Ryan.

W. J. Milligan, of Hamilton, has sold to Mrs. R. Ertman.

J. L. Page, of Ottawa, has been succeeded by B. Morris.

Vair Grocery Co., of Barrie, has been sold to T. B. Crothers.

Loney & Co., of North Bay, have moved their store to the Purvis Block.

Lorenzo Benglet of Benglet Bros. general store at McGregor, Ont., is dead.

A new grocery store was opened at Elmira, Ont., on March 17, by Albert Gents.

J. E. Adams, wholesale grocer of Lindsay, was in Toronto recently on a business trip.

Kent Farmers' Produce Company, Ltd., of Blenheim and Ridgetown, is leasing larger premises.

F. C. Harp a Brantford grocer was elected Alderman in ward three, left vacant by the resignation of W. A. Hollingshead.

Wesley Musselman, manager of the Metcalf Grocery Company, of Preston, has purchased the Sutton Grocery, and is entering business for himself.

John G. Reid, Toronto representative of the Atlantic Sugar Refining Company, is spending a few days in Montreal and will return the first of next week.

Robert F. Bevan, of Bevan & Co., of Malaga, Spain, exporters of raisins and almonds, was in Toronto during the week on his yearly business trip to Canada.

In a recent issue there appeared an item dealing with some reported changes in the management of Mrs. D. E. Munro's general store, Auburn, Ont. The information contained in this item was incorrect. The store is still doing business under the old name of D. E. Munro, with no change in view at present.

#### Western Provinces

D. O. Pakulak, of Sturgis, Sask., has discontinued.

S. Portsmouth, of Tugaska, Sask., has discontinued.

J. E. Mitchell, of Killarney, Man., was burnt out.

Vincent Galucci, of Saskatoon, Sask., was burnt out.

W. A. McKnight, of Killarney, Man., suffered fire loss.

Frank Galucci, of Saskatoon, grocer, sustained fire loss.

Fire destroyed the McKnight grocery at Killarney, Man.

Carl Beny, of Irvine, Alta., has sold out his general store.

Hopkins Trading Co., of Elk Point, Alta., has been sold.

F. Welch of Elfros, Sask., general store, is selling out.

A. J. Wetmiller, of Latham, Alta., general store, has sold out.

K. Lukacsffy, Domremy, Sask., has sold out his general store.

The Echo Milling Company, of Gladstone, Man., was burnt out.

Sam Mason, of Theodore, Sask., has sold out his general store.

A. Geddes, of Rossington, Alta., is succeeded by W. R. Tennant.

Hodgson Trading Co., of Hodgson, Man., has dissolved partnership.

The Robert Gillespie Co., Maltess Cross Bldg., Winnipeg, have appointed Little Bros., 54 Powell street, Vancouver, their representatives for British Columbia.

Thousands of bushels of grain are said to be rotting in open bins on the prairie, owing to the shortage of cars and the inability of the Government elevator to provide the storage room required. The C.N.R. may place an embargo on grain shipments to Saskatoon.

#### CANNERS FINANCE HARVARD INVESTIGATION OF FOOD POISONING

Proof that the canners of the National Canners' Association still believe that money spent in creating public confidence in their products is profitably invested, is contained in the announcement that the Association is to give \$20,000 a year for three years to Harvard University for an investigation of food poisoning. It has long been recognized that many questions relating to the canning and preservation of food and food products, of great importance to the health of the community, need further investigation and solution; and prominent among these is that of food poisoning. In the absence of such knowledge many cases of illness have been attributed to food poisoning that have been occasioned by entirely different cause. With a view to supplying this deficiency, an investigation has been organized by the National Research Council, and the work entrusted to Prof. M. J. Rosenau of Harvard. The National Research Council, acting under the advice of Dr. Wm. H. Welch, President of the National Academy of Sciences, has named the following Advisory Commission to have supervisory charge of the investigation, Professors J. J. Abel, John Hopkins University; Reid Hunt, Harvard; R. O. Jordan, Chicago University; Lafayette B. Mendel, Yale; Frederick G. Hovy, Michigan University; Eugene Opie, Washington University, and H. Gideon Wells, Chicago University.

The research work to be undertaken is in order to correct medical literature which gives erroneous impression regarding canned goods. The action of the Canners' Association proves that it pays to convince the consumer of an article's safety and uniformity, and in the present age a campaign of publicity for a food product may be taken as proof of the former's overhead expenses.

#### TO PROHIBIT SHORT-WEIGHT BREAD

Considerable interest is being displayed in connection with the amendments to the Bread Sales Act now before the Ontario Provincial Legislature. The fine of \$5 for infractions of the Act will be raised to from \$10 to \$50 for the first offence and from \$50 to \$200 for the second offence. Members of the Provincial Police Force are constituted inspectors, and will have the power to convict a bread manufacturer if he finds five loaves short in weight. It is expected the new provisions will result in more uniform prices for bread, as the bakers will be compelled to make standard-weight loaves and the cut-priced bread will practically disappear from the market.

### FURTHER OPINIONS REGARDING EFFECT OF U. S. ACTION ON PRICES

**Zephirin Hebert, President Board of Trade; President Hudon Hebert et Cie.**—"There is no doubt that the entrance of the United States into the war actively will create something of an upset in the States, and the general effects of this are bound to find their way over to this side, making business still more difficult. It will mean further complications in many ways, but until the situation takes more definite shape only a general opinion is possible."

**Armand Chaput, of L. Chaput, Fils et Cie.**—"Let us leave the question in abeyance for a time until the situation has developed, and people have had time to appreciate better what it may mean. At present all that can be anticipated is that the United States engagement in the war will possibly retard shipments, and have the effect of increasing embargoes, especially on footstuffs of various kinds useful to the American civil and military strength. They will serve themselves first, of course, in all articles of commerce. That is beyond question."

**Mr. Sadler, Canada Starch Co. (Edwardsburg).**—"Increased transportation difficulties are almost bound to result from the entry of the United States into the war, and other difficulties also no doubt, but it is scarcely possible to venture any definite opinion so early."

**Mr. McNally, St. Lawrence Sugar.**—"We have really not had time to consider the effect of United States action in the war upon the sugar industry in Canada. There may of course be shipping curtailments, increase of marine insurance, and other complications, but it is too early yet to venture any definite opinion."

### RAILWAY COMMISSION FAVORS MILLERS

A decision favoring the millers has been given by the Railway Commission, in the matter of minimum weights for carloads of grain. As a result of the complaint of the Dominion millers and Toronto Board of Trade, judgment was issued allowing increased minimums on grain and grain products, except flour, in 60,000 and 70,000 pounds capacity cars, for which minimum of 45,000 pounds is allowed. Grain minimums may be effective April 2, but new minimums on flour and products must be postponed until schedule amending flour is published

### WEST COULD HAVE SAVED \$100,000,000

**Prof. W. F. Osborne, of the Manitoba University,** recently addressed 350 members of the Retail Merchants' Association in Winnipeg, on the subject, "The Man of the Hour." Prof. Osborne pointed out the necessity of the university of to-day taking its proper place in the world, and applying science to everyday living and the basing of trade conditions on scientific lines. He declared that \$100,000,000 could have been saved to the West last year if properly trained scientists had been employed to deal with the rust problem.



A group of salesmen present at the convention of the Donald H. Bain, Winnipeg, which was reported several weeks ago.

### PROSPECTS FOR EARLY VEGETABLES

(Continued from page 24.)

owing to the planting of some seed after the frost of Feb. 5. Peas are growing nicely, but suffered severely from the frost of March 4-6. Acreage is much larger than usual, but reduced yield will make shipments about same as last year. Beans have nearly all been planted, and the acreage is about the same as last year. Carrots and beets will be about the usual crop and will come in about the middle of May. Strawberries in Mississippi and Louisiana are in splendid condition. Five cars were shipped from Louisiana district recently.

**ALABAMA.**—From the Foley, Sumnerdale, Loxley, and Bay Minette sections, some reports of a slight decrease in the Irish potato crop. In some localities the crop is about normal, but the general production will fall slightly below that of last year. In cucumbers, however, in which this section excels, there will be a considerable increase over last year. The same conditions will prevail in the matter of sweet potatoes.

### DELAY NEW FREIGHT TARIFF IN THE WEST

In reply to a communication from the Calgary Board of Trade requesting that the railway commission disallow the introduction of the recently announced increase in freight rates until a chance is given for closer examination, that organization has received word from the chairman of the commission stating that the Railway Board has requested the suspension by the railways of the new rates on Western lines until further notice. As the request of the Railway

Board is law with the transportation companies, the proposed rates will not apply in Western Canada until a chance is given business men to voice their objection, if they have such opinion.

### IMMENSE MERGER OF GROCERY INTERESTS IN U. S.

The largest retail food distributing agency in the history of the world, according to the Philadelphia North American, has been completed in Philadelphia under the name of the American Stores Company.

The new corporation includes all five grocery chains in Philadelphia, and the capitalization is to be \$3,000,000. The five systems merged have 1,223 retail stores in operation, catering to more than 1,000,000 customers, and have an aggregate annual business of nearly \$50,000,000. The interests at the back of the huge merger claim to see in it an effective step in combating the rising cost of living.

### GOVERNMENT AIDING FISH INDUSTRY

The increasing cost of living is bringing about a change in sentiment which favors the exploitation of sea foods not previously used. The United States Bureau of Fisheries has issued a little book of recipes showing the food value of the black sable, or better known as the black cod, whose food value is said to be among the best and richest of sea food fishes. Government officials in thus educating the public to make use of the foods nature has abundantly provided, are doing a most important work.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**T**WO notable advances in grocery lines during the week were an increase of 45c per hundred in the price of sugar and 70c per barrel on flour. The high price of wheat caused flour to go to higher levels, and wheat prices in turn were given an upward impetus largely through confirmation by the Department of Agriculture of the United States that the winter wheat of that country had fared badly. Some of the firmness can be attributed to the fact that the United States is at war and that she will be in the market for supplies for her troops. Higher prices for sugar have been anticipated in view of the revision downward by experts of the amount of sugar that will be available from Cuba this year. In meats of all kinds there has been a firmer tendency all along the line. Canned meats have also been advanced in price, these increases being attributable to the fact that the United States is at war and has caused a heavier demand for meats of all kinds. Lard and compound are also quoted higher in sympathy with meats. Peanut butter, olives, soap, sweet and soda biscuits, succotash, spinach are other lines in which there have been advances. Potatoes are in firmer market. Pineapples are easier and will no doubt go to lower levels between now and the time when the season is at its best in the latter part of May and June.

There is a further tendency towards firmness in the canned goods market. Present indications point to a serious shortage of cans for next season's pack of canned vegetables. From the United States comes the news that only 4 billion cans are in sight, while 7½ billion cans are required.

## QUEBEC MARKETS

**M**ONTREAL, April 10.—Flour seems to have set the pace in market firmness this week, but sugar is not behind in the race upwards. Hog products too, show serious firmness, and tea is in the ranks of the ambitious amongst merchandise lines in the grocery trade. Eggs alone of the articles of exceeding importance as food, show the benevolent aspect of price reductions. Almost every other line of food stuffs this week shows some tendency towards higher prices. Corn syrups and starches are up, the starches having advanced half a cent a pound again this week. Canned goods are firmer in tone, and dried fruits also. Beans are no more plentiful or easier in price. Amongst imported lines advanced this week is mustard up two cents a pound to 61 and 62 cents for quarter lb. tins. The outlook for cans in the United States is towards a considerable shortage of these and the materials for them therefore canned goods may again rule very high in price for new season's pack.

### Sugar Market Is Very Much Firmer

**SUGAR.**—From a condition of firmness with advances, and further ad-

vances anticipated the sugar market has developed acute firmness with rapid advances. On April 5 a twenty cent advance went into effect, and on April 9 at 5 p.m. a further twenty-five cent advance was made effective. This brings the basis price for extra granulated up to \$8.25 per hundred pounds, and \$8.30 in the city of Montreal. The reason for the advances is the recently discovered shortage of sugar output in Cuba. It is anticipated now that barely the amount produced last year will be realised, and this may yet be corrected down to below last year's output. Damage to standing cane by revolutionaries is suspected if not actually reported. There is further said to be an actual local shortage of sugar, and plentiful supplies of raws are required by the refiners to replenish stocks. Altogether the sugar situation is one of great market firmness at present, and while a buying rush is the last thing the refiners are inviting even at present price standards retailers are looking to their supplies in case of further advances.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	8 25
Acanthia Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 25
Special icing, barrels	8 25
Yellow, No. 1	7 85
Powdered, barrels	8 35
Paris lumps, barrels	8 85

Crystal diamonds, barrels	8 85
Assorted tea cubes, boxes	8 85
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

## Canned Goods Show Further Firmness

**Montreal**  
**CANNED GOODS.**—The tendency to firmness detected in the canned goods market for a little time back has taken the form of certain price advances on the part of one or two wholesalers, but not as yet generally throughout the market. Canadian canned meats are about ten per cent. higher in price in one quarter, and five cents advance is recorded as regards pink salmon and chums. Pinks are now quoted up to \$1.80 per dozen, and chums at \$1.35 a dozen. Cohoes are at \$10.50 a case for both full size and halves. Canned corn shows a firm tone, and one firm has advanced 2's to \$1.75 a dozen. The outlook for new season's canned goods is very much to firmness. From the U.S.A. comes news that only four billion cans are in sight while seven and a half billions are required. This will affect the Canadian market as far as the cans are concerned increasing price. Estimates as far as they go now are that the advances on opening prices of former experience which took place last season will be reached and perhaps surpassed this year. But it is early yet for opinions. Labor shortage and can shortage are however the factors likely to cause advances.

