

QUEBEC PROVINCE NUMBER

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIV.

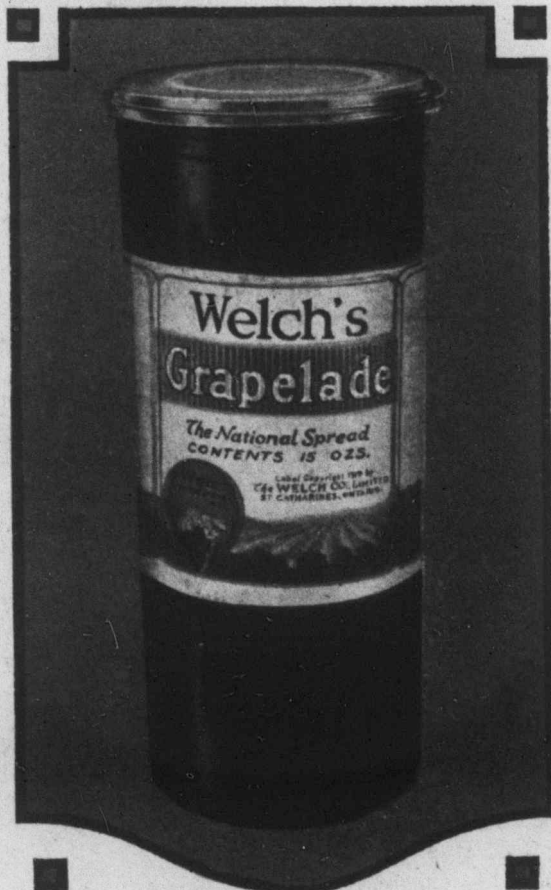
PUBLICATION OFFICE: TORONTO, FEBRUARY 27, 1920

No. 9

# Welch's

## Quality Fruit Jams



*Other Welch Quality pure fruit products*

Fruitlade

*(Grape-Raspberry and other combinations with grape)*

Peachlade

Plumlade

Cherrilade

*All packed in 15 oz. glass jars.*

PEOPLE these days are wise buyers of food products. They know value—and they know quality. And they know Welch's Grapelade. That it is all the richness and goodness of fresh, ripe grapes. That it is smooth, pure and wholesome. And they buy it. The wonderful smoothness and the delightful flavor of Grapelade have taught the people how good a jam can really be. Now they can get the same high quality in other Welch Fruit Jams. Plumlade, for instance—or Peachlade—and others.

All are made from the finest fruits—carefully selected. All are handsomely packed—and the smoothest jams you ever sold.

Stock the entire line and display them in connection with Welch's Grape Juice. You'll find their demand larger than you expect—and that it is growing all the time. A line you'll be proud to sell—that builds business—and keeps it. Order from your jobber.

## The Welch Co., Limited, St. Catharines, Ontario

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

# Soup for Six

Made in Canada  
By Canadians  
from  
Canadian  
Grown  
Tomatoes



Dominion Cannery  
Limited  
Hamilton, - Canada



# Borden's EAGLE BRAND

for more than three generations has been prescribed by physicians for infant feeding with excellent results.

## For Baby's Health

**E**VERY mother is deeply interested in her baby's health and they are ever ready for suggestions on infant feeding. Tell them how Borden's Eagle Brand Condensed Milk protects baby's health by enabling them to have a fresh supply of rich, creamy, pasteurized, **absolutely safe milk** always on hand. Tell them that Borden's Eagle Brand consists of high-grade cow's milk and pure cane sugar with the water removed.

That it is wholesome, easily digested and assimilated, an absolutely dependable milk food of high nutritive value for infant feeding.

Mothers will greatly appreciate your interest in their children's welfare if you tell them about Borden's Eagle Brand, the "safe" milk for children and grown-ups.



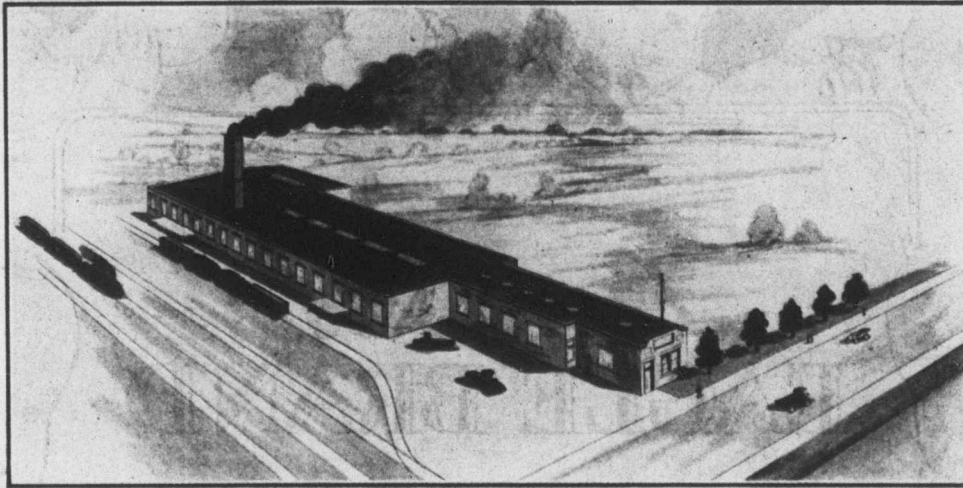
SIX CANADIAN FACTORIES

The  
**Borden**  
CO., LIMITED

Leaders of Quality

MONTREAL

VANCOUVER

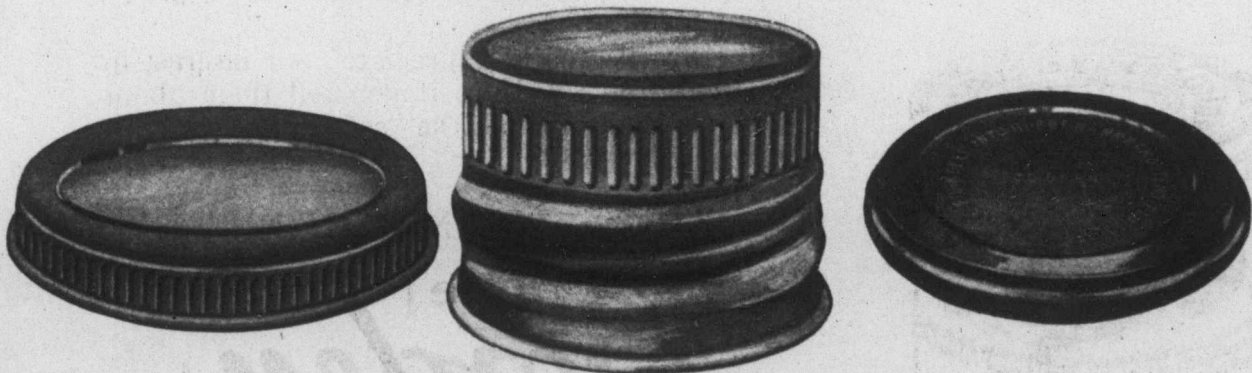


## “Anchor Cap” popularity Forced this rapid growth

Here is a reproduction of the “New” Toronto home of “Anchor Caps” on Wallace Avenue.

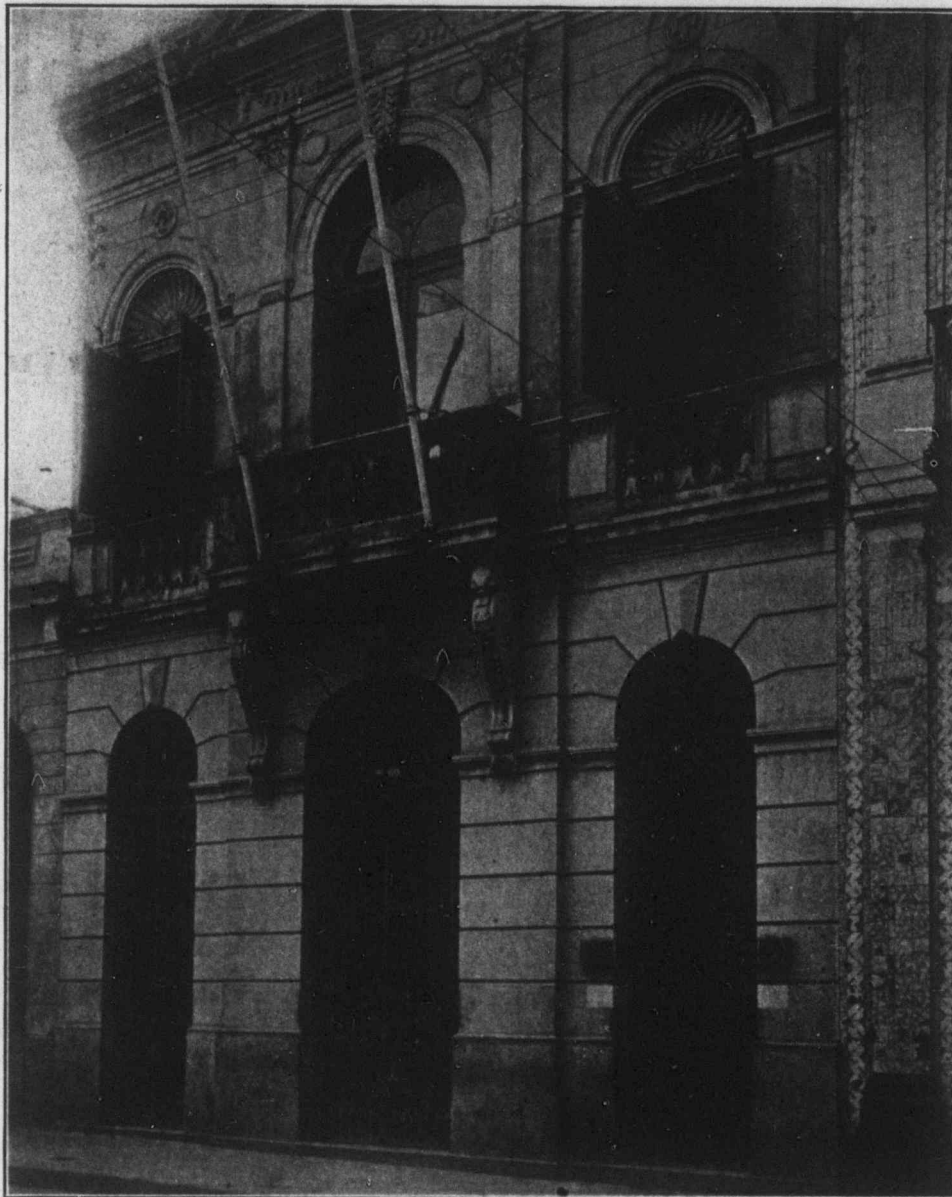
The ever increasing volume of orders for Anchor Caps soon made our former building inadequate and forced us to build this large, modern factory.

Here, with added facilities we hope to better serve our patrons with more efficient service and rapid deliveries.



The above cuts show three different styles of Anchor Caps—the world's finest selling medium.

**Anchor Cap & Closure Corporation**  
OF CANADA, LIMITED



Home of J. Aron & Co., Inc., Santos, Brazil

The above is a view of the business home of J. Aron & Co., Inc., at Santos, Brazil. It is located in the heart of the coffee district of the world's greatest coffee port.

This modern building contains every facility for giving green coffee buyers adequate service. It is an important link in our direct Santos-New York-New Orleans service to green coffee buyers.

There all coffees are carefully roasted and tested—in the cup—before shipments are made to roasters. The care with which these tests are made is one of the many reasons why our shipments are so uniform in quality.

**THIS CONSTITUTES ARON'S SUPERSERVICE**

## J. ARON & COMPANY, Inc. NEW YORK

### *Canadian Representatives:*

A. T. Cleghorn, Vancouver, B.C.; Nicholson-Rankin, Ltd., Winnipeg, Man.; Alex. F. Tytler, London, Ont.; J. T. Price & Co., Hamilton, Ont.; James Kyd, Ottawa, Ont.; Dastous & Co., Reg., Sherbrooke, Que.; Hughes Trading Co. of Canada, Ltd., Montreal, Que.; Lind Brokerage Co., Ltd., Toronto, Ont.; Henry M. Wylie, Halifax, N.S.; Schofield & Beer, St. John, N.B.; O. N. Mann, Sydney, N.S.

# Canadian Industries Exhibition

## London, England

### June 3rd - 17th, 1920

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#### Points for Progressive Cannery and Exporters

1. Have YOU thought of exhibiting your goods?
2. Are YOU preparing for the keen competition ahead?
3. Get "IN ON TOP LINE." This is the first exhibition.
4. Let your 1920 slogan be "SLOG-ON." Put more "PROD" in your production.

WE want your GOODS. WE can place them.

We have ESTABLISHED connections in UNITED KINGDOM and nearly EVERY COUNTRY IN THE WORLD.

WE make a SPECIALTY of these LINES with EXPERTS in charge of each department:

#### Canned Goods

Bacon

Lard

Cereals

Sugar

Chemicals

Glucose

#### Dried Fruits

Cheese

Butter

Syrups

Honey

Grain

WE want to represent YOU. WE invite CORRESPONDENCE. Get in touch by NEXT MAIL. Better still, send us YOUR GOODS to exhibit and let us be your showmen at this exhibition. Our Stand Space is limited, but our capabilities and organizations are at your service.

WRITE "Import Dept."

**A. H. PARKER & SONS**

Produce Brokers,

Carlton Chambers, Baldwin Street,

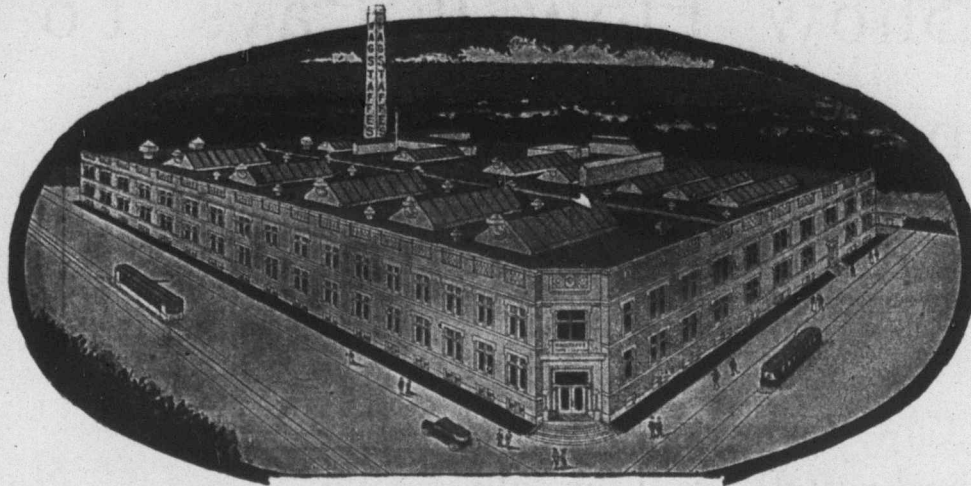
**BRISTOL, ENGLAND**

Cable Address:- "KEENEST" Bristol

**BRANCHES:**

911 Fenchurch Street, 2 and 3, Philpot Lane, LONDON. Produce Exchange Buildings, 8, Victoria Street, LIVERPOOL  
Also at GLASGOW, CARDIFF, NEWCASTLE-ON-TYNE and DUBLIN.

# WAGSTAFFE'S



New  
Season's  
Seville  
Oranges  
just arrived

**WAGSTAFFE LIMITED**  
HAMILTON - ONTARIO - CANADA

THE MOST MODERN EQUIPPED  
PLANT IN CANADA, FOR FRUIT  
PRESERVING, CANDIED PEEL AND  
CRYSTALLIZED FRUITS.

We are now making delivery of our

**New Season's**

Celebrated

**Seville Orange Marmalade**

All Orange and Sugar, No Camouflage

*Order from Your Wholesale Grocer*

**Wagstaffe Limited**

Pure Fruit Preservers

**Hamilton**

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**Canada**

Representatives: H. & Burton, 513 Dominion Bldg., Vancouver, B.C.; Dominion Brokerage Co., Edmonton, Alta.; Dominion Brokerage Co., Calgary, Alta.; W. H. Escott Co., Ltd., Winnipeg, Man.; W. H. Escott Co., Ltd., Saskatoon, Sask.; W. H. Escott Co., Ltd., Regina, Sask.; W. G. Hinton, 89 Marchmont Rd., Toronto, Ont.; H. G. Smith, 386 Beaconsfield Ave.,

N.D.G., Montreal, Que.; J. B. W. Smith, 708 Waterloë St., London, Ont.; F. G. Knox, Collingwood, Ont.; W. S. Clawson & Co., St. John, N.B.; H. M. Wylie, Room 6, Union Bank Bldg., Halifax, N.S.; R. M. Fulton, 7 Duke St., Truro, N.S.; John Rossitor, St. John's, Nfld.

# Just To Show How It Pays To Use The "Wanted" Page Of Canadian Grocer

W. R. McCaw, Galley and Roncesvalles Ave.,  
Toronto, had a coffee mill for sale.

Mr. McCaw says that after putting an advertisement in the daily papers and receiving no results, he tried Canadian Grocer for two insertions. He not only sold his coffee mill, but could have sold it "three times over." He had several replies.



Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our care. Send your advertisement and remittance to

Canadian Grocer Want Ads. 143-153 University Ave.  
TORONTO



# 50% MORE PROFIT ON DIAMOND DYES

After January 1, 1920, the retail price of each package of Diamond Dyes will be 15c everywhere—instead of 10c.

## Have Clerks ask 15c a Package

We know you will welcome this necessary increase in price by the big leader. It means 50% more profit for you on each sale hereafter. While your price increases proportionately, your profit is 50% increased as well.

New price, \$1.13 per dozen—Same quantity discounts as heretofore.

In our million dollar advertising campaign which will include your city, and every city, town and hamlet, we lay great stress upon the "Diamond Dye Direction Book" and the "Diamond Dye Color Card." Women will come to you for a Direction Book and ask to see your Color Card. If not supplied, write us to-day.

**WELLS & RICHARDSON CO., Limited**

200 MOUNTAIN ST.

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MONTREAL, P. Q.

## JAMS MARMALADES PEELS

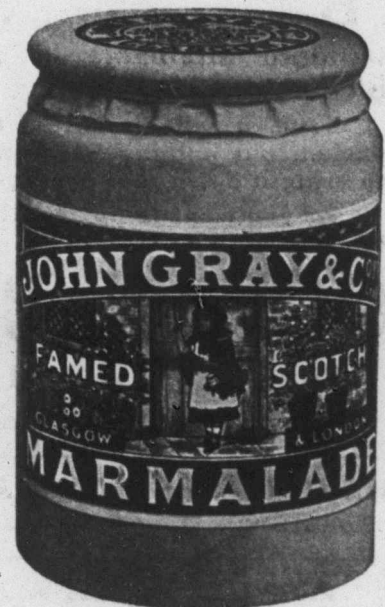
**John Gray & Co., Ltd., Glasgow**

Established over a Century

Cable : Lamberton, Glasgow.

Codes : A.B.C. 4th and 5th Edition.