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
¼ flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 45
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 80
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canned Vegetables—	
Tomatoes, 3s	1 85
Tomatoes, 2½s	2 15
Tomatoes, 2s	1 50
Peas, standards	1 25
Corn, 2s, doz.	1 60
Corn (on cob, gallon cans), doz.	8 50
Red raspberries, 2s	1 75
Red cherries, 2s	1 85
Strawberries, 2s	2 50
Pumpkins, 2½s	1 60
Pumpkins, 3s	1 75
Apples (gallon)	3 25

## Evaporated Apples And Prunes Firmer

**Montreal**  
**DRIED FRUITS.**—Evaporated apples which have been firm for a good while back, are advancing again, and half a cent a pound additional is being asked by large wholesale houses in Montreal. The market looks towards further firmness, but demand is not setting in over strong at present. Prunes are also advancing, and quotations this week are

shorn of their former low level Prunes are on the market by wholesalers at higher prices by half a cent a pound than the prices quoted which are, however, still available. Dates are in firm market, and may advance owing to the troubles in the sources of supply, and also to ship shortages. Quotations are to hand in Montreal for United States candied peels. These according to a wholesaler well qualified to judge of the matter would mean that citron peel could not be sold at less than from 30-32 cents a pound, orange from 26-27 cents, and lemon 22-23 cents for the American product. The whole market for dried fruits is exceptionally firm as regards securing supplies for future needs, but demand is not unusually strong just at present.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes.....		0 12½
Apples, choice winter, 50-lb. boxes.....		0 12½
Apricots (old crop) .....	0 18	0 19
Slabs .....		0 19
Choice, 25's, faced, new crop.....		0 22
Nectarines, choice .....		0 11½
Peaches, choice .....	0 11½	0 13
Pears, choice .....		0 15
DRIED FRUITS.		
Candied Peels—		
Citron .....		0 27
Lemon .....		0 26
Orange .....		0 25
Currants—		
Filiatras, fine, loose, new .....	0 18	0 21
Filiatras, packages, new .....	0 20	0 22
<small>(In the present condition of market currant prices are considered merely nominal.)</small>		
Dates—		
Dromedary, package stock, old, 1-lb. pkg. ....	0 10	0 12½
Fards, choicest .....		0 15½
Hallowee (loose) .....		0 11
Excelsior .....		0 10
Anchor .....		0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb. ....		0 12
7 crown, 12-lb. boxes, fancy, layer, lb. ....		0 12
8 crown, 12-lb. boxes, fancy, layer, lb. ....		0 11½
1 lb. glove boxes, each .....		0 12
Cal. bricks, 16 oz. ....		0 09½
Cal. bricks, 16 oz. ....		0 10
Cal. layers .....	0 10	0 11
Cal. fancy, table, 10 lbs. ....		1 00
Figs—		
Spanish (new), mats, per mat.....		2 40
Prunes, California		
30 to 40, in 25-lb. boxes, faced.....		0 13½
40 to 50, in 25-lb. boxes, faced.....		0 13
50 to 60, in 25-lb. boxes, faced.....		0 12½
70 to 80, in 25-lb. boxes, faced.....		0 11½
90 to 100, in 25-lb. boxes, faced.....		0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.40; 4-crown cluster .....		3 75
Muscatais (loose), 2 crown .....		1 10½
Muscatais (loose), 3-crown, lb. ....		0 11
Muscatais, 4-crown, lb. ....		0 11½
Cal. seedless, 16 oz. ....	0 12½	0 14
Fancy seeded, 16 oz. pkgs. ....		0 12½
Choice seeded, 16 oz. pkgs. ....		0 12
Valencias, selected .....		0 11½
Valencias, 4-crown layers .....		0 11
<small>Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.</small>		

**Corn and Cane**

**Syrups Advanced**

Montreal  
MOLASSES AND SYRUPS.—That molasses will be quoted higher before very long in spite of the fact that new crop is now coming in, is the view of the best opinions on the market at present. The reason is of course the condition of the sugar market. "In the terse word of a well known wholesaler "Everything sweet is up" these days. Corn syrups have advanced half a cent a pound for bulk, and 25 cents a case for tins. This advance is directly due to the exceptionally firm market for corn, and difficulty of getting supplies. Cane syrups advanced also this week by twenty-five cents a 100 lbs. for the syrup in bulk in barrels though the case

price for 2 lb. tins was not advanced. To add to the tale of firm priced syrups maple syrup new crop comes on the market at very firm quotations as high as \$1.40 per Imperial gallon having been charged in the country, and some opinions even inclining to expect \$1.50 per gallon country price should the crop be short.

	Fancy	Choice
Barbadoes Molasses—		Island of Montreal.
Punchoons .....	0 67	0 62
Barrels .....	0 70	0 64
Half barrels .....	0 72	0 67
<small>For outside territories prices range about 3c lower.</small>		
<small>Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.</small>		
Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case.....		3 70
2 lb. tins, 2 doz. in case, case.....		4 10
5 lb. tins, 1 doz. in case, case.....		4 30
10 lb. tins, ½ doz. in case, case.....		4 30
20 lb. tins, ¼ doz. in case, case.....		4 15
Barrels, about 700 lbs. ....		0 06½
Half barrels, about 350 lbs. ....		0 06½
Quarter barrels, about 175 lbs. ....		0 06
2 gallon wooden pails, 25 lbs. each, per pail.....		2 02½
3 gallon wooden pails, 38½ lbs. each, per pail.....		2 79½
5 gallon wooden pails, 65 lbs. each, per pail.....		4 32½
Lily White—		
2 lb. tins, 2 doz. in case, per case.....		4 60
5 lb. tins, 1 doz. in case, per case.....		4 80
10 lb. tins, ½ doz. in case, per case.....		4 770
20 lb. tins, ¼ doz. in case, per case.....		4 65

**Nut Markets All To The Firm Side**

Montreal  
NUTS.—In every department of the nut market there is firmness. Importation of nuts will be much hampered by the restrictions imposed on shipping due to shortage of cargo space. Prices have however, shown no changes for the current week. Peanuts, amongst the lowest priced of all the nut family in past experience, are becoming aristocratic in tendency, and seem inclined to soar to limits of luxury. Recent opening prices for Japanese peanuts show the tendency. They are much higher to the jobber than previously, and subject also to the extreme uncertainty affecting shipments by sea, the Pacific Ocean being now almost as troubled in this respect as the Atlantic. There is every reason to expect firm nut prices for a good while yet in the opinion of those in touch with markets locally and with importation conditions.

Almonds (Tara), per lb. ....	0 18	0 20
Almonds (shelled) .....	0 29	0 41
Brazil nuts (1916 crop), per lb. ....	0 20	0 23
Filberts (Sicily), per lb. ....	0 16	0 19
Hickory nuts (large and small), per lb. ....		0 09
Peanuts (coon), per lb. ....	0 10½	0 11
Peanuts (Jumbo), per lb. ....	0 13½	0 14½
Pecans (new Jumbo), per lb. ....		0 21
Pecans, New Orleans, No. 2 .....		0 24
Pecans, "paper shell," extra large Jumbo .....		0 40
Pecans (shelled) .....	0 70	0 75
Walnuts (Grenoble) .....		0 38
Walnuts (shelled) .....	0 45	0 48
Walnuts (Marbot), in bags .....	0 13	0 16
Walnuts (California No. 1. ....		0 24

**Room For Many More Bushels of Beans**

Montreal  
BEANS.—Pronouncedly high prices, market outlook characterise the situation still as regards beans. If demand were more active the scarcity would amount almost to a famine condition. But high prices are holding demand back a little. Efforts to meet the shortage of good white Canadian beans are always being made though the imported

varieties require considerable introduction to some sections of the market. The quality of the South American beans recently introduced is reported to be very good, but in some markets there is a prejudice against the pink or purple color in beans, and the call is always stronger for white Canadian beans, however clean and perfect may be the imported varieties.

Beans—	
Canadian 3-lb. pickers, per bushel...	8 10 8 40
Canadian 5-lb. pickers .....	7 50 8 10
Yellow Eyes .....	7 75 7 95
Lima, per lb. ....	0 30
South American .....	6 70
Peas, white soup, per bushel .....	3 75 3 90
Peas, split, new crop, per bag 95 lbs. ....	6 75 7 00
Barley (pot), per bag 95 lbs. ....	6 00 5 75
Barley, pearl, per bag 95 lbs. ....	6 25 6 50

**Rice Market Is Exceedingly Firm**

Montreal  
RICE AND TAPIOCA.—Beyond the market factor previously noted in Toronto reports that one of the large rice milling firms in Canada (The West) has repudiated fifteen per cent. of contracts on account of the shortage of ships to carry importations of rice, the market locally is un-marked by any special circumstance of note. Demand for rice is reported normal but not active. Yet there is much firmness in the market, and it would surprise no one in touch with matters to find prices again on the up trend in view of the general mercantile situation at present. For the time being however, no alterations in price have been recorded in Montreal. Tapioca is similarly firm in market, and importations will not be very bountiful at best.

Rangoon rice, per 100 lbs. ....	4 55	4 60
"Texas" Carolina per 100 lbs. ....		7 40
Real Carolina, per 100 lbs. ....	8 15	8 65
Patna (fancy) .....		7 65
Patna (good) .....	4 65	6 65
Siam, No. 2 .....		4 65
Siam (fancy) .....		5 90
Tapioca, per lb. ....	0 11½	0 12

**A Slight Firmness In Soluble Cocoas**

Montreal  
COCOA.—Demand for cocoas and the cocoa and chocolate products, including confections, keeps up very well indeed, according to reports, although the seasonable dwindling of cocoa sales may be expected before long now. Apparently the effect of the United States entering the war actively has not so far disconcerted the cocoa market, though firm prices have been prevailing for cocoa butter—that important product which is an important market item in Holland and London, and upon which cocoa market conditions are usually based. There was this week a slight advance in the soluble cocoas, that is, the sweetened bulk cocoa powders, the least expensive lines of cocoa products. This is partly due to sugar market conditions. The advance is not sufficient to alter quotations below.

Cocoas—	
1 lb. tins, per doz. ....	4 60
½ lb. tins, per doz. ....	2 40
¼ lb. tins, per doz. ....	1 25
"10-cent" tins, per doz. ....	0 50
Bulk cocoa (pure) .....	0 30
Bulk cocoa (sweet) .....	0 15

## Coffee Market Is Quite Unperturbed

**Montreal**  
**COFFEE.**—That practically nothing but a re-opening of the great Austrian and German consuming markets for coffee can have any tremendously firming effect on this very dull and unmoved market, is the view of the best authorities at present. Even news of raiders on the American side of the Atlantic; even the screaming of the American Eagle, does not disturb the fragrant coffee market. Containers may cost more, when they are made of metal, if the United States undertakes much huger munition making than formerly, but this is a supposition only. There is so far as this week goes, no definite news of any advance in cost of coffee containers. There's plenty of coffee for all who can or care to buy it outside of Austria and Germany, and their steel-ringed lands, and easy market conditions for buyers.

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

## Black Teas Are Firmer Than Ever

**Montreal**  
**TEA.**—That there is still more serious firmness ahead of the market for tea is the pronounced opinion of merchants in Montreal this week. Prices for the usual lines quoted as an index of market conditions in this column week by week, are this week again shaded up because teas of the fair market quality represented by these quotations can no longer be secured at the former prices mentioned. Stocks dwindle in hands of wholesale tea dealers, and new supplies are not even known of. What losses of cargoes have been recently suffered are not divulged, and what may be ahead of tea due to U. S. action in the war is not determined very clearly. Here is a fact, however: A leading firm of tea dealers ordered a long time ago 400 chests of tea from a firm of importers in Britain, to be shipped from this firm's own plantations. Last week-end the shipment was on the way to Montreal by rail. While the goods were still rolling to their destination, the Montreal firm received a wire asking for a price on the whole consignment. They could not sell it, for half of it was already sold. But they sold the other 200 chests, their price, 44 cents per pound, being accepted on the dot. They discovered then that they had sold the last 200 chests of this particular consignment back to the original vendors and growers of the tea, and as a matter of fact at a very much enhanced price over the price originally paid for the tea. That this most certainly has a bearing on the market situation for black teas can readily be gathered, and it means firm conditions without a doubt.

Pekoe, Souchongs, per lb.	0 40	0 43
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Pekoes, per lb.	0 45	0 48
Orange Pekoes	0 47	0 49

## Spice Market Is Steadily Firm

**Montreal**  
**SPICES.**—Of the local situation as regards prices, the main comment is simply that matters are normal — in the sense of all that the word normal can mean in the present times of crisis. There have been no changes since last week in prices locally, or in spice market conditions. Beyond exceptionally busy times for the spice grinders and wholesalers in this line, conditions are not noticeably affected. The retail trade is probably wisely securing stocks to meet requirements in spice lines since there never was greater uncertainty in world markets than seems to prevail as regards spices. Large arrivals of pepper via the Pacific have been swallowed up quickly by demand, and the account of each and every spice product in primary market or a "spot" in New York is all towards probable increases in cost, and probably shortage of supply. Recent military events in the States have apparently simply intensified already well recognized conditions.

	5 and 10-lb. boxes.	pkgs. dozen.	1/4-lb. tins lb.
Allspice	0 18	0 19	0 23
Cassia	0 25	0 27	0 37
Cayenne pepper	0 28	0 28	0 28
Cloves	0 32-0 35	0 30	0 39
Cream tartar—50c to 55c.			
Ginger (pure)	0 20		
Ginger, Cochin	0 25		0 31
Ginger, Jamaica	0 30-0 33	0 15	0 40
Mace	0 80		1 00
Nutmegs	0 40-0 50	0 45	0 80
Peppers, black	0 30	0 37-0 35	0 38
Peppers, white	0 37	1 17-1 22	0 40
Pastry spice	0 25	0 25-1 20	0 26
Pickling spice	0 25		
Turmeric	0 21-0 23		
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 50	
Carraway, Dutch (nominal)		0 80	
Cinnamon, China, lb.	0 18	0 25	
Mustard seed, bulk		0 25	0 45
Celery seed, bulk		0 36	0 45
Shredded cocconut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole			12 15

## Tomatoes Very Scarce; New Cabbage Also

**Montreal**  
**FRUIT AND VEGETABLES.**—The very marked scarcity of tomatoes is undoubtedly quite a feature of the fruit and vegetable market this week. It has been hardly possible to obtain any tomatoes at all lately in Montreal. Wholesalers succeeded in getting a few crates in to sell at from \$8 to \$9 per crate, but the general opinion is that increased New York demand accounts for a pronounced shortage locally, and that there is a production shortage behind the influence of the New York market. Red onions have again advanced, and the shortage of these is acute. Spanish onions have, however, dropped a shade in price. Parsnips show a slight increase for better quality goods, and carrots a similar tendency. U. S. Brussels sprouts are shaded down to 35 cents a quart. There has been a sharp advance in new cabbage to \$6 a hamper, but U. S. beans, both green and wax, are down to \$5 a basket. Lemons are up to \$4 and \$4.50 a box.

Oranges, apples, and bananas maintain their market as last week.

Bananas (fancy large), bunch	2 75	3 00
Oranges, Navels, per box	4 00	4 25
Oranges (Florida)	3 00	3 25
Grape Fruit	4 00	4 25
Lemons		
Apples—		
Spies	No. 1	No. 2
Baldwins	8 50	7 50
Kings	7 00	6 50
Wagners	6 00	5 50
Russets	6 00	5 50
Ben Davis, No. 1, \$5.50; No. 2	7 00	5 00
Brussels Sprouts (quarts)	0 15	0 25
Brussels sprouts, U.S.		0 25
Cauliflower, per doz. bunches		3 00
Celery (Florida), per crate		5 00
Celery (U.S. washed), doz.		1 50
Onions, red, per bag (75 lbs.)		7 50
Onions Spanish, per crate		8 00
Onions, Spanish, 1/2 crate		4 00
Onions, Spanish, 1/4 crate		2 00
White onions, per bag (100 lbs.)		6 00
Potatoes, per bag (80 lbs.)	2 50	3 00
Potatoes (new) per bbl. (150 lbs.)		10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper		3 50
Carrots, per bag		1 50
Beets, per bag		1 50
Parsnips		1 75
Turnips		1 25
Lettuce, Curly, per doz.		0 75
Lettuce, Romaine, doz.		1 00
Lettuce (Boston), per box of 2 doz.		4 00
Tomatoes, hothouse, lb.		0 25
Tomatoes (Florida), per crate	8 00	9 00
Horse Radish, per lb.		0 25
Cabbage (barrel)		7 00
Cabbage (new), New York, crate		8 50
Cabbage (new), per hamper		6 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket		5 00
Beans, U.S. green, basket		3 00
Leeks, per doz. bunches		1 50
Parsley, doz.	0 60	0 80
Mint, doz.		0 80
Watercress, doz.		7 00
Spinach, per bbl.		2 00
Spinach (Canadian), hamper		7 00
Do., per bbl.		1 50
Rhubarb, per doz.		0 10
Rhubarb (U.S.A.), per lb.		3 00
Eggplant, per doz.		4 25
Cauliflower, crate		0 12
Garlic (Venetian) lb.		0 25
Endive (Canadian), lb.		0 16
Strawberries (Louisiana), pints		

## Fish Supplies Are Rather Scarcer

**Montreal**  
**FISH.**—The week following Easter is always looked upon as the week of smallest fish business during the whole year, and the present year showed no sign of being an exception to the rule. However, demand has been exceptionally good during the last weeks of Lent, and a little respite came not amiss. Due to severe and wintry weather all the lakes and rivers supplying fish remain frozen up more or less tightly, and very few fresh fish from these sources are coming in. Lake Champlain, which at this time of year usually supplies good quantities of pike, perch, etc., has not yet opened up to its average production. A few indications of fresh halibut supplies are coming from the East Coast, but the prices quoted, it is said, are simply extravagant. There have also been some offerings from the Pacific Coast, but prices there are also too high for much business to result. Haddock supplies have been coming in fairly well and haddock is the only available fresh fish which is reasonably priced to the wholesale trade so far. There are still some frozen fish in first hands, but it is expected that this week will clean up the best part of this line. Fortunately the weather has kept very suitable for this kind of fish supply. In oysters, both bulk and in the shell, demand though now on the down grade, is still going better than had been anticipated. Lobsters are more

plentiful and have come down in price with a bump, selling this week at as low as 30 cents a pound.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, per bundle of 5 boxes	1 00	
Smoked boneless herring, 10-lb. box	1 00	
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.	9 00	
Salmon (Labrador), per bbl.	20 00	
Salmon (B. C. Red)	15 00	
Sea Trout, red and pale per bbl.	15 00	
Green Cod, No. 1, per bbl.	14 00	
Mackerel, No. 1, per bbl.	21 00	
Codfish (Skinless), (100-lb. box)	9 50	
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10	
Codfish, Shredded, 12 lb. box	1 00	
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 30	
Prawns, Imperial gal.	3 00	
Shrimps, Imperial gal.	2 50	
Scallops	3 00	
FRESH FROZEN SEA FISH		
Halibut	17	-18
Haddock, fancy, express, lb.	7 1/4	-8

Mackrel (med.), each	20	
Mackrel (large), each	25	
Cod, steak, fancy, express, lb.	10	
Salmon, Western	16	-18
Salmon, Gaspe	18	-20
FRESH FROZEN LAKE FISH		
Pike, lb.	0 08	0 10
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	0 10	0 12
Dore	0 12	0 13
Smelts, No. 1	0 15	0 16
Smelts, No. 1 large	0 20	
OYSTERS		
Selected, gal.	1 00	
Ordinary, gal.	1 00	
Malpeque oysters (choise) per bbl.	15 00	
Malpeque Shell Oysters (ordinary), bbl.	10 00	
Cape Cod shell oysters, per bbl.	12 00	
Clams (med.) per bbl.	8 00	
FRESH FISH		
Haddock	0 08	0 10
Steak Cod	0 10	0 12
Market Cod	0 08	0 08 1/2
Carp	0 11	0 12
Halibut	0 18	0 20
Dore	0 18	0 20
Lake trout	0 16	0 17
Pike	0 11	0 12

## ONTARIO MARKETS

TORONTO, April 11.—There is an inclination to expect that the United States in the war will have a steadily firming tendency on food products of various kinds, and particularly with canned meats. As an evidence of this, one of the larger dealers during the week made considerable increase in almost all lines of canned meats, with the exception of canned pork and beans. Cereals of various kinds and flour have felt the influence of the extension of war activities, although this latter condition could not be attributed entirely to the fact that the United States is in the war. Bullish crop reports on the condition of the winter wheat in the West and South-Western United States contributed largely to the record price at which wheat sold and so affected the flour situation. There have been a number of price changes during the week, most of which were in the upward direction. Business has continued remarkably good.

### Sugar Advances 45c Per Hundred in Week

Toronto  
SUGAR.—Sensational movements occurred in the sugar market during the week when, with an advance of 20c on April 5 and one on April 9 of 25c, the increase during the week amounted to 45c per hundred. Since February 14 of this year, or approximately within the past two months, the advance in sugar amounts to 85c per hundred. Starting on January 1 with the price of \$7.59, there was a decline on January 20 to \$7.49 and a further decline on January 27 of \$7.39. On February 14 there was an advance of 15c to \$7.54; on March 23 it went up 20c to \$7.74, and on March 27 to \$7.94. On April 5 it was advanced to \$8.14, and on April 9 to \$8.39, where it was at the time of writing. Since February 14 raw sugars have advanced in price at New York \$1.36 1/2 per hundred, as compared with an advance of 85c per hundred in the price of Canadian refined. It will, therefore, be seen that the price of refined sugar even on the basis of today's cost is in a very firm position. Fur-

ther advances, therefore, would not come as a surprise. The reason for the recent advances has been the prospect of a greatly decreased production from the original estimate, the influence of the United States at war, and also to a disposition of refiners to guard against possible contingencies of the future. In the local market there has been a good demand, a disposition being shown to cover for requirements. Refiners' sales, however, are limited to prompt dating.

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

### Peanut Butter And Canned Meats Higher

Toronto  
PEANUT BUTTER, MEATS, OLIVES, SODA BISCUITS.—Numerous advances have been recorded in grocery lines during the week in lines, which find ready sale from most grocery stocks. Crisco has again advanced 70c per case, and is now selling at \$9.90. Cowan's bulk cocoa is up 1c per pound, and is now selling at 21c and 23c, as compared with 20c and 22c formerly. Peanut butter has advanced 1c per pound for the bulk article and in 24-lb. pails is now quoted at 21c and in 15-lb. pails at 22c. Following the advance recorded in Surprise and Borax soap last week, other lines have been marked higher, Comfort, Sunlight, Gold and White's naphtha all selling now at \$5, the same price as Surprise and Borax. This represents an advance of 55c per case. Cosmo and Lennox are now quoted at \$4.15 per case, as compared with the former price of \$3.80 for Cosmo and \$3.85 for Lennox. An advance of approximately 10 per cent. has been

made in Club House olives. In the 5-oz. size the price is still 95c per dozen, but in the 6-oz. the price is \$1.35 per dozen, 8-oz. \$1.50, and 10-oz. \$1.75, in the latter three sizes the increase amounting to 10c per dozen. Greengage plums have advanced 45c per dozen, and are now selling at \$1.80. Pure Gold custards and puddings have advanced 20c per dozen, and are now selling at \$1.20. Clark's meat products have registered advances, corned beef halves now selling at \$2.75 per dozen; 1-lbs. at \$3.50 per dozen; 2-lbs. at \$9; 6-lb. tins at \$34.75, and 14-lb. tins at \$68 per dozen. Sliced smoked beef half-pound tins are quoted at \$2 per dozen, and 1-lb. tins at \$3. Roast beef halves are quoted at \$2.75; 1-lb. tins at \$3.50; 2-lb. tins at \$9, and 6-lb. tins at \$34.75 per dozen. Beefsteak and onion halves have been increased to \$2.75; 1-lb. tins at \$3.50, and 2-lb. tins at \$9 per dozen. Clark's peanut butter, quarter-pound glasses, are now selling at \$1.22, halves at \$1.70, and 1-lb. glasses at \$2.25. In pails peanut butter, 50's are selling at 24c per pound, 24's at 24c, 12's at 25c per pound, and 5's at 27c per pound. Christie, Brown & Co.'s line of biscuits have all advanced. Sweet biscuits and sodas have all shared in the upward tendency. Loose soda wafers in tins, boxes and barrels, have been increased 1/2c per pound, and are now selling at 11c. The designation of the tins has been changed somewhat, now going by letters in place of weight. Sodas in cartons are selling as follows:—A, 65c dozen; B, \$1.25 dozen; B packages, 13c package; C and W packages, 21c package; C package, 25c each; C. long package, 25c; D package, 29c; E package, 36c. Cream sodas—C, long tins, 33c per tin; C square, 33c; D tins, 38c; E tins, 42c; C tin pails, 30c. Soda wafers—A wrapped, 72c dozen; B wrapped, \$1.35 dozen.

### Molasses Market Firm; Corn Syrups Steady

Toronto  
MOLASSES AND SYRUPS.—There is a continued firmness in the molasses market, and representatives of the manufacturers continue to give quotations on the basis of confirmation later by their principals. Molasses in 5-lb. and 10-lb. tins are also being restricted in sale somewhat, no large orders being taken at present quotations. The demand for case molasses continues to be good. Corn syrups held in steady market during the week, the latter commodity going to the trade at the advance recorded last week. First grade cane syrup has advanced 1 1/2c per pound, and is now quoted at 6 1/2c.  
Corn Syrups—  
Barrels, per lb. 0 05  
Cases, 2-lb. tins, 2 doz. in case 3 85  
Cases, 5-lb. tins, 1 doz. in case 4 65  
Half barrels, 1/2c over bbls.; 1/4 bbls., 1/2c over bbls.  
Cane Syrups—  
Barrels, first grade 0 06 1/2  
Barrels and half barrels, lb. 0 04 1/2  
Cases, 2-lb. tins, 2 doz. in case 4 80  
Molasses—  
Fancy Barbadoes, gal. 0 75  
West India, half barrels, gal. 0 42  
West India, 10-gal. kegs 0 80  
Tins, 2-lb., table grade, case 2 doz. 2 75  
Tins, 2-lb., baking grade, case 2 doz. 2 75

### Canned Spinach And Succotash Are Higher

Toronto

**CANNED GOODS.**—Increases in the price of canned spinach and succotash have been recorded during the week, succotash now selling at \$1.80 per doz. and Canadian spinach at \$1.75 per doz., and American spinach at \$1.80 per dozen for 2-lb. tins. Mephisto canned chicken in 1-lb. flats is now quoted at \$4.50 per dozen. Hawaiian pineapple in certain quarters showed a firming tendency. Alaska spring salmon was also advanced 5c per dozen in certain quarters, now being quoted at \$2.40. Some British Columbia sockeye salmon is being offered at \$1.90 per dozen for half-pound tins. An advance has also been recorded in Paris Pate canned meat of 20c, the selling price now being \$1.20 per dozen. Peas continue in strong market, with corn supplies dwindling.

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

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	2 60
Chums, 1-lb. talls	1 40	1 45
Pinks, 1-lb. talls	1 05	1 80
Cohoos, 1/2-lb. tins	1 45	1 50
Cohoos, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, 1/2-lb., doz.	2 60	3 00
Canned Vegetables—		
Tomatoes, 2 1/2s	2 15	2 25
Peas, standards	1 35	1 35
Peas, early June	1 45	1 45
Beans, golden wax, doz.	1 35	1 45
Asparagus tips, doz.	2 75	3 00
Corn, 2's, doz.	1 75	1 75
Pumpkins, 2 1/2's	1 85	1 85
Red raspberries, 2s	2 45	2 45
Red cherries, 2s	2 45	2 45
Strawberries, 2s	2 50	2 50
Pineapple, Hawaiian, 2s, doz.	2 50	2 75

### Prunes Very Scarce; Higher Prices On Peels

Toronto

**DRIED FRUITS.**—Prunes on spot are very scarce and firmer prices are looked for. A few cars of prunes which left the coast in January and February consigned to Toronto have not yet arrived, and importers are at a loss to know when they will get here. A recent report stated that some of them had got as far as Chicago, but when they will get to the local market is still an open question. The arrival of these prunes will be the first relief to the local prune situation. There is a shortage on all California dried fruits on spot. New prices have been announced on American peel, which are approximately 4c per pound higher than the opening price of last year. New prices will make the selling price to the retail trade about 24c for lemon, 26c for orange, and 35c for citron. Importers are furthermore guaranteeing against a decline, which, in the opinion of wholesalers, is a strong indication that prices are pretty sure to advance.

Apples, evaporated, per lb.	0 13	0 13 1/2
Apricots, choice, 2 1/2's, faced	0 19 1/2	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 25	0 30
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Cleaned, 1/2 cent more.		
Australians, lb.	0 22	
Dates—		
Excelsior, packages, 3 doz. in case	3 25	
Dromedary dates, 3 doz. in case	4 00	
Hallowee, per lb.	0 11 1/2	

Figs—		
Taps, lb.	0 06 1/2	
Malagas, lb.	0 10	
Prunes—		
30-40s, per lb., 25s, faced	0 13	0 13 1/2
40-50s, per lb., 25s, faced	0 12	0 12 1/2
50-60s, per lb., 25's, faced	0 12	
60-70s, per lb., 25's, faced	0 11 1/2	
70-80s, per lb., 2s, faced	0 09 1/2	0 11
80-90s, per lb., 25's, unfaced	0 11 1/2	
5-lb. tins	0 65	
Peaches—		
Choice, 25-lb. boxes	0 12	0 12 1/2
Std's., 25-lb. boxes	0 10 1/2	0 11 1/2
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 09 1/2	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 15 1/2
Seedless, 16-oz. packets	0 15	0 16

### Tea Continues To Be Of Much Interest

Toronto

**TEA.**—There is a continuation of the active interest in the tea situation with a lot of inquiry from the wholesale trade for available stocks that can yet be secured. One firm is reported to have been given definite assurance that a consignment has left Calcutta for them, but most of the tea importers are yet in the dark as to whether they will be able to get additional supplies within a reasonable time. The opinion is expressed that higher prices for tea in the United States, as a result of that country being at war, would not necessarily affect the price of tea in Canada. It might further delay shipments of tea consigned to dealers here which are routed by way of Boston. There has been a gradual reduction of available stocks of tea during the week. Prices were firm, advances being recorded in some of the grades during the week. Red Rose tea at the time of writing had not been advanced.