## CONFECTIONERY MARZIPAN CHOCOLATE



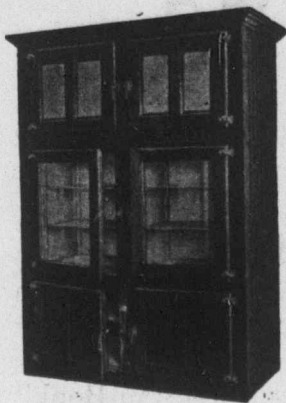
Agents:

Wm. H. Dunn, Limited, Montreal  
Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto

# EUREKA

NAME REGISTERED  
PATENTS—1886—1900—1910—1914—1917



Any grocer who owns a Eureka Refrigerator will tell you that it is absolutely reliable for keeping perishable merchandise in; that the consumption of ice is the lowest possible; that it displays his meats, butter, milk, etc., to the best advantage and refrigerates them perfectly. Could you want more? In other words, the Eureka Refrigerator is a continual source of satisfaction, and is most necessary for your business.

Your order can be filled without delay at the present time, as we have a full line of all Eureka grocers in stock.

Don't wait until the spring rush is on, or until our stock is depleted.

Order now and be assured of prompt delivery for the coming summer.

## EUREKA REFRIGERATOR CO. LIMITED

Head Office: OWEN SOUND

Branches: Toronto Hamilton Montreal

## Sell the Best

"**B**ETTER be sure than sorry."  
**OCEAN BLUE** is the highest standard attainable in a Laundry Blue.

True, it sells at only a few cents a packet, but nothing has been sacrificed to bring it down to a popular price.

As you want to please **ALL** your customers sell them

# OCEAN BLUE

In Squares and Bags

Order from your Wholesaler.

## HARGREAVES (CANADA) Limited

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

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

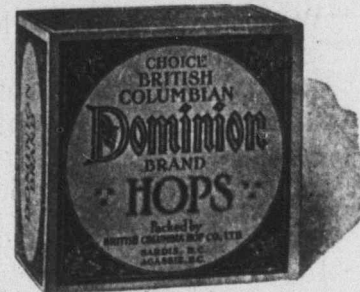


# HOPS

In Quarter and Half Pound  
Full and Short Weight Packages  
**BUY DIRECT FROM THE PRODUCER**  
**BRITISH COLUMBIA HOP CO., LTD.**

Ranches located at  
Sardis, Agassiz,  
B. C.

Head Sales Office:  
235 Pine Street  
San Francisco,  
California.



**Largest Hop Growers in Canada**

Write for Prices—Samples

AGENTS: For Western Canada—Donald H. Bain Co., Winnipeg, Man. Ontario—Raymond & Raymond, London, Ontario. Quebec and New Brunswick—Arthur P. Tippet & Co., Montreal, Quebec. Newfoundland—Globe Trading Co., St. John's, Newfoundland. Nova Scotia—Chisholm & Co., Ltd., Halifax, N.S.

## A Fish Department! Stocked With Watson's!! Two Good Ideas For This Fall

Every grocer has not the facilities to handle meats, but there is no reason why he could not stock our smoked and pickled fish, and sell every family at least once a week. Many families will buy pails of herring at a time.

<b>SMOKED</b> Kippers Bloaters Boneless Herring Herring Chicks	<b>SPECIAL</b> Feature Herrings in 10-pound pails.	<b>PICKLED</b> Scotch Cured Herring in barrels, half barrels or pails.
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The Possibilities in These Lines for You  
are Well Worth Investigating.

Write for Particulars to

## Watson Bros. Fishing and Packing Co., Limited Vancouver

Western Representatives  
Donald H. Bain & Co., Winnipeg

Ontario Representatives:  
S. H. Moore & Company, Excelsior Life Bldg., Toronto



# Bring Them Together!

With  
Satisfaction  
and  
Profit For All



NATIONAL BISCUIT & CONFECTION CO., LIMITED, VANCOUVER  
NATIONAL BISCUIT CO., LIMITED REGINA

## DESICCATED COCOANUT

We import direct from our own mills at Colombo, Ceylon, and stand behind the quality of our goods. The prices we quote are rock-bottom. Let us quote you on your next requirements.

**Our agents are:**

Tees & Persse, Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Persse of Alberta, Ltd., Calgary, Edmonton. Newton A. Hill, Toronto, Ont.; E. T. Sturdee, St. John, N.B.; R. F. Cream & Co., Ltd., Quebec, Que.; J. W. Gorham & Co., Halifax, N.S.; C. T. Nelson, Victoria, B.C.

### Dodwell & Co., Ltd.

*Importers & Exporters*  
VANCOUVER

## The Norcanner Brand



of "Brisling" Sardines are packed in Quarter Dingley tins from the finest summer caught Brisling with Virgin Olive Oil. You'll find the price right and the profit good.

## Bravo Brand Sild Sardines



Another brand of high class sardines. In Quarter Dingley and Eighth Size tins. A real delicacy.

*Your jobber can supply you.*

### NORCANNERS, LIMITED STAVANGER, NORWAY

American Headquarters:  
105 Hudson Street, New York

Canadian Agents:  
C. B. Hart Reg. Montreal  
A. S. May & Co. J Toronto  
Donald H. Bain Co. Winnipeg

## If Herrings Were Silverware!



"Wallace's"  
Would Be the  
Sterling Mark

WALLACE FISHERIES LIMITED  
VANCOUVER

# Announcing the Opening of a new **BROKERAGE CO.**

at 617 McIntyre Block, Winnipeg

- WE ALREADY represent several well-known Canadian lines.
- WE WANT a limited number of new lines.
- WE WILL work the retail trade for a reliable manufacturer.
- WE WILL guarantee him maximum results.
- WE WILL work only through the Jobber.
- WE HAVE an organization of efficient and experienced specialty salesmen covering Manitoba, Saskatchewan and Alberta.
- WE CAN put your line across. Write us.

## *Herald Brokerage Co.*

Winnipeg and Calgary

### ON DRIED FRUIT

We can  
SATISFY YOU!

Recommend Our Brands

IT WILL PAY

YOU!!



Imperial Grain and Milling  
Co., Limited  
VANCOUVER, B.C.



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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of 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.  
BRITISH COLUMBIA

## Squirrel Brand PEANUT BUTTER

### W. H. Edgett Ltd.

Vancouver  
Canada

Importers — Exporters

Handlers: Beans, Nuts, Potatoes

### C. T. NELSON

Grocery Broker and Manufacturers' Agent  
105 Hibben-Bone Bldg., Victoria, B.C. In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Agent for shippers of Oriental products.  
VICTORIA - VANCOUVER

### PETER LUND & COMPANY

Manufacturers' Agents  
Can sell, and if required, finance one or two additional staple lines for  
British Columbia Territory  
Interested manufacturers please communicate.  
505 Metropolitan Bldg., Vancouver, B.C.  
Reference: Merchants Bank of Canada, Vancouver, B.C.



### MACARONI

The pure food that builds Muscle and Bone at small expense

*The Meat of The Wheat*

Manufactured by the  
Columbia Macaroni Co., Limited  
LETHBRIDGE, ALTA.



EVERY MORSEL EDIBLE  
AND DELICIOUS

### Said the Manager:

If you could see the care with which we prepare  
**"ALBATROSS" PILCHARDS**  
you would recommend them with right good will.

Clayoquot Sound Canning Co., Ltd.

VICTORIA:

AGENTS:

Ontario and Quebec: Alfred Powis & Son, Hamilton, Ontario  
Manitoba & Sask.: H. P. Pennock & Co., Ltd., Winnipeg, Man.  
Alberta & British Columbia: Mason & Hickey  
J. L. Beckwith, Victoria, B.C.

## FISH

Fresh - Frozen - Smoked

*Expressed Daily*

Directly off the Fishing Boats  
Iced by Experts

**B.C.** COD HERRING  
SALMON SMELT  
HALIBUT CRAB, Etc.  
**ROYAL FISH CO.**  
VANCOUVER

## A Request to Our Readers

You have often thought that some friend or acquaintance would be interested in articles which you have read in CANADIAN GROCER. Obey the impulse to pass a good thing along.

It will be a pleasure to send sample copies to your friends if you will send us their names and addresses.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WESTERN CANADA

**A. M. Maclure & Co.**MALTESE CROSS BUILDING  
WINNIPEGIMPORTERS, BROKERS  
MAN'F'S. AGENTS  
GROCERY, DRUG AND  
CONFECTIONERY  
SPECIALIES**THE McLAY BROKERAGE CO.**WHOLESALE GROCERY BROKERS  
and MANUFACTURERS AGENTS*Take advantage of our Service*

WINNIPEG

MANITOBA

**W. L. Mackenzie & Co., Ltd.**

Head Office: Winnipeg

Branches at

Regina, Saskatoon, Calgary, Edmonton

**C. H. GRANT CO.**Wholesale Commission Brokers and  
Manufacturers' Agents

810 Confederation Life Bldg., Winnipeg

We have the facilities for giving manufacturers  
first-class service.**Richardson Green, Limited**MANUFACTURERS' AGENTSCalling upon the Grocery, Hardware and  
Drug Trade.

Winnipeg

Regina

Edmonton

Calgary

Saskatoon

We work The Retail Trade

**F. MANLEY**

Manufacturers' Agent

42 Sylvester-Willson Building

WINNIPEG

PLEASE MENTION THIS PAPER  
WHEN WRITING ADVERTISERS

Say you saw it in Canadian

Grocer, it will identify you.

## Donald H. Bain Co.

### WHOLESALE GROCERY COMMISSION AGENTS

**Herewith are Some Facts on Product Marketing**

We have a highly-specialized, keen brained staff of untiring sales promoters. We have your interests at heart, every hour of the day the moment you enlist our services. We have an enviable record of results, with satisfied customers to prove it.

Should you have a product that has not been successfully marketed, we are especially trained to market it in the Western field. in a way that it has never before been marketed—with the paramount of success.

Get in touch with us.