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

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

### Shelled Walnuts For Fall Up 1c Pound

Toronto

**NUTS.**—Importers have during the week been advised that the price of shelled walnuts for delivery in September has been increased ten shillings per 100 kilos, or, in other words, 1c per pound. Producers who have walnuts in France are reported very scarce, and it is stated with positiveness by brokers in France that the price for September shipment will be higher than ever prevailing hitherto. Peanuts continue in firm market in the Southern producing centres. There is every indication that the nut situation this fall will be more acute than ever in the past.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12 1/2	0 14
Brazil nuts, lb.	0 15	0 15
Cocoanuts, per sack 100	6 00	
Shelled—		
Almonds, lb.	0 42	0 45
Walnuts, lb.	0 35	0 38
Walnuts, California	0 26	0 33
Peanuts, lb.	0 14	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	0 25	0 28

### Cream of Tartar Stocks Are Low

Toronto

**SPICES.**—There is a firm situation in cream of tartar as a result of the scarcity of cream of tartar. Wholesalers locally have very light stocks, and there is eager inquiry after anything available. This commodity cannot be picked up in any quantities in this market, inquiry and offers having come from the Montreal district during the week. In the primary market at New York an advance of 4c per pound was recorded during the week. Pepper is also in firm market, with future quotations very firm. Prices in spice lines held steady during the week.

Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 50
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 35	0 45
Peppers, black	0 30	0 35
Nutmegs, selects, whole, 100's	0 40	0 45
Do., 80's	0 60	0 60
Do., 64's	0 25	0 30
Mustard seed, whole	0 35	0 45
Celery seed, whole	0 28	0 35
Coriander, whole	0 75	0 85
Caraway seed, whole	0 45	0 52
Cream of Tartar—		
French, pure	0 45	0 52
American high test	0 55	0 58

### Coffee Higher In Primary Markets

Toronto

**COFFEE, COCOA.**—Although coffee advanced 1/2c to 1c per pound in the New York market during the week, the prices in the local market remained unchanged. This commodity was in active market, and fairly large sales were recorded in New York at the advanced prices. The fact that the United States has entered the war has had an appreciable effect, as her entry has been construed that the war will be shortened considerably. There have also been rumors that the Kaiser is likely to make another peace overture, and any advances toward peace tend to give strength to the coffee market.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 25
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 25	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 25
Chicley, lb.	0 14	0 17
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

### Southern Rices Scarce And Higher

Toronto

**RICE AND TAPIOCA.**—There is a decided firmness in the market for Southern rices, advances in the neighborhood of 2c per pound having taken place in that quarter within the past week or ten days. The French Government is reported recently to have bought 100,000 tons of rice for the use of her troops, and this has had a strong effect on the market. Some importers are unable to get the Texas Blue Rose rice at all. A California broker made the offer of sale



of several cars of rice in the local market during the week. There is a good demand for rice, and prices held steady during the week. Tapioca also continues in a strong market.

Texas, fancy, per 100 lbs.	7 50	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 11 1/4	0 12 1/4

### Beans Going Well Into Trade Channels

**Toronto**  
**BEANS.**—There has been a steady consumptive demand for beans during the week, with no disposition toward easier prices. The tendency is all in the other direction, with the United States a probable buyer of large quantities for her troops. Stocks of beans are getting within narrow compass. Lima beans are also in firm market.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 00	7 50
Rangoon, per bushel	6 25	7 00
Black eyes, California, bushel	4 80	
Yellow eyes, bushel	7 20	
Limas, per pound	0 13	0 15

### Rolled Oats Are In Very Firm Market

**Toronto**  
**PACKAGES.**—There is a firm market in rolled oats in packages, and it is intimated if the oat market continues to show its recent strength and upward tendency there will in all probability be higher prices in one of the lines at least. There has been a good demand for cereals of all kinds, no doubt due largely to the publicity given to their food value by the press. Starches held in a steady market at the advances recorded last week.

Cornflakes, per case	2 70	3 40
Rolled oats, round, family size, case.	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	3 80	
Cornstarch, No. 1, pound cartons	0 09	
No. 2, pound cartons	0 08	
Starch, 6-lb. packages, per lb.	0 07 1/2	0 10 1/4
In 1-lb. cartons	0 09	

### Fresh Whitefish And Trout Expected Soon

**Toronto**  
**FISH AND OYSTERS.**—Local wholesale fish men are expecting arrivals of fresh whitefish and salmon trout in larger quantities during the present and succeeding weeks. This class of fish has been coming in small shipments recently, but bigger quantities are expected from this time on. The market has been supplied mostly with the frozen article during some months past. There is a slightly easier tone in the market for haddock and cod, the former being quoted from 9c to 10c per pound, and the latter from 12c to 13c. The Lenten demand for fish is reported exceptionally good, but now has begun to ease off somewhat. The season for oysters is drawing to a close, demand getting lighter as the warm weather approaches.

<b>SMOKED FISH.</b>		
Ciscoes, per lb.		0 15
Haddies, per lb., new cured		0 12 1/4
Haddies, fillets, per lb.		0 15
Kipper herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Smoked boneless herring, 16-lb. box		1 50
Strip cod, 30-lb. boxes		4 50

<b>PICKLED AND DRIED FISH.</b>		
Skinless cod, 50-lb. boxes	4 50	
Acadia cod, 20 1-lb. blocks	2 80	
Salt mackerel, kits	2 30	
Salt cod, lb.	0 05 1/4	
Quail on toast, lb.	0 10	
Shredded cod, 24 cartons	1 80	

<b>FRESH SEA FISH.</b>		
Crabs, per dozen	1 00	
Halibut, frozen	0 17	0 17 1/2
Chicken halibut, per lb.	0 15	0 15 1/4
Qualla salmon (pink), frozen	0 10	0 10 1/4
Cohoe salmon (red), frozen	0 12 1/2	0 13
Haddock, fancy, express, lb.	0 09	0 10
Steak, cod, fancy, express, lb.	0 12	0 13
Flounders, lb., frozen	0 06	
Winkles, per bag	1 75	

<b>FRESH LAKE FISH.</b>		
Pike, lb.	0 08	0 08 1/2
Whitefish, lb., frozen	0 12 1/2	0 13
Goldeyes, lb.	0 07	0 08
Herrings, frozen	0 06	
Tullibeas, lb.	0 09	0 09 1/4
Yellow pickerel	0 12	0 13
Smelts, No. 1	0 09	0 12 1/4
<b>Oysters—</b>		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel		8 50
<b>Shrimps—</b>		
Wine gallon cans	1 40	
No. 2	2 70	
No. 3	5 20	

### New Asparagus In; Potatoes Are Firmer

**Toronto**  
**VEGETABLES.**—Some of the first asparagus of the season from California arrived in the market during the week, and is selling at \$9.50 per case for extra fancy and \$8.50 to \$9 for fancy. Hot-house cucumbers are more plentiful and the price is easier, being quoted at \$2.50 to \$2.75 per dozen. California head lettuce in hampers was quoted at \$3. Potatoes were in firmer market during the week, New Brunswick Delawares being quoted up 25c per bag. There was a scarcity of potatoes. Western potatoes were also quoted 25c up at \$3.25 to \$3.50 per sack. Ontario potatoes were very scarce during the week. Florida tomatoes were out of the market pending the arrival of additional stocks.

Asparagus, Cal., case	8 50	9 50
Beets, bag	1 75	
Brussel sprouts, imported, quart.		0 15
Cucumbers, hot-house, doz.	2 50	2 75
Cabbage, hampers		
Caullflower, Cal., 15 to 24 in box.	2 75	4 50
Carrots, bag		2 00
New, hamper		2 50
Celery, Florida, half case	4 50	5 25

Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
California head lettuce, hamper.		3 00
Mushrooms, 4 lbs.	2 75	3 00
<b>Onions—</b>		
Spanish, crate, 120 lbs.	8 50	10 00
New Zealand, 75-lb. bags		8 00
Ontario onions, 75-lb. sack, red		8 25
Green, per bunch		0 75
<b>Potatoes—</b>		
N. Brunswick Delawares, 90-lb. sacks	3 50	3 75
Sweet Jerseys, hamper		
Western, 90-lb. sack	3 25	3 50
Ontario, 90-lb. sack		
Parsnips, bag	2 50	
Spinach, bushel hamper		3 00
Green peppers, doz.		1 00
Tomatoes, Florida, 6-basket carriers.		
Parsley, doz.		1 00
Watercress, doz.		0 30
Turnips, bag	0 75	0 85

### Pineapples And Rhubarb Are Down

**Toronto**  
**FRUIT.**—Porto Rican pineapples were quoted 25c to 50c per case lower during the week, with Cuban pines down 25c. California lemons were also easier in tone during the week, some quotations being down to \$4 per case, while the Messinas were also 25c down in some instances. Rhubarb was easier, being quoted at \$1, representing a drop of 25c. Strawberries were also down, being quoted at 50c per quart and 18c to 20c in pints. Florida oranges were lower at \$3.75 to \$4 per case. Apples are getting scarce, and the sale of this fruit during the week was reported good.

<b>Apples—</b>		
Baldwins, No. 1 N.S. bbl.	6 00	6 50
Baldwins, No. 1 Ontario		7 00
Baldwins, No. 2 Ontario		6 00
Ben Davis, No. 1	4 00	5 50
Ben Davis, No. 3		3 60
Boxes, American	2 50	3 00
Bananas, bunch	2 25	3 25
Cranberries, bbl.	9 50	10 00
Boxes, 28-qt.	3 25	3 50
<b>Oranges—</b>		
Cal. Navels	3 50	4 00
Floridas, case	3 75	4 00
<b>Grapes—</b>		
Spanish Almeria, small bbl., 40 lbs.	7 00	9 00
Grapefruit, Florida, case	4 00	4 75
Grapefruit, Cuban	3 50	4 00
Grapefruit, Porto Rican, case	3 75	4 25
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	4 00
Pineapples, Porto Rican	4 50	5 00
Cuban, case	4 00	4 25
Rhubarb, doz. bunches		1 60
Strawberries, 1-qt.		0 50
Strawberries, pints	0 18	0 20

## MANITOBA MARKETS

**WINNIPEG, April 10.**—Packers of tea here are warning the retail trade that the tea market is very firm, and that further advances on various brands of package teas are looked for at an early date. On account of the large demand for cottonseed oil for munition purposes, all cottonseed oil products are firm. There was an advance in compound lard last week. Further advances can be expected on canned oysters.

The market is bare of Greek currants, and none are expected for a long time to come. As the supply of Australian currants is not big enough to meet the demand, currants are likely to remain high, or even go higher still. Higher prices are being predicted on olives. Chicory is also reported being very firm.

Important advances have recently been made on various breakfast cereals, and more are likely to come owing to the heavy cost of cardboard. Retailers are

advised to lay in a stock of fruit jars this year, as there is likely to be a scarcity. The output of glass factories has been restricted, and labor is hard to get; a shortage seems inevitable. Those placing their orders late are likely to be disappointed.

One of the most important advances of the week was that of rolled oats, which jumped to \$3.30. Retailers will no doubt be able to buy at lower figures than this from the wholesale trade for a while, but it cannot last long. There has been a cutting of prices by the mills of late, and no doubt some of the jobbers had fairly good stocks. It will not be long, however, before their price is up to \$3.30. Flour is up another 40c per barrel, and first patents are now quoted \$10.40 per barrel. Scarcity of feed continues to be acute. Fresh salmon arrived on the market this week, but the price, 23c, was considered too high, and very little was sold.

An advance is announced by large numbers of manufacturers in soap. Several of the largest makers withdrew their prices on March 31, and on April 2 announced an advance amounting to about 45c per case. This is the second advance in three months, the last advance of 30c taking place on December 14. The reason given, of course, is higher cost of raw materials and labor.

Two weeks ago an advance of \$1 per case was announced in Crisco. A further advance of 50c per case took place last week, making total advance of \$1.50 inside of two weeks. New prices have gone into effect on all corn syrups and corn starch, advance on corn syrup being 20c per case, and 1/2c per lb. on starch. Prices on honey have been withdrawn, indicating higher prices to come. The trade can also expect higher prices on condensed and evaporated milk.

**Winnipeg**

**SUGAR.**—The market is now on a basis of \$9.00 for standard granulated, the refined market having advanced 45c during the week. Like the last one, this advance came more or less as a surprise to the trade, although the raw market has been very firm. Since the first advance took place two weeks ago, there has been a steady booking of orders for sugar.

**Higher Corn Syrup;  
Cane May Go Up**

**Winnipeg**

**SYRUPS.**—Brokers are confidently predicting an early advance in cane syrup. They have two good reasons for predicting this, the first being that sugar has advanced 60c per cwt. in the past two weeks, and secondly, that there has been an unusual demand for cane syrup owing to the high price of corn syrup. In our last issue we announced by wire that corn syrup had advanced 20c per case, and that corn starch had advanced as well. This, of course, was due to the high corn market.

**B. C. Cane Syrup—**

2-lb. tins, 2 doz. to case, per case.....	4 10
5-lb. tins, 1 doz. to case, per case.....	4 70
10-lb. tins, 1/2 doz. to case, per case.....	4 40
20-lb. tins, 3 tins to case, per case.....	4 25

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

Molasses—	Per gal.
Barbadoes, 1/2 bbls., per gal.....	0 70 0 75
New Orleans, blackstrap, 1/4 bbls., gal.	0 48 0 46

**California Canned  
Fruit Prices Withdrawn**

**Winnipeg**

**DRIED FRUITS.**—There has been a very heavy demand for peaches, and the Peach Association has withdrawn bookings. Prunes are up 1/2c per lb. in California, and the retail trade in Western Canada can expect an advance in prunes before very long. It was announced some time ago that canned fruit in California had opened up slightly higher than last year; these prices have been withdrawn, indicating that an advance is about to take place. Stocks of pineapple in California are all sold.

**Dried Fruits—**

Apples, evap., new, 50-lb. boxes, lb.	0 11 1/4	0 12
Apricots—		
Choice, 25's	0 19	0 22

Choice, 10's	0 23	0 25
Peas—		
Choice, 25's	0 12 1/2	0 13
Peaches—		
Choice, 25-lb. boxes	0 10 1/4	0 11
Choice, 10-lb. boxes	0 10 1/2	0 12
Currants—		
Fresh cleaned, Australian, lb.	0 19	0 21
Figs—		
Cooking figs	0 07	0 07 1/2
Dates—		
Halloweas, new, bulk, lb.	0 12	
Fards, box, new, 12 lbs.	2 00	
Raisins, California—		
16 oz. fancy, seeded	0 11 1/4	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09 1/4	
12 oz. choice, seeded	0 08 1/2	
Raisins, Muscatels—		
3 crown, loose, 25's	0 10	
3 crown, loose, 50's	0 10 1/4	
Raisins, Cal. Valencias—		
3 crown, loose, 25's	0 09	
3 crown, loose, 50's	0 08 1/4	
Figs, cooking, lb.	0 09	
Prunes—		
80 to 100, 25's	0 09	
40 to 50, 25's	0 11 1/4	
Peel—		
Orange, lb.	0 22	
Lemon, lb.	0 21	
Citron, lb.	0 25	

**Cereal Market  
As High As Ever**

**Winnipeg**

**DRIED VEGETABLES.**—There has been no easiness in the bean market, and jobbers continue to ask higher prices from the retail trade. Sometime ago the CANADIAN GROCER reported that a salesman had been through the West placing orders for Japanese beans at a very low figure. It has since been stated that he found it impossible to fill these orders and stated that the beans had been sold before his cable reached Japan. The Lima bean market is pretty well cleaned up in California. Peas are also as firm as ever, in fact advance in any line of cereals would not be surprising.

Beans—		
Manchurian, hand-picked, bushel.....	6 50	
Manchurian, 3-lb. pickers	5 70	
California Lima Beans—		
80-lb. sacks	0 11 1/4	
Barley—		
Pot. per sack, 98 lbs.	4 75	
Pearl, per sack, 98 lbs.	6 60	6 65
Peas—		
Split peas, sack, 98 lbs.	7 00	
Whole peas, bushel	3 60	4 00

**Halibut Up To 16-18c;  
Fresh Salmon In**

**Winnipeg**

**FISH AND POULTRY.**—Oysters can be considered as being off the market. The most important change this week is an advance in halibut, which has jumped to 16-18c. It is scarce, and it is hard to say to what price it is likely to go. Advices from the coast state that there is very little halibut out there. However, a small shipment arrived in Winnipeg this week. Prices on mackerel vary from 3.00 to 3.50 per 20 lb. kit; and there is not much being sold. Prices on brook trout vary from 30 to 40c lb. Most lines of fish outside of halibut seem to be plentiful. Fresh salmon has arrived on the market, but price was too high for the average dealer, costing him 23c per lb. During the holidays there has been a fair movement of poultry, but this business is not likely to pick up to any extent until May 1.

Whitefish	0 12	0 13
Salmon, frozen	0 15	0 16
Halibut, fresh	0 16	0 18
Cod, Ling	0 10	0 10
Cod, black	0 12 1/2	0 14
Kippers, boxes	2 00	
Bloaters, boxes	1 75	

Mackerel, 20-lb. kits	3 00	3 50
Finnan haddie, lb.	0 13 1/2	
Salt herrings, bbl.	5 00	
Salt herrings, 20-lb. pails	1 50	
Smelts	0 14	0 16
Haddock	0 09	0 09
Flounders	0 30	0 40
Rock trout	0 30	0 17
Smoked filets	0 07 1/2	0 08
Sea herring	0 07 1/2	0 08

**Potatoes Firmer;  
Oranges Big Sellers**

**Winnipeg**

**FRUITS AND VEGETABLES.**—Dealers in touch with the market claim that there is a firmer feeling to potatoes this week, due to the beginning of a pronounced export demand again. To export, potatoes must be No. 1 stuff, and they are bringing 1.40 per bushel in cars. The retailer can to-day buy good potatoes at 1.50 per bushel in 10 bushel lots and can buy as low as 1.25 by the car. It is expected the price will go higher as soon as exporting starts again. The biggest demand just now seems to be for oranges, navels bringing \$4.00 to \$4.25 per case. Bitter oranges are practically off the market, and what are left are selling at \$5.00 per case. Louisiana strawberries are in, selling at \$5.00 per case of 24 pints. The same strawberries are bringing 60c per quart. Florida tomatoes are off the market. California celery is down to \$6.00 per case. Cucumbers are up to \$6.00 per box; were formerly \$5.50. New lines on the market include new carrots and turnips at \$1.25.

Manitoba potatoes, bushel	1 25	1 50
Celery, Cal., case	6 00	6 00
Cucumbers, box	6 00	6 00
Carrots, old, bushel	1 00	1 00
Turnips, old, bushel	2 00	2 00
Cabbage, per cwt., old	0 09	0 09
Cabbage, Cal., lb.	3 00	3 00
Cauliflower, Cal., small crates	1 75	1 75
Head lettuce, Cal., doz.	0 65	0 65
Lettuce, head, doz.	0 30	0 30
Imported mushrooms	5 00	5 00
Sweet potatoes, hamper	0 75	0 75
Parsley, imported, doz.	0 25	0 25
Peas, green, lb.	0 15	0 15
Spinach, lb.	4 00	4 25

Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200	5 00	5 00
Lemons	5 00	5 00
Grape fruit	8 00	10 00
Malaga grapes, keg	2 50	3 00
Wine saps, box	2 50	3 00
Rome Beauties, box	11 00	11 00
Cranberries, bbls.	4 50	4 50
Pears, Winter Nellis, box	5 00	5 00
Strawberries, Louisiana, case 24 pts.	0 60	0 60
Strawberries, qts.	0 60	0 60
Bananas, lb.	4 50	4 50
Rhubarb, box		

**Flour Advancing  
Rolled Oats Now 3.20**

**Winnipeg**

**FLOUR AND CEREALS.**—There has been an advance in flour of 40c per bbl., bringing the price of first patents to 10.40 per bbl. This was due to a firmer market for wheat, the tendency for which was upward all last week owing to the Government making heavy purchases. The general opinion is that we are going to see still higher prices. This is not due so much to U.S. having gone into the war as the fact that all reports indicate a world shortage of visible supplies. There is not really a shortage in Western Canada, but there is apparently a world shortage. Domestic and export business in flour has been good. An important change is that of rolled oats, which are now being quoted at 3.30. Many of the jobbers bought heavily when the market was down, and are

still selling much lower than the above figure. Some have been selling recently as low as \$2.80, but their quotations are gradually rising, now quoting \$3.00, and will be \$3.30 before long. The reason for this advance is a firmness in the oat market. This has resulted also in an advance in oatmeal, which is up from 3.75 to 4.00-4.10. The corn market is still very high, and cornmeal is very hard to get, all manufacturers being considerably oversold. The feed situation has not made any change, and both dealers and millers are just as badly off as ever they were. It is improbable that prices will go higher, as they are quite high enough already.

Flour—	
Best patents	10 40
Bakers	9 90
Clears	9 50
XXXX	7 30
Cereals—	
Rolled oats, 90 lbs.	3 30
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	3 30
Oatmeal, 98's	4 10
Feeds—	
Bran, per ton	30 00
Shorts, ton	32 00
Middlings, ton	32 00
Mixed chop, ton	42 00

## SERVICE DEPARTMENT

John McCorvie & Son, grocers, Chatham, Ont.—Your issue of the CANADIAN GROCER of Dec. 17, 1916, contained an article entitled, "Grocers' Costs Average 16½ per cent.," and states that over 3,500 copies of the Harvard System of Accounting had been distributed on request to retail grocers since August 1, 1914. How could we secure one, and what is the cost? Stamped, addressed envelope enclosed for reply.

These investigations were made under the auspices of the Bureau of Business Research of Harvard University, Cambridge, Mass. The booklet may be obtained by sending 50 cents to the above address. As this Bureau has covered investigations on a number of different businesses, it is well to state that you require the booklet dealing with the retail grocery trade.—Ed.

\* \* \*

Will you kindly inform me where I can obtain machinery for butter and cheese making, also for evaporated and condensed milk?—L. R. Morris, Regina, Sask.

Ans.—This information has been forwarded direct.

\* \* \*

We have been thinking of installing a waste paper baler. Would you kindly give us the names of a few large firms who purchase waste paper?—Geo. Gordon & Co., Cache Bay, Ont.

Ans.—This information has been forwarded direct. We will be glad to supply the names of such firms to anyone interested.



# Told 'Round the Cracker Barrel

### IN PERFECT ACCORD.

"How's the boy getting along with his studies?" asked Farmer Cornstassel of old man Turnipseed.

"Pleasantly," was the reply, "pleasantly, He don't bother 'em none."

### A LITTLE DIFFICULT TO PLEASE

The Neodasha Sun found this story in an Oregon paper. A man went into a business house and stated that his wife had made up her mind to go back to western Kansas. "Back there," he explained, "she used to sit around and sigh for a tubful of good, soft rainwater in which to wash the clothes, and it became so tiresome I moved to Oregon. We have been here two months and now she has all the rainwater she can use and wants to move back to Kansas to get the clothes dried.

### WHY LOOK?

Mrs. Jenkins, a regular visitor in the doctor's consulting room, started on the long story of her troubles. The doctor endured it patiently and gave her another bottle. At last she started out, and the doctor was congratulating himself, when she stopped and exclaimed:

"Why, doctor, you didn't look to see if my tongue was coated."

"I know it isn't," wearily replied the medical man. "You don't find grass on a race track."

### HIS DARK HOUR.

"Say, Snibbs, let me use your telephone, will you?"

"Sure. What's the matter with yours?"

"It's all right; I want to telephone to my wife that I'm going to bring a man from out of town to dinner."

"Well?"

"He's sitting in my office now, and I hate to have him watch when my wife tells me what she thinks of the proposition."

### PETTED TO DEATH.

Customer.—I think this meat is spoiled.  
Meat Market Proprietor.—Perhaps so, mum, but that meat came from a prize lamb, and it may have been petted too much.

Would you please advise me who are the Canadian or American representatives of Peters' Chocolate?—L. F. McCoy, Kentville, N.S.

Ans.—Mr. Shelmerdine, 2 Minerva avenue, Toronto, Ont.

\* \* \*

Will you kindly supply us with some information relative to the London Produce Co., 53 Queen street, Ottawa, Ont.?—Centreville, N.B.

Ans.—Information has been sent direct. This information is available for any others who may be interested.

\* \* \*

Could you kindly give me the names of Toronto firms handling radishes in the early spring.—Geo. M. Gemmill, Almonte, Ont.

Ans.—Information has been forwarded.

### TOUGH LUCK.

Joe (who has just accepted a cigar from Ike)—I suppose there are at least 10,000 brands of cigars altogether?

Ike—I should say so.

Joe—Just your luck to pick this one.—London Opinion.

### WOODROWITIS.

"Willie, where did you get that dog kennel?"

"From the boy next door."

"You don't mean to say that he gave it to you."

"No, sir; he's one of the kind of boys who's too proud to fight."

### WHY WASTE WORRY?

"Does your husband worry about the grocery bill?" asked a housewife. "No, he says there's no sense in both himself and the grocery worrying over the same bill."

### PREPAREDNESS.

A rich manufacturer of asbestos took a house just across the street from a sweet-spirited old lady and his family proceeded to enjoy itself in what seemed to her a very worldly fashion.

But the old lady was never known to speak ill of anyone, even when her neighbors played tennis on Sunday. She only said:

"Dear me, they must have great faith in their asbestos."

### A NEAT TRAP.

"I see you have your hand in a sling," said the inquisitive passenger. "Broken, isn't it?"

"Yes, sir," responded the other passenger.

"Meet with an accident?"

"No; broke it while trying to pat myself on the back."

"Great Scott; what for?"

"For minding my own business."

### THERE'S A REASON.

Sambo—Ah loves yo', Mandy, an' ah jest come to ask yo' to fix up de weddin'.

Mandy—What's de mattah? Has yo' lost yo' job?

## NEW FISH PACKING PLANT FOR NEW BRUNSWICK

A new fish packing plant is to be established at Point du Chene, N.B., by C. B. Anderson, formerly of Yarmouth, N.S., who had been engaged in the business there, and, more recently, at Newport, Rhode Island. He has purchased a property with buildings, and will immediately proceed to prepare for business. Lobster-packing will be the chief item this year, but later the plant will be enlarged to provide for other lines of the business. Mr. Anderson, who is enthusiastic over the possibilities of the fishing industry in New Brunswick, says that some of the largest operators along the U. S. coast, are taking a deep interest in the prospects here and he knows of several who are securing data with the idea of opening up here.

# FLOUR AND CEREALS

## Flour Reaches Its High War Record

Montreal

**FLOUR AND FEEDS.**—Flour has reached the highest price yet attained since the war, and the market is still strong and strengthening. The prediction of \$12.00 flour seems likely to be fulfilled, and the still more bullish figure of \$15.00 flour seems less impossible at present. Wheat jumped from \$1.92 to \$2.11 in a brief interval of time, and upon the behaviour of the wheat market depends the range of the market for flour immediately and for the future. With continual rumors of a poor Argentine crop, of half spoiled winter wheat in the United States, (and some damage by cold weather reported even from Ontario winter wheat districts) with whispers of short labor for seeding, fewer acres sown, and fewer hands probable for harvesting in Canada while the idea of Russian wheat is practically set aside the bull tone of the market gathers strength steadily, and the outlook at time of writing is certainly firm to a fault. Whether the worst of wheat shortages will be realised is a matter for the prophets to wrangle over, and make good or fall down upon. The best experience leaves the outlook to those most familiar with the effects of previous world-wars, and watches the markets from day to day as closely as possible. Undoubtedly the effect of the United States action in the war will tend to produce more firmness but how far it may go or how long it will last is a very unpredictable matter. Winter wheat is higher and feeds have advanced. There may be a little relief to the feed situation when new grass is available, but flour will keep firmer in all likelihood now until crop estimates are available.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 80	11 00
Second patents	10 30	10 50
Strong bakers	10 10	10 30
Winter Wheat Flour—		
Fancy patents	9 80	10 00
90 per cent. in wood	9 40	9 80
90 per cent. in bags	4 45	4 55
Bran, per ton	37 00	39 00
Shorts	40 00	41 00
Special middlings	44 00	45 00
Feed flour	53 00	54 00
Feed oats, per bushel		0 83

## Cereals Reflect Wheat's Firmness

Montreal

**CEREALS.**—In the usual close association with the wheat and flour market cereals of all kinds are this week again in the very firmest kind of market. Rolled oats reflect the tendencies of their raw material. The wheat

based cereals are all higher in price. Pearl hominy is up a shade. Corn meal shows the acute state of the market for corn ( a market factor of considerable importance nowadays). It is rumored that one of the widest known cereal package lines is subject to withdrawal of prices effective perhaps this week, and the "Flakes" are going higher "Kelloggs" being now \$3.40 per case. The outlook as to cereals is for further firmness.

Barley, pearl, 98 lbs.	6 25	6 80
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.		5 00
Corn flour, 98 lbs.		4 00
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.		5 15
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.		4 00
Oatmeal, standard, 98 lbs.		4 30
Oatmeal, granulated, 98 lbs.		4 30
Peas, Canadian, boiling, bush.		3 75
Rolled oats, 90-lb. bags		3 75
Whole wheat flour, 98 lbs.		5 15
Rye flour, 98 lbs.		5 00
Wheatlets, 98 lbs.		5 40

## Flour Up 70c. Barrel This Week

Confirmation of Damage to Winter Wheat in United States and War Conditions Responsible

Toronto

**FLOUR.**—Two advances in flour were recorded during the time since our last issue, one of 30c becoming effective on April 5 and the other of 40c per barrel on April 9. The increase was due to the firm position of wheat caused by the confirmation of reports of damage to the winter wheat in the West and South-Western States by the United States Department of Agriculture. Cash wheat reached a record price during the week, when on Tuesday of this week it was quoted at \$2.10½ at Winnipeg. The highest point reached previously was on November 22 of last year when the cash wheat at Winnipeg touched \$2.05 for a brief period. At that time flour went up to \$10.50 per barrel, which was also the record price up to the time of the present prices. With the United States at war with Germany, there was an additional cause for higher prices for wheat. With the market at the present basis there is very little of the speculative element operating on wheat, the basis being largely one of demand and supply. Deliveries of flour from the West are again being held up through poor railway facilities. One large concern reported that they are only allowed four cars per week to Eastern points on one line, and five cars per week on another line. This is a very small amount in comparison with their requirements. Ontario winter wheat flour advanced 50c per barrel during the week, making high patents now \$9.30 per barrel in car lots and 20c higher in small lots. Second patents On-

tario flour are quoted at \$8.90 in car lots. The market for all flour products is very firm.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	10 70	10 95
Second patents	10 20	10 40
Strong bakers	9 80	10 00
Ontario Winter Wheat Flour—		
High patents	9 30	9 20
Second patents	8 80	9 10

## Corn Products And Whole Wheat Flour Up

Toronto

**CEREALS.**—With the high prices being paid for corn during the week, corn products have reflected the firmness, and corn flour is accordingly quoted 10c per bag higher. Gold Dust cornmeal is quoted at \$4.15 per bag and yellow cornmeal firm at \$3.85. Graham flour and whole wheat flour have advanced in sympathy with the higher price for first patents flour, both Graham and whole wheat now being quoted at \$5.05 to \$5.10 per 98 pounds. Rolled oats are in firm market, the range being from \$3.70 to \$4 per bag, with oatmeal ranging from \$4.30 to \$4.65. There has been a good demand for cereals, and steadily firm prices are anticipated.