**Head Office: WINNIPEG****Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER**

ALSO AT 60 CHEAPSIDE, LONDON, E.C. 2, ENGLAND

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

**FRANK H. WILEY**  
Mfrs. Agent and Importer  
Groceries and Chemicals  
Headquarters for Feed Molasses  
533-537 Henry Ave., Winnipeg

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.*



### The Largest in Western Canada

We are the largest Storage Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated Warehouse. Excellent Track facilities. The Western House for SERVICE.

**Williams Storage Co.**  
WINNIPEG  
and  
Winnipeg Warehousing Co.

### Watson & Truesdale, Winnipeg

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.

Wholesale Grocery Brokers and Manufacturers' Agents

TRACKAGE  
STORAGE  
DISTRIBUTION

"Always On The Job"

### The H. L. Perry Co., Ltd., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA



## CHRISTIE'S BISCUITS and ROBERTSON'S CONFECTIONERY

are both marketed in Western Canada by us.

Both lines are having big sales.

For the same reason your goods should be among the big sellers.

## Scott-Bathgate Co., Limited

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave., East  
WINNIPEG

## F. D. Cockburn Co., 149 Notre Dame Ave. E., Winnipeg

We represent some of the best manufacturers and will give your line the same attention. Pugsley Dingman & Co., Ltd. John Taylor & Co. and John Bull Mfg. Co.

ALBERTA

Say you saw it in Canadian Grocer, it will identify you.

### B. M. Henderson Brokerage, Ltd.

Kelly Bldg., 104th St., Edmonton, Alta.  
(Brokers Exclusively)

Dried Fruits, Nuts, Beans, Jams, Cereals, Fresh Fruits and Vegetables

### Western Transfer & Storage, Ltd

C.N.R. Carters C.P.R.  
DISTRIBUTION STORAGE - CARTAG  
P.O. Box 666, Edmonton, Alta.

Members of the Canadian Warehousemen's Association

### PACIFIC CARTAGE CO.

C.P.R. Carters  
Office: C.P.R. Freight Sheds CALGARY  
Distribution of Cars a Specialty  
Storage and Forwarding Prompt Service

The Advertisers would like to know where you saw their advertisements—tell them.

# EL ROI-TAN PERFECT CIGAR



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

**T. M. SIBBALD & SON**  
GROCERY BROKERS  
Agent for KELLOGG'S Toasted Cornflakes  
Another Agency Solicited  
311 KING ST. E. - TORONTO  
Storage and Bonded Warehouses

**MACLURE & LANGLEY**  
LIMITED  
Manufacturers' Agents  
Grocers, Confectioners and Drug  
Specialties  
12 FRONT ST. EAST, TORONTO

**CRUICKSHANK & GUILD**  
Manufacturers' Agents  
32 Front St. W. TORONTO

**LOGGIE, SONS & CO.**  
Merchandise Brokers  
Manufacturers' Agents  
GROCCERS, CONFECTIONERS  
and DRUG SPECIALTIES.



TORONTO 32 Front St. West CANADA St. West

**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

**H. D. MARSHALL**  
Wholesale Grocery Broker  
OTTAWA MONTREAL HALIFAX

**C. MORRIS & COMPANY**  
Importers Exporters  
Grocery Brokers  
Head Office: TORONTO U. S. Office: CHICAGO, ILL.

**W. H. ESCOTT CO.**  
LIMITED  
*Wholesale Grocery Brokers—Manufacturers' Agents—  
Commission Merchants*

Manufacturers of Food Products and Specialties of merit seeking increased distribution in Western Canada, are invited to investigate our constructive

**SALES FORCE**

Your account intrusted to us receives the personal attention of experienced and efficient heads.  
We make ourselves your **Business Right Arm** in our territory.  
We are more than Brokers, we are Business Builders.

WRITE US TO-DAY

HEAD OFFICE  
Winnipeg, Man.

Branches with Resident Sales Managers at

Regina, Sask.      Saskatoon, Sask.  
Fort William, Ont.  
Calgary, Alta.      Edmonton, Alta.

**Easter Eggs**

Solid, to retail at 5 and 10c. each

Hollow, decorated at 5, 7, 10, 20, 25, 35, 50, 75c \$1.00 and \$2.00.

*Quantity limited.  
Quality and value the best.  
Send in your order, or write for prices*

**Chas. Lauder Co.**  
97 ONTARIO STREET  
TORONTO

# THE BISCUITS OF HUNTLEY & PALMERS, Limited

## READING AND LONDON

are renowned throughout the whole world as being the finest that are made, and unequalled both for quality and for keeping properties.

Amongst their greatest favourites are the following:—

<b>BREAKFAST</b>	The most perfect type of unsweetened rusk.
<b>DIGESTIVE</b>	Made from selected meal. Short eating, highly nourishing and easily digested.
<b>DINNER</b>	Especially suitable for serving with soup or for use with butter or cheese.
<b>GINGER NUTS</b>	Unique, delicious and unrivalled. As popular now as in the days of our grandfathers.
<b>NURSERY</b>	An excellent food for children and invalids. For many years they have had a large and increasing consumption both in England and abroad.
<b>OSBORNE</b>	Often imitated — never equalled. Slightly sweet.
<b>PETIT BEURRE</b>	Favourites even when our parents were young.
<b>TEA RUSKS</b>	Very delicate and much appreciated at Afternoon Tea.

### *Representatives :*

#### **NOVA SCOTIA and PRINCE EDWARD ISLAND**

John Tobin & Co.  
Matin Street, Halifax, N.S.

#### **NEW BRUNSWICK**

Angevine & McLaughlin  
P.O. Box 5, St. John, N.B.

#### **QUEBEC**

Rose & Lafamme, Ltd.  
500 St. Paul Street West, Montreal.

#### **ONTARIO**

The MacLaren Imperial Cheese Co., Ltd.  
67 Front Street East, Toronto.

#### **MANITOBA, SASKATCHEWAN and ALBERTA**

W. Lloyd Lock & Co.  
179 Bannatyne Avenue East, Winnipeg

#### **BRITISH COLUMBIA—**

##### **MAINLAND**

Kelly, Douglas & Co., Ltd.  
Water Street, Vancouver, B.C.

##### **VANCOUVER ISLAND**

R. P. Rithet & Co., Ltd.  
Victoria, B.C.

#### **NEWFOUNDLAND and LABRADOR**

P. E. Outerbridge  
P.O. Box 1131, St. John's, N.F.

# HUNTLEY & PALMERS, LIMITED


## READING AND LONDON, ENGLAND

**Quality Talks!      Quality Tells!**



**Largest Sale in Canada**

\* The moral is obvious.



**Are YOU the Man**

There is an opening on our staff for a man of unusual ability in retailing. He has been successful in his own business. He has sold men and women in his store—not merely taken their orders.

He is naturally ambitious—has been looked up to in the town he comes from, can present a clean sheet.

He must possess initiative, tact, perseverance—a pronounced liking for editorial and advertising work. Such a young man can make his own future and set his own salary.

Shallow thinkers will waste time by writing us, but sincere, thoughtful men of talent can make an advantageous connection by addressing

Trade Newspaper Department  
**MACLEAN PUBLISHING CO., LTD**  
 143-153 University Ave.      --      Toronto

# Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

### TEA IMPORTATIONS

How many pounds of tea were imported into Canada in 1918?—Reader.

Answer.—For fiscal year ending March 31, 1919, figures are: from British Empire, 4,275,829 lbs.; from foreign countries, 12,898,450 lbs.; total, 17,174,279 lbs. This does not indicate that only 17,000,000 lbs. were drunk in that year. Our normal tea consumption in one year is about 40,000,000 lbs. A lot of tea came to Canada the previous year—58,000,000 lbs.—but this was due to an anticipated shortage.

### INFORMATION FOR A DEBATE

To prove: That Canada would be more prosperous under the present system of protection than under the policy of free trade. Please reply in the affirmative.

N.B.—As this is for a debate I would appreciate as much information as possible.—Ryley & Son, Bethany, Ont.

Answer.— This information has been mailed direct.

### WHERE TO BUY SYRUP PUMP

Will you please tell me where I can buy a syrup pump?—A. LeBlanc, Penetanguishene, Ont.

Answer—These may be purchased from Walter Woods & Co., Hamilton, Ont.; Wilson, Lytle & Badgerow, 112 Duke Street, Toronto, Ont., and Enterprise Manufacturing Co., Philadelphia, Pa.

### NATIVE WINE MANUFACTURERS

Will you kindly advise me address of a firm in Toronto who sells native wine? I got the address of a firm but mislaid it. Of course this is legitimate under the O.T. Act, as I bought it last winter.—Edward Tuffy, Cobden, Ont.

Answer.—We are giving you the following names to get in touch with: The Coleman Co., Ltd., 67 Portland St.; L. A. Kirkland, 36 Dundas St.; J. J. McLaughlin Limited, 145 Sherbourne St.; O'Keefe Brewery Co., Gould St.; Gingello Limited, 29 Temperance St.; Dominion Brewery Co., Limited; S. Paterson & Co., 318 Berkeley St.; Salisbury Ginger Beer Co., 200 Dalhousie St.; Chas. Wilson Limited, 519 Sherbourne St.; Home Comfort Specialty Co., 877 Queen St. West; Ontario Wine Co.

### PEANUT ROASTERS

Kindly give me the names of firms manufacturing peanut roasters.—A. T. Logan, Lyons Brooks, N.S.

Answer.—Fletcher Mfg. Co., Hayter St., Toronto, Ont.; Kingery Mfg. Co., 420 N.E. Pearl St., Cincinnati, Ohio.

In the last enquiry page that appeared in CANADIAN GROCER there were given in answer to an enquiry a number of firms selling popping corn and pop corn machines. In this list the name of the Harry Horne Co., Toronto, should also have been given. The company sells popping corn, and is also agent for a pop corn machine manufactured in the United States.

### STEEL WOOL

I saw an advertisement in CANADIAN GROCER some months ago of a Toronto firm offering steel wool to the grocery trade. This is an article used in cleaning aluminum utensils. You would oblige if you would instruct your advertiser to express to me 3 dozen packages.—E. G. Thompson, Blenheim, Ont.

Answer.—We find that this firm is not in existence now, but you might obtain your order through one of your hardware dealers, Mr. Fenson or J. W. Milling & Son. If they have none in stock they can purchase it from H. S. Howland & Son, Front St., Toronto, Ont.

### A BOOK ON CUTTING AND SELLING METHODS OF HANDLING MEAT

Could you tell me through your Enquiry Page in CANADIAN GROCER where I could buy a book on cutting and selling methods of handling meats?—V. A. Esser, Box 640, Welland, Ont.

Answer.—"Market Classes and Grades of Meat," by Louis D. Hall, Bulletin 147, Agricultural Experiment Station, Urbana, Ill.

### VICTORY SPREADER LAMP BURNERS

Please advise if possible where we can obtain Victory Spreader Lamp Burners.—H. W. Cole, Ltd., St. John, N.B.

Answer.—We have been unable to obtain this information. Possibly one of our subscribers will know.

### WOODEN BUTTER TUBS

We are anxious to get in touch with a firm who can supply us with a car or two of wooden butter tubs.—De Blois Bros., Ltd., 45-47 Queen St., Charlottetown, P.E.I.

Answer.—Walter Woods & Co., Hamilton, Ont.; Canadian Wood Products, Ltd., Gerard St., Toronto; C. Beck Mfg. Co., Ltd., Penetanguishene, Ont.; Clark Bros., Sutton, Que.; Keenan Woodenware Co., Ltd., Owen Sound, Ont.; Thomas Bros., Ltd., St. Thomas, Ont.; Jas. Smart Mfg. Co., Brockville, Ont.;

Meakins & Sons, Hamilton, Ont.; Disraeli Box Co., Disraeli, Que.

### BUCHANAN'S JAMS

Some time ago an enquiry was received from P. F. Suffredine, 720 Ave. J. S., Saskatoon, Sask., for addresses of Buchanan's Jams. Exact address could not be located at time but a subscriber to CANADIAN GROCER, A. MacLeod, Brandon, Man., has very kindly sent in the following: Buchanan Bros., Stewart St., Cowcadden, Glasgow, Scotland.

### CHOCOLATE DISPLAY CASES

Can you give me the address of firms manufacturing or selling chocolate display cases?—Israel Brubacher, Elmira, Ont.

Answer.—Regarding firms making or selling chocolate display cases, the following is a list of show case manufacturers: Walker Bin & Storage Fixture Company, Limited, Kitchener, Ont.; Sherer-Gillett Co., Guelph, Ont.; Thos. Lewis Arnett, Souris, Man.; Ontario Case & Fixture Co., 20 Beverley St., Toronto, Ont.; Cameron & Campbell, 578 Queen St. East, Toronto, Ont.; Jones Bros. & Company, Toronto, Ont.; Duluth Show Case Company, Duluth, Minn.; W. A. Andrews, 12 Elm St., Toronto, Ont.; Beverly Store Fixture Co., 40 Cummings St., Toronto, Ont.; Canada Show Case Co., 819 King St. W., Toronto, Ont.; Kent-McClain, Queen and Carlaw Ave., Toronto, Ont.; W. G. Price, 1521 Davenport Road, Toronto, Ont.; Second Hand O.K. Office Furniture Co., 90 Wellington St. W., Toronto, Ont.

### NAMES OF JAM MANUFACTURERS

I would like the names of the different jam manufacturing firms in Toronto and Montreal.—J. E. Hutton, Riverside, Cal.

Answer.—List has been mailed.

### PICKLED MACKEREL

I would like to get the names of a couple of wholesale fish houses in Montreal and Toronto, who may be interested in buying one or two carloads of pickled mackerel.—J. H. Cameron, Grand River, N.S.

Answer.— D. Hatton & Co., Montreal, Que.; Maritime Fish Corporation, Montreal, Que.; Leonard Bros., Montreal, Que.; White & Co., Church and Front Sts., Toronto, Ont.; F. T. James & Co., Toronto, Ont.

### CANNED MUSHROOMS

Do you know where I may obtain canned mushrooms?—B. Johnson, Oxford, N.S.

Answer.—Canned mushrooms can be obtained from W. G. Patrick & Co., 51 Wellington St. W., Toronto, Ont.

CANADIAN GROCER,  
143-153 University Avenue,  
Toronto.

For Subscribers  
**INFORMATION WANTED**

Date.....1920..

Please give me information on the following:—Name.....

Address .....

**H**ELP is scarce—good clerks must be well paid—your time is worth money.

Red Rose Tea in cardboard cartons keeps fresh and clean. There is no loss in weight—no arguments about quality—no unnecessary delay in filling orders.

A reputation for good service and good quality is worth a whole lot these days.

**T. H. Estabrooks Company, Ltd.**

St. John            Montreal            Toronto  
Winnipeg, Calgary, Edmonton, St. John's.  
Newfoundland, and Portland, Maine



## SELLING VERSUS BUYING

**T**HE manufacturer who can quit **SELLING** to his customers because his customers have started **BUYING** from him has attained a commercial Utopia.

**AND NOTHING LESS THAN THIS IS OUR AIM.**

The first step toward that ambition is to procure the goodwill of distributor and consumer.

How can that be obtained?

Co-operation—and more co-operation.

In these days of price fluctuation, we look beyond our personal interests and consider also the interests of both wholesaler and retailer.

In the event of increased prices we will fill all orders as booked before the advance.

**NO RETAILER WILL BE FORCED TO ACCEPT GOODS AT AN ADVANCED PRICE IF HE BOOKED HIS ORDERS AT A LOWER FIGURE.**

A square deal to all is our aim.

And we look forward to the day when we can relax **OUR SELLING EFFORTS** through a proportionate increase in **OUR CUSTOMERS' BUYING EFFORTS.**

That will never involve a diminution of our service or interest to our customers.

It will mean that co-operation has brought about the ideal relations between buyer and seller—mutual confidence in all dealings and faith in the product, the protection of one by the other and a conscientious effort to live up to every claim.

**The Egg-O Baking Powder Co., Limited**

**Hamilton, Canada**



You would do well  
to keep your stock of  
**Robinson's**  
**"Patent" Barley**  
and  
**Robinson's**  
**"Patent" Groats**  
constantly renewed.

*The Premier Foods for Infants and Invalids.*

Steady "repeats" will convince you that ROBINSON'S  
Barley and Groats are worth pushing

**MAGOR, SON and COMPANY, LIMITED**  
30 CHURCH STREET, TORONTO

191 ST. PAUL ST. W., MONTREAL

# Abbey's EFFERVESCENT SALT

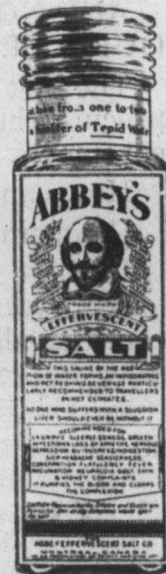
Makes Life  
WORTH LIVING

The change from Winter to Spring doubles and trebles the demand for Abbey's Salt.

People who have enjoyed robust health all Winter, begin to feel the depressing effects of warmer weather.

They realize that they need a gentle, invigorating tonic to cool the blood, ward off bilious attacks, regulate the kidneys and bowels, and give vim and vigor to the entire system. And they know, by experience, how satisfactory are the tonic and purifying effects of their favorite saline—Abbey's Salt.

These are the days to keep Abbey's Salt to the front, in both window and counter displays.



**The Abbey Effervescent Salt Company, Montreal**

# CANADIAN GROCER

Vol. XXXIV.

TORONTO, FEBRUARY 27, 1920

No. 9

## 100 Cases of Jam Sold in Three Weeks; "Buy Jam" Was the Slogan of the Sale

The Paquet Co., Quebec City, Put on Irresistible Campaign, Including Newspaper Space, Displays, Cards and Personal Salesmanship—Clerks Regularly Consulted in This Store

THE two words of that uniquely short sentence succeeded in putting across the sale in three weeks' time, recently, of one hundred cases of jam for the Paquet Company, St. Joseph Street, Quebec City. It was the manner of their use, rather than the words themselves, that brought these splendid results, and Mr. Dubuc, the department manager, was most enthusiastic regarding the plan when speaking of it to a representative of CANADIAN GROCER. Let him outline it:

"We wanted to sell more jam, and so we decided to advertise it. 'Buy Jam,' we said in our newspaper advertising. In the first advertisement, we stressed on the fact that the jam we were selling was a particular make, that it was preserved in Canada, and had a reputa-

tion behind it of many years. We tried, first, to make this point, and make it well.

"The next 'ad' spoke of the value of this jam as compared with butter. 'Buy Jam' was again used—jam is equal to two pounds of butter. The child also prefers it to butter, and therefore, 'buy jam,' was hammered home again, this being the big feature of the 'ad.'

"The higher price of sugar was argued in the next advertisement and the fourth argument used in the next and last copy was 'This is the healthiest and best food, when compared to others.'

"Of course we placed this jam in different parts of the store and at every turn a customer would find a neat display of 'jam.' They couldn't get away from it, and we sold, in three weeks, one

hundred cases of jam, assorted sizes."

There's an argument which speaks volumes for the selling value of timely, special advertising, coupled with display. And it is also worthy of emphasis that the sales staff suggested jam to all customers. The air was charged with the 'Buy Jam' slogan and the buying spirit developed fast, and sales grew apace.

### When to Advertise

"A time to keep silence, and a time to speak," said the clergyman.

Mr. Dubuc continued to say that there was a right time to advertise, as well as a wrong time. And on this principle the advertising manager of the Paquet store is expected to work.