	Less than car lots	Car lots
Barley, pearl, 98 lbs.	6 70	7 50
Barley, pot, 98 lbs.	4 75	5 00
Buckwheat flour, 98 lbs.		5 25
Corn flour, 98 lbs.		4 25
Gold-dust Cornmeal, 98 lbs.		4 15
Cornmeal, yellow, 98 lbs.		3 85
Graham flour, 98 lbs.	5 05	5 10
Hominy grits, 98 lbs.		4 25
Hominy, pearl, 98 lbs.		4 25
Oatmeal, 98 lbs.		4 65
Rolled oats, 90-lb. bags	3 70	4 00
Rolled wheat, 100-lb. bbls.		5 50
Whole wheat flour, 98 lbs.	6 05	6 10
Wheatlets, 98 lbs.	5 39	5 75
Peas, yellow split, bush.	7 50	7 75

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

## Mill Feeds All Go Up \$1 Per Ton

Toronto

**MILL FEEDS.**—An advance of \$1 per ton all along the line was made effective during the week on mill feeds, which now makes the price of bran in mixed cars \$37, shorts \$40, special middlings \$44, and feed flour \$53. Ontario oats are also higher by 1c per bushel, and Manitoba oats have increased by the same amount. There is a continued heavy demand for feed of all kinds, with the exception of bran, the consumption of which is falling off slightly. The higher prices have been due to the firmness in the grain markets.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	37 00	39 00
Shorts	40 00	42 00
Special middlings	44 00	46 00
Feed flour	53 00	55 00
Ontario oats, No. 2 (nominal)	0 71	0 72
Manitoba oats, No. 2 (nominal)		0 79½

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 10.—Naturally in many lines wholesale business last week had a fillip due to the approach of Easter. It is satisfactory to be able to record that there has been no falling off so far. The unprecedentedly high prices of sugar and flour have not yet slackened off buying, although the expectation of an advance in each of these had stimulated buying by retailers last week. The potato market is firm and reports from pit districts indicate frost spoilage so that no reductions may be looked for. Butter is firm and stocks are low. Lard has advanced slightly. Cheese is steady at the last advance.

Sugar has advanced 65c per hundred, flour 40c per barrel. Potatoes are firm at \$65 per ton. Cheese is also 1c per pound higher. Following are the quotations:

VANCOUVER, B.C.—	
Sugar, pure cane, granulated, 100 lbs.	8 95
Flour, first patents, Manitoba, per bbl. in car lots	11 10
Salmon, Sockeye, 1-lb. tails, per case 4 doz.	75 00
Rice, Siam, per ton	85 00
Beans, Japanese, per ton	65 00
Potatoes, per ton	0 25
Lard, pure, in 400-lb. tierces, per lb.	0 49
Butter, fresh made creamery, lb.	0 36
Eggs, new laid, in cartons, per dozen	0 40
Cheese, new, large, per pound	0 28½

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 10.—Flour has advanced gradually and is now quoted at \$5.35 per bag. Sugar made several advances during the week, to-day's quotation being \$9.45 per hundred. Crisco advanced 50c a case at the end of the week and 70c yesterday. Mostly all laundry soaps made big advances of from 35c to 55c per case, white toilet soaps are considerably higher. Kellogg corn flakes are up 45c per case and rolled oats are firm. Bacon is up ½c per lb. and is now quoted at 30c and 30½c per lb. Lard shows a decline of ½c, 3's now selling at \$14.70 per case. Vancamps soups and beans are up 90c and \$1.75 per case respectively. Advances are expected on small white beans and dried green peas.

CALGARY:	
Beans, small white, Japan, lb.	0 10½ 0 12½
Flour, No. 1 patents, 98s, per bbl.	10 70
Molasses, extra fancy, gal.	0 77
Rollled oats, 2s	3 35
Rice, Siam, cwt.	4 70
Sago and Tapioca, lb.	0 00

Sugar, pure cane, granulated, cwt.	9 45
Cheese, No. 1 Ontario, large	0 27 0 30
Butter, creamery, lb.	0 44
Lard, pure, 3s, per case	14 70
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Eggs, new-laid, case	7 75 8 25
Tomatoes, 2½s, standard case	4 60 4 75
Corn, 3s, standard case	3 60 4 00
Peas, 2s, standard case	2 95 2 50
Apples, gala, Ontario, case	2 50
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	12 25
Salmon, pink, tall, a case	5 00 5 50

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 10.—The entry of United States into the war was marked here by big sharp advances in many lines, nearly half the appended list changing last week, many lines several times. Almost without exception the changes were upward. All cereals and cereal products show substantial advances. Manitoba flour is quoted at \$11.70 and Ontario \$10.95, these prices are the highest in the recollection of the present generation of dealers, advances being 80 and 90 per cent. since war began. Cornmeal, granulated is selling at \$8.25 with ordinary at \$2.95. Buckwheat flour is now off the market. Sugar has jumped 65c making an advance of \$1.05 in less than a month. Standard is now selling at \$8.45 to \$8.50 per hundred, No. 1 yellow at \$8.05 to \$8.10; Paris lumps at \$9.75 to \$10. with no United Empire or bright yellow on the local market. There are some case eggs at 35c per doz. Butter is now selling at 38c to 43c per pound, pure lard at 28c and compound lard at 20c to 20½c per pound. Standard peas are now selling at \$2.80 per case, domestic sardines at \$4.75 case and cream of tartar at 46c to 48c per pound. Advances have been recorded in candied peel, citron now selling at 29c to 30c per pound, orange and lemon at 25c to 26c. Grapefruit is 50c per case higher, being quoted at \$5 to \$5.50.

ST. JOHN, N.B.:	
Flour, No. 1 patents, bbls., Manitoba	11 70
Ontario	10 95
Cornmeal, gran., bbls.	8 25
Cornmeal, ordinary, bags	2 95
Molasses, extra fancy, gal.	0 61 0 62
Rollled oats, bbl.	8 50
Beans, white, bush	8 00
Beans, yellow-eyed	7 75
Rice, Siam, cwt.	5 25 5 50
Sago and Tapioca, lb.	0 11 0 12
Sugar—	
Standard granulated, cwt.	8 45 8 50
United Empire	7 70 7 75
Bright yellow	7 60 7 65
No. 1 yellow	8 05 8 10
Paris lumps	9 75 10 00
Cheese, N.B., twins	0 35 0 36½
Eggs, new laid	0 25 0 26
Roll bacon	0 25 0 31
Breakfast bacon	0 38 0 43
Butter, dairy, per lb.	0 38 0 40
Lard, pure, lb.	0 25 0 26
Lard, compound	0 20 0 20½

American clear pork	40 00	80 00
Beef, corned, 1s	3 00	3 50
Tomatoes, 3s, standard case	4 70	5 00
Corn, 2s, standard case	3 50	3 75
Peas, 2s, standard case	2 80	2 80
Apples, gala, N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	5 00	5 00
Raspberries, 2s, Ontario, case	5 40	5 40
Peaches, 2s, Ontario, case	4 00	4 00
Salmon, red spring, tall, case	10 50	10 50
Salmon, pink, tall, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums, case	5 00	5 25
Sardines, domestic, case	4 75	4 75
Cream tartar	0 45	0 48
Currants, lb.	0 30	0 21
Raisins, choice, lb.	0 12	0 12
Raisins, fancy, lb.	0 12½	0 15
Raisins, seedless, lb.	0 15	0 15
Prunes, 90-100, lb.	0 11	0 11½
Candied peel, citron	0 29	0 30
Candied peel, orange and lemon	0 25	0 26
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	0 21	0 21
Pork and beans, case	4 80	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	3 00	5 75
Lemons, Messina, box	4 50	5 00
Lemons, Cal., box	5 50	5 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 00	5 50
Potatoes, bbl.	3 25	5 50
Onions, per 100-lb. bag	10 00	11 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 10.—Flour has advanced 50c per bbl. and is now quoted at \$10.80. Rolled oats bails have jumped to \$3.90. Sugar advanced 20c on April 6, and 25 cents on April 9, bringing the quotation up to \$9.14. Cheese has advanced 2c and is now 30c per lb. Eggs are quoted at 26c and 27c per doz. Crisco has made two advances and is now \$9.90 per case. Cotalene is up to 20¼c. Canned corn has jumped about 30c per case and is quoted at \$3.75. Soap and soap powder and all lines of laundry soaps have advanced 20c to 75c per case. Olives are higher this week. Canned pineapples are scarce and an advance is expected. Cornmeal has advanced, 49's being quoted at \$1.80 and 10's at \$4.10. Starch is up ½c and an advance in canned milks is expected. Biscuits are up 1c. Cornflakes have gone up from 40c to 50c per case. Kelloggs being quoted at \$3.40.

REGINA—	
Beans, small white Japan, bush	7 00
Flour, No. 1 patents, 98s, per bbl.	10 80
Molasses, extra fancy, gal.	0 71
Rollled oats, bails	3 90
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 09½
Sugar, pure cane, granulated, cwt.	9 14
Cheese, No. 1 Ontario, large	0 30
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	14 60
Bacon, smoked sides, lb.	0 30
Bacon, smoked backs, lb.	0 28
Eggs, new-laid	0 26 0 27
Tomatoes, 3s, standard case	4 50
Corn, 2s, standard, case	3 75
Peas, 2s, standard, case	2 80
Apples, gala, Ontario	3 10
Strawberries, 2s, Ontario, case	5 15
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	12 25
Salmon, pink, tall, case	6 25 7 00
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 28
Bacon, roll	0 23 0 24

# PRODUCE AND PROVISIONS

## Hog Products Are Variously Advanced

**Montreal**  
**PROVISIONS.**—Owing to the small supplies of hogs coming in, and their unsatisfactory finish in general the market for all lines of pork products is very firm indeed, and in several lines there have been stiff advances since our last issue. Medium hams now quote 28 cents to 29 cents per lb., plain backs have advanced, and roll bacon is up a cent. Dry salt meats are also advanced a cent a pound. Cooked hams have advanced, and boiled and roast shoulders are up a couple of cents. Pure lard is particularly scarce, and higher, by the elimination of the lower range of last week's quotations and close shading of the quotations made. Shortening is also higher due to the high price of cotton seed oil.

<b>Hams—</b>		
Medium, per lb. ....	0 28	0 29
Large, per lb. ....	0 25	0 25½
<b>Backs—</b>		
Plain .....	0 30	0 32
Boneless, per lb. ....	0 32	0 34
<b>Bacon—</b>		
Breakfast, per lb. ....	0 30	0 31
Roll per lb. ....	0 24	0 25
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 21	0 22
Long clear bacon, small lots .....	0 21½	0 22½
Fat back, lb. ....	0 30	0 21
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 40	
Hams, roast, per lb. ....	0 42	
Shoulders, boiled, per rib .....	0 33½	0 34½
Shoulders, roast, per lb. ....	0 34	0 34½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 25	
Tubs, 50 lbs. ....	0 25½	
Pails, 20 lbs., per lb. ....	0 25½	
Bricks, 1 lb., per lb. ....	0 25	
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 19½	0 19½
Tubs, 50 lbs. ....	0 19½	0 20
Pails, 20 lbs., per lb. ....	0 20½	0 20½
Bricks, 1 lb., per lb. ....	0 20½	0 21

## Poultry Used Freely Following Easter

**Montreal**  
**POULTRY.**—As had been anticipated there was a very good general demand for all kinds of poultry for Easter, and the season of feasting following Lent was well marked in this line of consumption. Very few shipments of fresh killed fowls, however, arrived in the poultry market so that withdrawals from cold storage were quite satisfactory to dealers throughout the city. Prices for the various poultry lines remain steady for the present.

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

## Counrty Eggs Come With Easter Rush

**Montreal**  
**EGGS.**—Deliveries of eggs in Montreal last week (that is for the week

ending April 7) were 12,943 cases as compared with 8,170 cases for the previous week, and 10,821 cases for the corresponding period last year. Most of the dealers received far more eggs than they could sell, and at time of writing the market is a good deal weaker for both buying and selling. The Chicago market is very bullish, but Canadian dealers declare that they are going to buy their eggs cheaper than Chicago quotations this year as they have no faith in the American market at present high prices. If we have a surplus of eggs in Canada this year, we must export them, though space is difficult to get and steamships are quoting ten cents per dozen Ocean Freight, which means just double the rate last year. The roads in the country in many districts are in very bad condition, but dealers believe that deliveries during the current week may be very heavy. Production of eggs in the middle West has already set in, and several car-loads of Manitoba and Western eggs are on the way East at Prices much cheaper than Eastern Canadian eggs have been quoted recently. The general buying price for eggs in the country during the current week will be around 30 cents to stores, although some dealers may be able to quote prices one or two cents less.

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

## Butter Market Now Showing Spring Trend

**Montreal**  
**BUTTER.**—There is not much activity in the butter market in Montreal at present, though the difference between storage and fresh made butter grows more noticeable, and price quotations begin to show more favor for fresh made butter. Supplies in storage are holding out well against the arrival of the new made butter supplies which are coming in now more liberally. Much milk it is said is to be diverted this year to the creameries and cheese factories, so production of butter should be large. Some alteration in prices will be noted this week.