"Advertising on Thursday night, we have found effective, for people will decide what they want and order it Friday, and then we can deliver on Friday or Saturday. It is better to advertise then than on Friday, and we find that if customers know what we are offering they will decide after they have read our advertisement.

### Advice From the Clerks

"In knowing what to advertise, we consult the clerks. 'What have you that you want to push?' we will ask them. This inspires their confidence, and they feel that they have a real interest in the selling. It places responsibility on them, too, and we expect that they will sell more of what we have advertised for them, or their department. It is an excellent plan to listen to what the salesman has to say, for he comes in contact with the customer and knows what is wanted, or what will likely sell. It inspires confidence both ways."

## Achetez vos Epiceries ici

Achetez des confitures. C'est, a cette saison de l'année, l'aliment le moins dispendieux et le plus sain.

Marques "Bonne" compo. de pommes et fraises, poires et framboises, pommes de prunes, chaudière de 4 livres. 30c.  
Idem de 1 livre. 9c.  
Le verre 10c.

MARMIGLADE d'orange pure de Waguière  
Doseil d'une livre 30c.  
Doseil de 25 onces 40c.  
Doseil de 30 onces 50c.  
Chaudière d'une livre 30c.  
Chaudière de 2 livres 50c.  
Chaudière de 4 livres \$1.50  
Chaudière de 7 livres \$1.50

MARMIGLADE de Squac vertes "Laurig" ananas, gingembre, gelée de roseau, doseil de 15 onces 35c.  
POMMES "Laithe Châtel" "Fleur de Lis" "Quality" 3 canettes pour 35c.  
MEL D'INDIE sucré, 3 canettes pour 35c.  
PAIN sucré, marque "Fleur de Lis" 3 canettes pour 35c.

FRUITS Raisins-Claude et Prunes de Lombardie 2 canettes pour 35c.  
SERRIS de blé d'Inde, la pinte 35c.  
COMPTILES de fraises "Reno", doseil de 4 livres \$1.50  
SAINDOUX pur, marque "Archange blanc", chaudière de 5 livres \$1.74  
Chaudière de 10 livres \$2.48  
Chaudière de 25 livres \$6.51

JAMBON cru pesant de 3 à 12 livres, la livre 40c.  
BACON pour déjeuner, en tranches, la livre 50c.  
COFFIN complet, la livre 48c.  
MARMELADE de Californie, dans un sac avec aux tomates, poids net, la canette, 7 onces 15c.  
SAUMON rouge "Stadacona", canette haute 35c.  
POUDING de McLarus, 2 cuillères de poudre et une chopine de lait font un pouding, 12 essences différentes, paquet de 6 onces, 3 pr. 35c.  
GEMME Jell-O, le paquet 15c.  
GAUFRIERS à eau (valera) "Christie Brown" petits ou grands 35c.  
BISCUITS au citron, et "Dream Bar" la livre 35c.  
BISCUITS "Honey Bar", la livre 35c.  
BISCUITS "New-Jam" la livre 30c.  
CASSONADE brun clair, 10 livres pour \$1.50  
brun foncé, 10 livres pour \$1.40

CRISME d'orge, paquet de 2 livres 35c.  
DEE Socoonout (cornedbeef) "Quaker", 4 paquets, pr 48c.  
FAYE alimentaire "Sunshine", 12 onces 30 livres assorties 65.00  
VERMICELLES et MACARONS extra beaux, boîte de 5 livres 50c.  
PÂTES à crêpe "Fête Jemina" rouges ou jaunes, le paquet 35c.  
THE noir "Bouchout", canette de 10 livres 95c.

THE noir "Mandarin" pour déjeuner, paquet d'une lb 55c.  
CHOCOLATA, prêt à employer, pas besoin de lait ni beurre de faire bouillir, canette d'une livre 35c.  
CACAO "Perfection" de Gawa, canette d'une lb 45c.  
CAFÉ non moulu, "Mocha et Java" la livre 35c.  
RAISIN muscat, la livre 35c.  
RAISIN épépiné "Fidopon", la livre 35c.  
RAISIN muscat épépiné et nettoyé, la livre 35c.  
PRUNES égarées, de Californie, la livre 35c, 30c. et 40c.  
POIRES évaporées, la lb 40c.  
PÊCHES évaporées, la lb 45c.  
AMERGOTS égarés, la livre 45c.  
RAISIN de table "Sun-Maid", paquet de 15 onces 35c.

THE noir "Mandarin" pour déjeuner, paquet d'une lb 55c.  
CHOCOLATA, prêt à employer, pas besoin de lait ni beurre de faire bouillir, canette d'une livre 35c.  
CACAO "Perfection" de Gawa, canette d'une lb 45c.  
CAFÉ non moulu, "Mocha et Java" la livre 35c.  
RAISIN muscat, la livre 35c.  
RAISIN épépiné "Fidopon", la livre 35c.  
RAISIN muscat épépiné et nettoyé, la livre 35c.  
PRUNES égarées, de Californie, la livre 35c, 30c. et 40c.  
POIRES évaporées, la lb 40c.  
PÊCHES évaporées, la lb 45c.  
AMERGOTS égarés, la livre 45c.  
RAISIN de table "Sun-Maid", paquet de 15 onces 35c.



DIVISION DU DETAIL

157-173 RUE, ST-JOSEPH

The grocery section of one of the Paquet Co.'s large advertisements in their "Buy Jam" campaign. This one is in French. Similar advertisements in English appeared in the English press.

### Where Business Comes From

The Paquet Company has developed a very heavy business for groceries, although this is one of the newer departments of their store. Realizing that the overhead cost of selling is higher to-day than it ever has been, they plan to get a bigger out-turn of groceries every year, and this has made it necessary to study how the list of regular buyers can be added to.

Very frequently a contest is arranged that will interest the children. This is based on the idea that the child leads, in a sense, the parent, or that the influence over the parent is very great. If that influence can be secured, then the interest and patronage of the parent will probably follow. At any rate, this has been successfully planned and executed on many occasions, and new faces appear in the store, as a result, eventually swelling the list of special buyers and developing into permanent buyers. "Several thousand children registered in a contest we conducted," said Mr. Dubuc, "and the amount of talking they did on the street, at school, and at home, got our name before the parents. These contests are very successful. Usually we have a guessing contest, and there are several prizes given for the correct answers."

### "May We Take Your Order?"

"This is our sample room," continued the manager, as he conducted the representative of CANADIAN GROCER to a neat enclosure about 12 feet by 12 feet, near the head of the department, and where a white-appareled male attendant was seated to take orders from those who desired to select, personally, what they required. "We have samples here, of nearly everything that is carried in stock, and it is a good plan; we would not dispense with it."

Of course this is all aside from the arrangements afforded of transmitting orders by telephone, and of which there are three in the grocery section.

In addition to this unique idea, a demonstration counter is arranged in the store, and this is in use at most seasons of the year. The demonstrations of various food products may be carried out at any time by manufacturers who may wish to co-operate by sending a special demonstrator. Gas and electricity, together with water heaters and stoves, are a part of the equipment, and no "fixing-up" of these necessities is required, the fixtures being permanently located. Mr. Dubuc favors this plan, for it has the advantage of getting women into the store, and then salesmen have an opportunity of demonstrating their sales ability.

In connection with the demonstrations which are made when guessing contests are on, care is taken to brighten up the spot in the store—usually near the grocery entrance—and so secure greater attention by those coming in to make other purchases. People are curious, and if a little extra effort is taken, the results are naturally greater. A few potted

plants, cut flowers, or even artificial palms are effective, when placed properly. In one of the most successful contests held, and which was last year, artificial roses were used and tied, loosely, on real rose trees or bushes that had been previously placed in wood tubs, to represent lawn shrubbery.

### How Do You Sell Potatoes?

The Paquet Company sells hundreds of bags of potatoes. Great quantities of these go by the peck to the consumer's door and these are already weighed and ready for immediate "picking up" by the delivery man.

"When a woman has ordered potatoes she wants to get them with little or no dirt on them, and so that it is not necessary for the delivery man to carry them in and empty them out of a dirty sack, perhaps carrying muddy feet over her clean floors. And so we weigh them up in paper bags. The bags cost 6 cents each, but the customer does not mind paying this charge. In the first place, we have these potatoes carefully selected and all spoiled ones removed, also all the dirt. So, when the customer receives the potatoes they are all potatoes, and she is getting what she paid for. They are really as cheap, or cheaper this way than when bought with dirty and spoiled ones in the larger sack, and which may not have been checked over carefully. We have had no complaints, and besides this, our men can fill the sacks and tie them up in spare hours. In addition, it saves the time of the delivery men."

The coarse vegetable department is excellent, in that eleven bins are arranged along one side of the store. These are of convenient size, are placed about 15 inches above the floor, and are cleansed with water and soap once in a while to keep them looking well.

### 7,000 Pounds Turkeys

"We sold 7,000 pounds of turkeys in twelve days at the holiday season last year," said Mr. Dubuc. "We have a large trade in poultry and always keep them in prime condition."

The arrangements for keeping this poultry are simple, but the results obtained are certainly most satisfactory. Here is a brief description:

At one side of the store a generous space is set aside and this is kept as a natural cold storage room. It is built of single boards, and covered on the outside with steel siding. The advantage of using single boarding is that of securing a naturally cold temperature, and even when the weather changes are many and when the mercury falls or rises many degrees, the temperature of this room will vary but little. It stands at an average of about 22 degrees, and one of the features used to secure this is that of a ventilator in the roof. When the weather is moist, the single window of the room is kept closed tight; in dry cold weather, it is sometimes opened. Hundreds of pounds of poultry, cured

hams, bacon, etc., are kept in here and butter in boxes. Good prices are secured at all times for these supplies, and the stock is maintained in the "pink of condition." "We can easily get 50 cents per pound for first-class chicken; people do not mind paying the price when it is good," was Mr. Dubuc's comment. The department is 12 x 22 feet in size.