<b>Butter—</b>		
Creamery, prints (storage) .....	0 42½	0 44
Creamery, prints (fresh made) .....	0 42½	0 43½
Creamery, solids (fresh made) .....	0 42	0 43
Dairy prints, choice, lb. ....	0 37	0 38
Dairy prints, lbs., in tubs .....	0 35	0 37
Bakers .....	0 30	0 33

## Cheese Arriving More Plentifully

**Montreal**  
**CHEESE.**—New cheese is now coming forward to the market, and as the factories are receiving supplies of milk more freely, the arrivals of cheese will soon be very much augmented. Already

the figures of cheese arrivals are ahead of the records for this time last year. The 1916 figures for the week ending April 8 are 1,624 boxes of cheese. This year for the week ending April 7 there arrived in Montreal 1,770 boxes of cheese. Stored supplies in Montreal are low, but most of the export cheese is now across the Atlantic. Some few consignments are held still to ripen for special requirements. Western cheese is coming in, and commanding from 23½ to 24 cents a pound to the jobber. Fancy old cheese is dwindling in stock, and costing more this week by a cent and a half a pound.

<b>Cheese—</b>		
Large (new) per lb. ....	0 27½	0 28
New twins, per lb. ....	0 28	0 28½
Triplets, per lb. ....	0 28½	0 29
Stilton, per lb. ....	0 30½	0 30½
Fancy old cheese, per lb. ....	0 32..	0 32..

## Honey Dwindles; Maple Sap Flows

**Montreal**  
**HONEY, ETC.**—Very little honey remains in the hands of wholesalers, but the retail market keeps this product quite freely before the public and moderate prices though the new crop is still far distant. Honey prices remain meantime as quoted for the past week or so. Maple syrup is coming on to the market now, most retailers having new season's syrup to sell, and as low as \$1.40 per gallon was being asked for this at Bon Secours Market where the general public do considerable shopping. Nevertheless \$1.40 per Imperial gallon was the price asked of one large wholesale firm for maple syrup in the country, and this firm was selling to the retail trade at \$1.70 per gallon. The weather during the past week was not very good for sap, the first two days were fine, but later the weather was stormy and wet. The current week has shown a few frosty nights and sunny days, and a good run of sap may yet be secured. High prices and good demand are anticipated.

<b>Honey—</b>		
Buckwheat, 5-10 lb. tins, per lb. ....	0 13	0 13½
Buckwheat, 60-lb. tins, per lb. ....	0 13	0 13
Clover, 5-10 lb. tins, per lb. ....	0 15½	0 15½
Clover, 60-lb. tins .....	0 14½	0 14½
Comb, per section .....	0 18	0 19

## Meats Are Higher; Lard Advances 1c

**Canadian Market Followed High Prices Being Paid in Chicago Market— Live Hogs Easier**

**Toronto**  
**PROVISIONS.**—There was a decided firming tendency in meat products during the week, with the exception of live hogs, in which there were slightly lower

prices. With the high prices being paid on the Chicago market, the local market advanced in sympathy. Medium hams are quoted 2c higher in certain instances and large hams 1c up. Boneless backs are also 1c up, and bacon has advanced 1c to 6c per pound in certain instances. Dry salt meats are also up 1c, and there has been a good demand for barrel pork from country districts, with a generally upward tendency, an advance of \$1 being recorded in mess pork, \$2 in short cut backs, and \$1 to \$2 in pickled rolls. Pure lard has advanced 1/2c to 1c, and compound has advanced 1/4c to 1/2c per pound. There is a firm situation in lard, but much depends on the attitude of the Government of the United States in the controlling of food prices. Consumption of lard is falling slightly as compared with compound lard. People in their homes are more economical in the use of fats and oils, and this has made a noticeable decrease in the use of lard. Live hogs are slightly easier, off cars being quoted down to \$16 to \$16.15, with fed and watered hogs at \$15.75 to \$16. The run of hogs is now lighter, and packers anticipate the heaviest deliveries for spring are over.

<b>Hams—</b>		
Medium, per lb.	0 28	0 30
Large, per lb.	0 26	0 27
<b>Backs—</b>		
Plain	0 32	0 33
Boneless, per lb.	0 36	0 37
<b>Bacon—</b>		
Breakfast, per lb.	0 30	0 35
Roll, per lb.	0 26	0 27
Wiltshire bacon, per lb.	0 30	0 34
<b>Dry Salt Meats—</b>		
Long clear bacon	0 22	0 23
Fat backs, lb.	0 23	0 24
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 39	0 40
Hams, roast, per lb.	0 40	0 42
Shoulders, boiled, per lb.	0 35	0 36
Shoulders, roast, per lb.	0 35	0 37
<b>Barrel Pork—</b>		
Mess pork, bbl., 200 lbs.	42 00	43 00
Short cut backs, bbl., 200 lbs.	44 00	46 00
Pickled rolls, bbl., 200 lbs.	44 00	45 00
<b>Lard—</b>		
Pure tierces, 400 lbs., per lb.	0 25	0 25 1/4
Compound tierces, 400 lbs., per lb.	0 18 1/4	0 19 1/4
In 60-lb. tubs, 1/4c higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.		
<b>Hogs—</b>		
Dressed, abattoir killed	22 00	22 50
Live, off cars	16 00	16 15
Live, fed and watered	15 75	16 00
Live, f.o.b.		

**Dairy Butter Scarce; Creamery in Good Supply**

**Toronto**  
**BUTTER.**—There is a scarcity of dairy butter in the market at present, and prices have accordingly been somewhat firmer during the week for this class by 1c per pound. Creamery butter, however, is in good supply, and the price held steady during the week. Stocks locally are fairly heavy, as they are 4,000 packages greater at present than at the same time last year. Butter is now at such a price that it could be exported to the United States advantageously, but the preservative materials which the Government allows to be put into the butter effectually drives it from the American market, as the inspection for such materials is very stringent in the United States. Creamery solids are quoted down 3c per pound at 39c to 40c.

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

**Production of Eggs More Than Consumption**

**Toronto**  
**EGGS.**—The production of local eggs is now greater than the consumption, and commission men state the price of eggs will have to go down to a storing basis. Just at present the market has been governed by the Chicago price, which is largely a speculators' market, and does not represent the real value of the eggs for a storing commodity. Prices are easier locally by 2c per dozen, in cartons now being quoted at 38c to 39c, and ex-cartons 36c to 37c. There were no Chicago eggs in the local market during the week. The Easter demand for eggs was good.

<b>Eggs—</b>		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 36	0 37

**Production of Cheese Is Getting Heavier**

**Toronto**  
**CHEESE.**—With the starting of additional cheese factories in the eastern section of Ontario during this month, the supply of new cheese is becoming more plentiful. It is anticipated that within another week or ten days the production will be still more marked, as a larger number of factories will then be under way. Old cheese, however, is scarce and prices are holding firm. New cheese shows an inclination toward slightly easier prices.

<b>Cheese—</b>		
New, large	0 27	0 28
Old, large	0 28 1/4	0 29
Stilton	0 28 1/2	0 30

**Some Fresh Turkeys Find Way to Market**

**Toronto**  
**POULTRY.**—Some dressed turkeys are reaching the market now, as producers at this season of the year are inclined to get rid of their gobblers. Produce men are paying 24c for them, but the price will in all probability be lower in the near future. Spring chickens are also finding their way to the market in larger numbers. The price is high, 45c per pound being paid for them. From this time forward it is expected they will reach the market in increasing numbers. Live hens are slightly firmer in price, being quoted 23c to 25c. There is a continued good demand for these.

Roosters, live, per lb.	0 20	0 22
Hens, live, per lb.	0 23	0 25
Hens, fresh, dressed, per lb.	0 23	0 24
Turkey gobblers, dressed, fresh		0 24
Spring chickens, lb.		0 45

Prices are those paid at Toronto by commission men.

**Maple Syrup Coming to Market Slowly**

**Toronto**  
**HONEY, MAPLE SYRUP.**—New crop maple syrup has been reaching the market in rather meagre quantities so far this spring. Weather conditions for the past few days have been favorable to sap running with the comparatively warm days and frosty nights. Quebec syrup has not come into the market to

any great extent as yet, but is expected in larger quantities in the near future. Syrup that has arrived is selling well. Honey held in a steady market during the week, with demand declining.

<b>Honey—</b>		
Clover, 5 and 10-lb. tins	0 13 1/4	0 16
60-lb. tins	0 12 1/4	0 15
Comb, No. 1, doz.	3 40	3 75
<b>Maple Syrup—</b>		
8-lb. tins	1 00	1 15
Gallons, Imperial	1 50	1 60

**Decline In Live Hogs; Lard Is Advancing**

**Winnipeg**  
**PRODUCE AND PROVISION.**—Hogs dropped last week 75c per cwt. owing to heavy deliveries, especially in Eastern Canada, where hogs had been held up on account of bad roads. There is every indication of liberal receipts from now on. All provision prices are higher. There has been a big advance in barrelled pork, which is now offering at 45.00. Lard, both shortening and pure, is higher again this week. Pure lard is on a tierce basis of 24c, and shortening 17 1/2c, the latter being an advance of 1/4c during the past week. Dealers are predicting a very high market on lard, attributing it to shortage of stocks in the South, and to export demand. Eggs:—Receipts were liberal all last week, but the Easter demand helped prices up, as well as the fact that Eastern markets showed considerable strength. Several cars were sent East from this district. With the Easter demand over, however, we look for considerably lower prices next week. Butter:—The undertone of the market has been rather weak, as fresh-made has been coming along quite freely. The creameries are asking 39-39 1/2c in solids; price to the trade in cartons, is 41c. Storage stocks are practically nil. Small lots of No. 1 have changed hands in a jobbing way during past week, which are selling to the trade at 40c. Receipts of dairy have been light; prices are unchanged. Cheese continues firm at the same prices.

<b>Hams—</b>		
Light, lb.	0 29	0 29 1/4
Medium, per lb.	0 27	0 29
Heavy, per lb.	0 25	0 26
<b>Bacon—</b>		
Breakfast, per lb.	0 29 1/4	0 30
Breakfast, select, lb.	0 36	0 36
Backs, regular	0 29	0 30
Backs, select, per lb.	0 31	0 32
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 23	0 23 1/4
Backs	0 24	0 24 1/4
<b>Barrelled Pork—</b>		
Mess pork, bbl.		45 00
<b>Lard, Pure—</b>		
Tierces		0 24
20s		4 80
Cases, 5s		18 00
Cases, 3s		18 15
<b>Lard, Compound—</b>		
Tierces		0 17 1/4
Tubs, 5s, net		8 75
Pails, 20s, net		3 58
<b>Butter—</b>		
Fresh made creamery, No. 1, cartons		0 41
No. 1 storage		0 40
No. 2 storage		0 38
<b>Fresh Eggs—</b>		
New laid	20 00	20 00
<b>Cheese—</b>		
Ontario, large	29 00	30 00

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The  
Ontario **pe** Growing  
and Wine Mfg. Company  
ST. CATHARINES, ONTARIO



## Treat your customers to something unusually good

Get them acquainted with the delicious goodness, the rich, appetizing wholesomeness of *The Two Royals*, the Made-in-Canada Salads that are selling briskly in every community.

*Royal Salad Dressing* is a steady favorite throughout the year. Results will always justify a little selling effort on the part of the grocer.

*Royal Mayonnaise*. Every drop of this delightful fruit salad dressing will win favor with your customers. Its popularity is rapidly increasing.

Stock up with the *Two Royals* and watch your profits grow.

## HORTON-CATO MFG. CO.

Windsor, Ont.

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER

#### ROYAL BAKING POWDER

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

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

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

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

#### DOMINION CANNERS, LTD. JAMS.

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

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

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

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

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

ROGERS' GOLDEN SYRUP Manufactured from pure cane sugar.

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

Delivered in Winnipeg in carload lots.

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

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

#### 1's Baked Beans, Plain, 4

doz. to case	0 95
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$1.85 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, ... doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), \$9 doz.	

#### "AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 14½
30's Tin or Wood, one pail only, per lb.	0 14½

#### BLUE

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

#### CEREALS

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

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

Cocoa—	
Perfection, 1-lb. tins, doz.	\$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

It's all Right



# New Prices

Note the new Comfort Soap prices:

Single case, \$5.00 per case

5 case lot, \$4.95 per case

10 case lot, \$4.90 per case

Freight prepaid  
on 5 case lots  
and up.

These saleable premiums given with 5 and 10 case lots increase your profit at least 36c. per case!

**Comfort Lye**—as strong and pure as any sold in Canada—

18 cans FREE with 5 case order Comfort Soap.

36 cans FREE with 10 case order Comfort Soap.

**Handy Ammonia**—the equal of anything on the market—

18 ten cent pkgs. FREE with 5 case order Comfort Soap.

36 ten cent pkgs. FREE with 10 case order Comfort Soap.

All our goods carry the Premium feature to the public through the coupon that goes with every package.

Pugsley, Dingman & Co., Limited  
TORONTO



## We keep Canada clean

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

# Bacon

A choice bit of Bacon after the Lenten Season will be relished by your customers. None better than Fearman's "Star Brand." Order now.

Made Under Government Inspection.

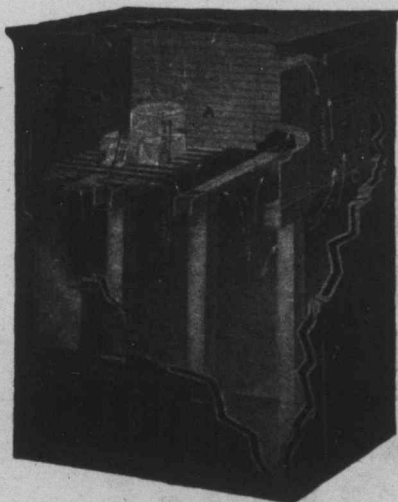
**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## 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.

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

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.

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. .... 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, 10c cakes, 2 doz. in box, per box.... 1 80
- Vanilla, ¼-lb., 6 and 12-lb. boxes ..... 0 37
- Diamond, 8's, 6 and 12-lb. boxes ..... 0 30
- Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 28
- Diamond, ¼'s, 6 and 12-lb. boxes ..... 0 28
- Icings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. .... 1 00
- Chocolate Confections. Per doz.
- Maple buds, 5-lb. boxes .... 0 39
- Milk medallions, 5-lb. boxes 0 39
- Chocolate wafers, No. 1, 5-lb. boxes ... 0 33
- Chocolate wafers, No. 2, 5-lb. boxes ..... 0 28
- Nonpareil wafers, No. 1, 5-lb. boxes ... 0 33
- Nonpareil wafers, No. 2, 5-lb. boxes ..... 0 28
- Chocolate ginger, 5-lb. bxs., Chocolate ginger, 5-lb. bxs., 0 40
- Milk chocolate wafers, 5-lb. boxes ..... 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes.... 0 39
- Royal Milk Chocolate, 5c cakes, 2doz. in box, per box ..... 0 95
- Nut milk chocolate, ¼'s 6, lb. boxes, lb. .... 0 39
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 39
- Nut milk chocolate, 5c bars 24 bars, per box ..... 0 90
- Almond nut bars, 24 bars, per box ..... 0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

- 2¼-quart Tall Cylinder Can.
- No. 1 Pint Cylinder Can....
- No. 10 Can .....
- Picnic Can .....

BORDEN MILK CO. LTD. CONDENSED MILK

Terms net 30 days.