### Have Ten Departments

The Paquet grocery comprises ten departments. This enables the management to place various goods in their proper classification, making for efficiency through each department head or manager. These departments are as follows:

1. Fresh fruits and vegetables.
2. Soap, soap powders and cleansers.
3. Meats, provisions, pork products.
4. Canned, tinned and glass jar meats, beans, soup, etc.
5. Canned fruits and vegetables.
6. Cereals, flour, sugar.
7. Candy and confectionery.
8. Teas, coffees, cocoa, etc.
9. Demonstration booth (used most of season).
10. Biscuits.

Perhaps no department of the store is more inviting than the last-named, that of biscuits. Three hundred kinds of these are carried in stock and the arrangement of these takes up a very considerable space along the south wall. This very wide variety of toothsome biscuits affords such a selection that no customer can possibly go away unsatisfied. The demands are great, and annual sales run from \$20,000 to \$22,000.

For some of the more select lines of biscuits, a special case contains samples, and these are quite as inviting in appearance as any candy display could possibly be. A small office for the manager is placed near this department, and being raised above the floor, it affords him a wide command of the other departments.

### Turnover Increase is Solution

Mr. Dubuc has, as have most grocers, been confronted with the abnormal increase in overhead charges. This is a problem which, in his opinion, can only be taken care of and solved through relative increase in turnover. This does not necessitate carrying tremendous stocks above the probable needs of the trade. It does mean that enough stock must always be carried to supply the needs which exist, and which will arise, but Mr. Dubuc advocates carrying a good stock, turning it quickly, giving the customer the advantage of the buying which the store has exercised, charging a normal and legitimate margin above the cost of a given line, but no more. "Profits have not increased in relation to the higher prices we now have to pay for goods; we must get the bigger turnover, and this, I believe, is the secret of successful selling."





View of John St., one of Quebec City's prominent retail districts.



The Parliament Buildings in Quebec City, where Quebec's laws are made.

## Quebec Grocers Make Windows Sell

Many Find It Profitable to Whet the Appetite of Consumer Through Displays—Time Spent This Way Does Pay Dividend—Opinions Differ as to Price Tickets

Written especially for Canadian Grocer

**I**T IS not always the city merchant who spends the most time on his window displays. In the suburban parts of our big cities, and in the smaller towns, the attention given the proper arrangement of groceries and provisions has not, in all cases, been neglected.

In the city of Quebec the grocery trade is well represented by many energetic grocers, and some good displays are made. A feature of these displays has been, in large measure, that of adhering to one class of goods for a given display. And this is, of course, the best of judgment, and is proven in several ways, but particularly because this is the plan followed by the big stores in the metropolitan cities, where the money expended on window displays runs into such figures that, were a one-line display or associated lines not the profitable one, it would, long since, have given way to the mixed showing of goods.

### A First Necessity

Of first importance, it is absolutely essential that the window glass be kept clean—absolutely clean, always, if the impression which one desires to make be attained. And those taking an interest in window display seem to realize this, and clean, attractive displays have been repeatedly seen by CANADIAN GROCER in various parts of the province. In Quebec City, Sherbrooke, Richmond, Outremont, Montreal West, Verdun, St. Lambert and Montreal, credit is due grocers who have given close attention to their windows from this standpoint.

Some have tended to build up backgrounds for their displays, but in Quebec generally the floor arrangement of a given display seems to be the only one given attention. So excellent are some of these arrangements that, had a little "building up" of background been practised these windows would have held first rank as eye-catchers, and therefore as sales-provokers. This is a matter which

might be given closer attention, doubtless with due profit to the grocer.

### Shows Tempting Goods

While it is impossible to outline, in a single article, the merits of various windows, there being so many types, reference to a few will be helpful.

Chas. P. Macklaier, St. James Street, Montreal, is located in the financial heart of Canada's metropolis. This gives Mr. Macklaier an opportunity to display tempting lines of imported goods to his prospective customers, such as Italian, Scotch, English, Spanish and various specialties produced and packed in the Mediterranean countries, and in which his firm has, for many years, specialized. Particular care is taken to keep these well to the fore, and Mr. Macklaier has always taken particular interest in these displays, making many of them himself. Usually the daily advertising in the Montreal papers backs up the displays made, description and prices being given in the space used. Canadian goods, of course, are also widely displayed.

Other firms in Montreal making displays of special lines in this way are Graham's, David Hamilton, Gravel Freres, Dionne and Dionne, A. Dionne, J. A. Debien, John A. Grant, Walter Paul and others. This all goes to prove that there is a way to win trade for a given line of special goods through the medium of display.

Some use price tickets freely; some do not, and are opposed to their use altogether. John Robertson & Son, St. Catherine Street, Montreal, use the ticket idea extensively. One reason for this rests in the fact that they do a large cash and carry business. The development of this has furthered the price ticket idea, and to use the definite price is imperative when an appeal is made to the customer to "carry your own parcels"; there must be some monetary inducement.

Another firm making wide use of this

plan is the Montreal Public Market. All fruit, meat, vegetables, poultry and provisions are sold on the cash and carry plan, and tickets, therefore, are an indispensable part of every window display.

### Price Tickets Not Favored

There are some who have not been won over to the price ticket idea. Abel Turcotte, John Street, Quebec City, told CANADIAN GROCER that he did not like this plan, and that he never uses it. Mr. Turcotte has been in a new store for the past few months, having moved from a location not far away, and while he has his windows changed weekly, he depends entirely upon himself and his salesmen to put sales across, endeavoring to make the displays effective, and is well pleased with the increases in his turnover with no prices announced on either small or large tickets.

Of course there are few who do not employ neat display cards to convey at least a brief message regarding the lines displayed. This is often done through the medium of one to three cards of 10 in. by 12 in., or 10 in. by 14 in. size. Neatly lettered, they help brighten the window in much the same way as an attractive picture brightens the printed page of a modern magazine. And more grocers seem to be won to this viewpoint every year. Some letter their own cards; others go to the card writer and arrange for regular supplies, or buy as their needs suggest.

Summing up, it is safe to say that there has been a big change in the views held by Quebec grocers regarding the proper and effective use of their windows. This is borne out in one notable respect, and that is, that few stores are to be found without, from one to four sheets of fine, polished plate glass. And if one is broken it is promptly replaced, high though this product is. Many take the precaution to carry insurance, while others carry the risk themselves.

# Chances of the Chain Store Employee?

One's Own Business Only Real Opportunity to Cash In Permanently on Devotion and Experience

By Henry Johnson, Jr.

HERE is an illuminating letter: Saskatchewan, January 7, 1920:

I am writing you for advice, so do not read this letter in your busy moments. Will be as brief as possible. Without going into details of my previous experience, on the thirteenth of May, 1907, I entered the grocery business as clerk in a country store. Most of my time was spent delivering goods. Took orders part of the time and spent part time in store. Stayed in that store eleven years. Then got OK'd for one of the largest chain stores in Canada. Was transfer man in three different stores. The great war ceased. Orders came from headquarters to give all the boys returning from the front a chance at any opening for a regular man. I was out in the cold. Succeeded in getting a job after a while, then went with another chain store doing a small business near my home. In two months I brought the business up about fifty per cent.

Headquarters then put the prices of my best sellers above my competitor chain stores. Summer came and people went away. Then came the sugar shortage. I was almost without sugar for weeks at a time. The trade went to stores where they were compelled to purchase so much to get sugar. I lost the trade. A week ago a man was brought in and introduced to me as the one who would run the store, and unless he could make a good showing in a month it would be pulled out of the city. Then I learned that it was headquarters' intention to pull out the store before I took it, but I had made such a good showing at first that they were pleased. If I had the company back me up as other companies backed their managers I should have made a much better showing.

I am forty-eight years old and married, and these two incidents have given my courage a big jolt in regard to chain stores. On the other hand I can make as much to start in something new if I can get the right chance, as I can to work in a common grocery store. At my time of life I dread the thought of commencing at the bottom in a new business. My preference would be to become manager in some small grocery store. I have had experience in all retail departments so far as I know. To some extent I have bought goods and fixed prices on them. Would be willing to pay either to advertise or in any other way if I could get the chance I want. What is your advice?

Yours very truly,

W—L—C—

Advice Hard to Give

It is pleasing to have a man ask my advice in such circumstances, but to give

it is mighty serious business. It is one thing to speak generally, but it is quite another to point out specifically what any man should do. Yet this man does not want mere generalities. He wants specific, definite help, so perhaps the best I can do is point out to him his elements of strength and weakness as they look to an outsider, and maybe draw some conclusions from somewhat parallel cases.

Here is a man who has made good in every job to which he has been assigned by others. He has been faithful, diligent, and worked, evidently with intelligence. Best of all, he had manifested the very valuable ability to draw and hold trade. In his last position, "in two months I brought the business up about fifty per cent."

What, then, is wrong? Apparently only the fact that he has worked for others, under direction, with no opportunity to exercise or develop initiative, until he seems to have lost the ambition to undertake things for himself. This appears from his expressed willingness to be content with the management of a common grocery for another—his feeling of certainty that he could make good in that position—coupled with his dread of commencing at the bottom in a new business, "at my time of life."

**"Time of Life" No Insurmountable Obstacle**

The age of forty-eight should be no special obstacle, provided one's health is good. In fact, forty-eight is the prime of life if one looked at it from the right angle. One must feel forty-eight years young, not old. A man at that stage of development should have a vast fund of solid experience to draw on, a well-developed habit of conservatism, ample courage of conviction based on solid ex-

perience, and sufficient savings to warrant a venture on his own account.

If a man can increase a business fifty per cent. in two months while working for another, what may he not confidently expect to do while working for himself, free of restraint, his own master, at liberty to develop any plans or schemes he may have to the fullest extent?