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

EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans ..... 5 40
- Jersey Brand, Hotel, each 24 cans ..... 5 40
- Peerless Brand, Hotel, each 24 cans ..... 5 40
- St. Charles Brand, Tall, each 48 cans ..... 5 50
- Jersey Brand, Tall, each 48 cans ..... 5 50
- Peerless Brand, Tall, each 48 cans ..... 5 50
- St. Charles Brand, Family, each 48 cans ..... 4 90

- Jersey Brand, Family, each 48 cans ..... 4 90
- Peerless Brand, Family, each 48 cans ..... 4 90
- St. Charles Brand, small, each 48 cans ..... 2 40
- Jersey Brand, small, each 48 cans ..... 2 40
- Peerless Brand, small, each 48 cans ..... 2 40

CONDENSED COFFEE

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

- 1 lb. square tins, 4 doz. to case, weight 70 lbs. .... 0 37
- 1 lb. round tins, 4 doz. to case, weight 70 lbs. .... 0 35

ENGLISH BREAKFAST COFFEE.

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

MOJA

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

PRESENTATION COFFEE.

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

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

GELATINE

- Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
- Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.)..... 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz. .... 1 10

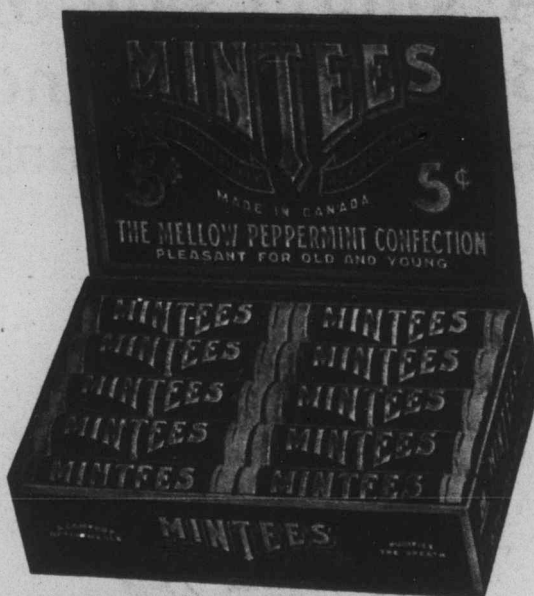
W. CLARK, LIMITED, MONTREAL.

- \$2.75; 1s. \$3.50, 2s. \$9.00; 6s. \$34.75; 14s. \$68.00.
- Roast Beef, ½s. \$2.75; 1s. 3.50; 2s. \$9.00; 6s. 34.75.
- Boiled Beef, 1s. \$3.50; 2s. \$9.00; 6s. \$34.75.
- Jellied Veals, ½s. \$2.75; 1s. \$3.50; 2s. \$7.00.
- Corned Beef Hash, ½s. \$2.00; 1s. \$2.50; 2s. \$4.50.
- Beefsteak and Onions, ½s. \$2.75; 1s. \$3.50; 2s. \$9.00.

# THEY SELL ALL DAY EVERY DAY

THE first customer who enters your store will probably spend 5 cents for a package—and it means a 50% profit for you. And so it will keep up all day—and every day.

Calculate how many customers you serve a day. Each is good for an extra 5-cent sale—if you make a bid for it.



Suppose you serve 100 persons in your store a day, and that you induce each one to buy a 5-cent package of Minteas, O-Pee-Chee Chewing Gum, or Krackley-Nut.

It will mean probably \$1.50 profit to you a day—more—\$40 a month. **Earned out of extra business on 5-cent sales.**

Give these goods display on your counters. They are money-catchers and profit-makers. **Go after the loose change business.**

Order from your jobber. Handsome Dealers' Aids supplied on request.

**O-Pee-Chee Gum Co.**  
 Limited  
 LONDON CANADA

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

# A single sale of Brunswick Brand means continuous re-orders



It is not only during the Lenten weeks that the demand for Connors Bros.' delicious sea-foods is worth catering to. Every day of every week throughout the entire year

## Brunswick Brand Sea Foods

are dependable sellers. They win the enthusiasm of the housewife. Their delectably satisfying flavor and sweet wholesomeness attract continued re-orders to the dealer stocking them.

Here's our list. Select your requirements and write to-day.

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



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

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
  - Boneless Pigs' Feet, 1/2s, \$2.00; 1s, \$3.50; 2s, \$5.00.
  - Lambs' Tongues, 1/2s.
  - Sliced Smoked Beef, tins, 1/2s, \$2.00; 1s, \$3.00; 4s, \$20.00.
  - Sliced Smoked Beef, glass, 1/2s, \$1.50; 1/2s, \$2.25; 1s, \$3.50.
  - Tongue, Ham and Veal Pate, 1/2s, \$1.50.
  - Ham and Veal, 1/2s, \$2.00.
  - Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 65c; 1/2s, \$1.30.
  - Potted Meats, Glass—Chicken, \$2; Ham, Tongue, Venison, \$1.50.
  - Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
  - Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
  - Mincedmeat, Hermetically Sealed Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50. In Pails, 25 lbs., 15c lb. In 50 lb. Tubs, 15c lb. In 85 lb. Tubs, 14 1/2c lb. In Glass, 1s, \$3.00.
  - Clarke's Peanut Butter—Glass Jars, 1/4, \$1.22; 1/2, \$1.70; 1s, \$2.25; 50 lb. Pails, 20c.
  - Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
  - Clark's Tomato Ketchup, 16 oz.
  - Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2.15. Individuals, 80c doz.
  - Pork and Beans, Tomato Sauce, Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.50. Individuals, 90c doz.
  - Pork and Beans, Chill, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.50. Individuals, 90c doz.
  - Tomato Sauce, 1 1/2s, \$1.75; Chill Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.
  - Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.
  - Clark's Chateau Chicken Soup.
  - Clark's Chateau Concentrated Soups, \$1.15.
  - Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
  - Sphaghettil with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
  - Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
  - English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.
- LAFORTE, MARTIN, LIMITED**  
Montreal. Agencies
- BASIN DE VICHY WATERS**  
L'Admirable, 50 bottles, Htre, ca. .... 8 00  
Neptune ..... 8 50  
San Rival ..... 9 00
- VICHY LEMONADE**  
La Savoureuse, 50 bottles, ca. .... 11 00
- NATURAL MINERAL WATER**  
Evian, Source Cachat, 50 bottles, ca. .... 9 50
- IMPORTED GINGER ALE AND SODA**  
Ginger Ale, Trayders, ca., 6 doz. pts., doz. .... 1 20  
Ginger Ale, Trayders, ca., 6 doz., splits, doz. .... 0 95  
Club Soda, Trayders, ca., 6 doz. pts., doz. .... 1 15  
Club Soda, Trayders, ca., 6 doz., splits, doz. .... 1 05

- BLACK TEAS**  
Victoria Blend, 50 and 30-lb. tins, lb. .... 0 37  
Princess Blend, 50 and 30-lb. tins, lb. .... 0 34
- JAPAN TEAS**  
H. L., ch. 90 lbs., lb. .... 0 35  
Victoria, ch. 90 lbs., lb. .... 0 28
- COFFEES**  
Victoria, Java and Mocha Blend, 1 lb. tin, lb. .... 0 24 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
- MUSTARD**  
**COLMAN'S OR KEBNE'S**  
Per doz. tins  
D. S. F., 1/4-lb. .... \$ 1 75  
D. S. F., 1/2-lb. .... 3 30  
D. S. F., 1-lb. .... 6 25  
F. D., 1/4-lb. .... 1 10  
Per jar  
Durham, 4-lb. jar, each .. 1 10  
Durham, 1-lb. jar, each .. 0 35
- JELLO.**  
**GENESSEE PURE FOOD CO.**  
Assorted case, 4 dozen ..... \$ 3 00  
Lemon, 2 dozen ..... 1 80  
Orange, 2 dozen ..... 1 80  
Raspberry, 2 dozen ..... 1 80  
Strawberry, 2 dozen ..... 1 80  
Chocolate, 2 dozen ..... 1 80  
Peach, 2 dozen ..... 1 80  
Cherry, 2 dozen ..... 1 80  
Vanilla, 2 dozen ..... 1 80  
Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.
- JELL-O ICE CREAM POWDERS**  
Assorted case, 2 dozen ..... \$ 2 50  
Chocolate, 2 dozen ..... 2 50  
Vanilla, 2 dozen ..... 2 50  
Strawberry 2 dozen ..... 2 50  
Lemon, 2 dozen ..... 2 50  
Unflavored, 2 dozen ..... 2 50  
Weight 11 lbs. to case. Freight rate, 2d class.
- JELLY POWDERS**  
**WHITE SWAN SPICES AND CEREALS, LTD.**  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 0 90  
List Price
- SPICES**  
**WHITE SWAN SPICES AND CEREALS, TORONTO**  
5c 10c  
Round Oval lth. lth. dredge. dredge.  
2 oz. 2 oz.  
Per doz. Per doz.  
**SPICES**  
Allspice ..... \$0 48 \$0 90  
Arrowroot, 4 oz. tins, 90c. ....  
Cayenne ..... 0 48 0 90  
Celery salt .....  
Celery pepper .....  
Cinnamon ..... 0 48 0 90  
Cinnamon whole, 5c. pkgs., window front, 45c. ....  
Cloves ..... 0 48 0 90  
Cloves, whole, 5c. pkgs., window front, 45c. ....  
Curry powder .....  
Ginger ..... 0 48 0 90  
Mace ..... 1 25  
Nutmegs ..... 0 48 0 90  
Nutmegs, whole, 5c. pkgs., window front, 45c. ....  
Paprika ..... 0 48  
Pepper, black ..... 0 48 0 90  
Pepper, white ..... 0 52 0 95  
Pastry spice ..... 0 48 0 90  
Pickling spice, window front, 90c. ....  
Shipping weight per case ..... 10 lbs. 15 lbs.  
Dozens to case .. 4 4

# Golden Orange Brand California Navels

IN A CLASS BY THEMSELVES

Quality Exceptionally Fine Just Now

**T**HIS Brand is the first selection from 6000 acres, grown and packed by The Arlington Heights Fruit Company, Riverside, California. They are trade winners.

Order this brand from

*"The House of Quality"*

**HUGH WALKER & SON**

GUELPH, ONT.

Established 1861

# Strawberries Pineapples Cauliflower Celery Asparagus

Fresh seasonable lines now arriving from the south.

*Headquarters for the best the market affords.*

**WHITE & CO., LIMITED**

*Wholesale Fruit and Fish*

TORONTO and HAMILTON

## Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

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

Write us to-day.

**Lemon Bros.**

OWEN SOUND, ONT.

## New Crop

**"St. Nicholas"**

**"Queen City"**

**"Kicking"**

are shipped. Get these brands for the best Lemons.

**J. J. McCabe**

Agent

TORONTO

*Wholesale  
Fruit and  
Produce  
Merchants*

*Established  
1876*

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

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

# Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the  
**NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD**

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.— Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

**The Wm. Cane & Sons Co., Limited**  
NEWMARKET, ONTARIO

?? ? Ask us for

**Wrapping Papers**

**Twines**

**Brooms Brushes**

**Parchment Butter Paper**

Printed and Plain

PROMPT SHIPMENT

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

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WETHEY'S  
ORANGE  
MARMALADE**

**BOTH  
QUALITY AND  
PRICES ARE  
RIGHT**

**A neat little  
seller  
for your  
window and  
counter  
displays**



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

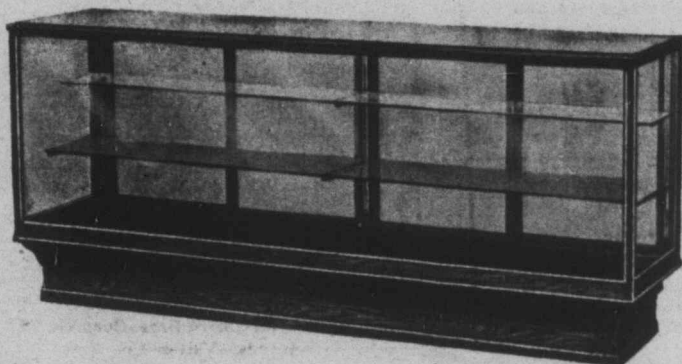
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OWEN SOUND, ONTARIO

**Mr. Storekeeper:**

The goods contained in this can are manufactured in Canada by Canadians.

When this country is struggling for its existence, it is up to you to push Canadian-made goods when they are as good and put up as well as any American goods on the market.

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



**Why waste money on  
expensive show cases?**

Our Western Display Case is the biggest thing ever conceived in the line of a handsome, practical and reasonably priced show case.

Every detail of its construction is up-to-date. Simplicity, reliability and correctness are its outstanding features. You cannot afford to miss such a bargain.

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

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

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

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

### WANTED

CLERK FOR A GENERAL STORE WITH one or two years' experience. Apply with references, stating terms, to Lewis Bros, Richmond, Ontario.

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

LABELLING MACHINE, SUITABLE FOR pound glass jars, four-pound tins, etc. Must be guaranteed. Glasco, Limited, Oakville, Ontario.

### AGENT WANTED.

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

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AN EXCELLENT OPPORTUNITY TO SECURE a business that has been going continually for 29 years. Stock about \$2,500, consisting of groceries, patent medicine, stationery, wall paper, china, crockery. A good opening to add staple dry goods and shoes. Will rent or sell store. Owner wishes to retire. Apply to E. Richards, Melbourne, Ontario.

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

Make your genuine but strictly temperance



## Lager Beer


at home with pure

## Hop Malt Beer Extract

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

**HOP-MALT COMPANY**  
Dept. 52. Beamsville, Ontario

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

**OAKLEY'S** **KNIFE POLISH**  
20-102-7778  
  
JOHN OAKLEY & SONS, LIMITED,  
LONDON - ENGLAND.

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

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

Direct Supply Association  
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**LARGEST CANADIAN DEALER**  
 **WASTE PAPER**  
**E. PULLAN TORONTO**

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.  
**COMMERCIAL UNDERWRITERS**  
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30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
3/4-INCH CUSHION FILLERS  
CORRUGATED FLATS

**THE TRENT MFG. CO., LTD.**  
TRENTON ONTARIO

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(The best shipping package.)

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

**THE SARNIA BARREL WORKS, SARNIA, ONT.**

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**JAMS—JELLIES—MARMALADE**

Are guaranteed absolutely pure and of the highest quality.

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Agents:

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Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.  
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*Tea Lead*—all gauges and sizes

*Metal Bottle Capsules*—any size,  
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*Collapsible Tubes*—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating **QUANTITIES**  
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are many**

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Your customers must have **FOOD** for them.  
It is to your interest as well as that of your  
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Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 94-95, Fenchurch Street, London, England.

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48 5c. Packages to Box



**The old-fashioned remedy  
for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and  
Confectioners throughout the Dominion.

**NATIONAL LICORICE COMPANY  
MONTREAL**



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Every sale is a forerunner of others. Profit by the ever-growing demand.

*Stock them.*

**E. D. Smith & Son, Limited**  
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