"There is no devil but fear," and calm courage is the greatest asset any man can have!

Mighty little money is required to start a grocery business. Everywhere we find men who started with \$100 or \$200 who, at the end of only a year or two are found to be successful, independent, secure in the position of owners of their own business.

**Examples of Success From Small Beginnings**

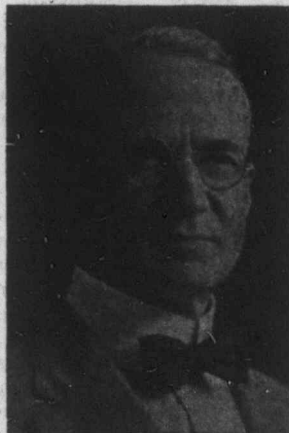
In Seattle are two men who started in a tiny grocery store in 1913 with \$120 capital. In the spring of 1919 they were offered \$10,000 for the business, which they declined because their tangible assets were worth more than \$12,000, regardless of the goodwill value of their well-established, highly profitable business. Time, six years!

Out West is a young man who started seven years ago with \$20. Now he is doing between \$6,500 and \$7,000 a month and has ample capacity to handle his business. His salvation lay in his capital being so limited that he was compelled to make weekly settlements with the jobbers. He had to buy with great conservatism from day to day. Thus he learned the value of merchandise, learned how to price it correctly, got such a grounding in the fundamentals of his business that he is master of it.

In Toronto lives a grocer who was a corporation employee until he was about as old as my present correspondent. Then he was dropped. He had no knowledge whatever of any business except the work he had been doing. But necessity drove him to undertake a small grocery store—a run-down sort of place which he bought for something like \$150. In only a few years he was independent and raised his growing family in comfort and security, owned his place of business outright, and had such a fund of money and solid securities as I have never seen equalled in similar circumstances. This man was not robust. He was so handicapped physically that he always had to consider the limits of his strength and work within them to keep going.

**What to Do?**

Therefore, if I may venture to give specific advice I strongly urge this man to plunge right into business for himself.



HENRY JOHNSON, JR.

Segregate your capital into separate funds for use in various ways. Select some good jobber and tell him your story frankly. Get his advice and help in locating a desirable store. Not unlikely he will know of three or four stores from which you can take your choice—though in this as in all other matters your own judgment must be your final and conclusive guide. But tell the jobber just what you intend to do, that you intend to trade with him to the practical exclusion of all others, that you will pay him every week, that you want all discounts, and in general lay the foundation for a specific business understanding—and live up to it scrupulously.

This will serve you in many valuable ways. It will establish a business friendship which will stand you in good stead in exact proportion as you uphold your end of the compact.

It is not necessary nor entirely desirable that you pay spot cash in full for a business you may purchase. It may run into \$300, \$500 or \$1,000, and you may not have much more than such total altogether. You must never run short of ready money, so in this case you must pay down part and give notes for the remainder.

If you stock a store new you must pay spot cash for everything you put in it. Keep the initial stock-investment within your cash-paying capacity in this case.

Keep some money on hand for expansion and unforeseen contingencies—and then have no contingencies! Play safe always. Pay cash at least once each week for all previous purchases. Owe nobody. Make that the fundamental rule of your business life and stick to it. Owe nobody for anything except and unless you buy a business and leave part

unpaid at the start. This you will do only for the sake of taking over a business with some established value.

#### Cash or Credit?

This is the question that will test your ability as a merchant and manager. Sell for spot cash in the beginning, anyway: Give no credit until you catch your breath. Then, if you decide that credit is good for you, observe two rules: (1) Credit to be extended only on certain lines, to certain carefully selected individuals, and (2) Never sacrifice your own ability to pay cash for everything. These rules will limit your risk and start you right on sound business fundamentals.

Your own business is your only real opportunity. Write me further details of your condition if you like, and I shall be glad to go more deeply into your specific needs and situation.

## Why I Adopted Cash System of Business

Written for Canadian Grocer by J. O. SAVARD,  
Quebec, P.Q.

**A** YEAR ago in January of this year I started to adopt a cash basis of selling. It was not an easy decision to make for I had many well-to-do customers, and they had bought from me for many years. In fact they thought it was a great hardship that they should have to pay cash, and some of them stopped dealing with me. Later they returned and are now buying from me, paying cash for what they need. Not only so, they have paid or are paying up their old bills, and besides this I am getting their cash for what they need right along. Recently one man who did not like the idea when I started it told me he was saving money by paying cash. He is now one of my best customers.

#### Too Many Losses

Losses from neglect to charge goods are too frequent. One never does know just what these amount to. We all will neglect, when in a hurry, to charge some things. When cash is paid there is no difficulty and no chance of loss following in this respect. Then again, at the present time it is not profitable to do business to-day on a credit basis because of the small profits. Prices are high and the percentage of profit is very small. Where I could do business for 8 per cent. overhead six years ago it now costs me 20 per cent. By adopting a cash basis for everybody I can keep my margin of profit small and give my customers the best of value.

#### Advising My Customers

When starting the cash principle I spoke to some of my confreres and told them it would be good business to adopt a cash plan; that if we did this we would be ahead in the long run. Some of them did not agree with me, but I was deter-

mined to follow this out. So I sent out a letter to every customer whose name was on my books, informing them of the change of system, and it was possible on the 1st of May, 1919, to start my spot cash plan. Some made complaints but I stuck to my plan closely. I am not sorry, for it has been a success, and every night I know what cash I have and that all goods have been paid for.

#### Listing Every Article

I might explain how I know that every item has been paid for.

When a merchant or a clerk is adding up a bill, he perhaps takes up one of the packages to figure up the amount on. This is when making a cash sale. In doing this he will, we have found, very often figure in all the articles but the one on which he is placing the amount. It might be a box of candy costing a dollar, or a carton of sugar at, say 85c. If it is left out and this repeated often, in the course of a day the loss is very considerable, and I have noticed this happen quite frequently, so I decided to buy a small adding machine, which was kept on my counter where the customers' orders are taken. When the customer has made a selection of the groceries wanted and the clerk totals up the amount, there is no possibility of any mistakes being

made. This little machine is right in front of the customer and he observes how each amount is punched on the machine, and then, when the total is arrived at he knows it is absolutely accurate. This helps to make her fully satisfied with the transaction. Although this machine cost me \$100 I think it will pay me in the long run; it is a good investment.

When the amount is totalled on the adding machine the salesman turns to a cash register which is in the shelving right behind him and presses the amount, throwing out a slip which is given the customer, who then proceeds to the lady cashier at the end of the counter where settlement is made. There is thus a check on every operation and the clerk handles no cash whatever.

I would not change, with the terms of payments on produce, such as butter, eggs, shortenings, lard, and all kinds of cooked and prepared meats so very limited; the cash plan is the only one. I would not return to the old basis under any consideration.

#### PREVENT EXPORT OF IMPURE MAPLE SUGAR

Ottawa, Feb. 25.—With the idea of placing the maple industry of Canada on a world market basis, representations have been made to the Government to forbid the export of adulterated maple products. A representative of a large English firm called upon the Government this week and stated it would place the Canadian product on every market within the Empire, also in other countries, provided a guarantee could be given that the product was entirely pure.

The Government feels, however, that it is impracticable to give a guarantee. In addition, the adulteration might easily take place after the product reaches England.

#### READS THE MARKETS AND ADVERTISEMENTS

*J. O. Savard, retail grocer, Quebec, P. Q., says—"I think C. G. is a fine paper. I always read it and find the markets and the special articles, the advertising, etc., to be very interesting and helpful."*

## \$15,000 in Duties Saved

Produce Merchants Were Asked to Pay Duty on Egg Cases From the United States Which Were of No Use—  
Meant Much to the Country

**T**HE Department of Customs, Ottawa, recently made an order to the effect that Canadian importers of eggs from the United States must pay a duty on egg-cases, and that this was to be retroactive to cover the importations of several months past.

The regulation meant that no less than 200,000 cases were dutiable. Each case was valued at 30 cents and the duty was to be 25 per cent, or about 7½ cents each. This made a total of about \$15,000 distributed among the various importers of eggs.

The Canadian Produce Association, through its secretary, James T. Madden, decided to take the matter up with the Board of Customs and show them why they did not think this duty should be paid. The brief he sent to Ottawa demonstrated that the cases received from United States packers of eggs were of practically no value, being made from thin shell material and that they were destroyed; that the eggs received were repacked into Canadian-made cases and re-shipped to the Old Country; that this

meant a great deal of business to Canadian box manufacturers, as well as manufacturers of case-fillers and the exploitation of Canadian labor; that if a duty had to be paid on cases the price of the eggs would have to advance and that United States firms would handle this export trade direct; that this would mean a big loss to Canadian railroads and Canadian steamship companies. In fact, it was calculated this duty would cost Canada close to a million dollars a year.

The results of the efforts of the Canadian Produce Association was that the regulation was cancelled and there is now no duty to be charged on these cases.

This again goes to show the importance of having business men who understand the ins and outs of business conditions in the various departments at Ottawa. It only required the entire matter to be brought to the attention of the officials by an experienced business man to effect the cancellation of the ruling.

## Baking Powder and Extracts Are Higher

Manufacturers State That the United States Exchange Has a Great Deal to Do With This Advance

**N**O one can expect a lowering of the high cost of living until wheat comes down in price," stated a large manufacturer of baking powder in an interview with CANADIAN GROCER representative recently. "The price of wheat is the ruling price basis of most all products. You will note that immediately following every advance registered on wheat that many lines of foodstuff are also advanced, and as bread goes up the workmen demand more money for their labor."

### Baking Powder Higher

Practically all the ingredients with the exception of starch that go into the manufacture of baking powder are obtained in the United States. Starch has shown an advance recently, the cost of tin cans, labels, and labor are also higher. The greatest reason for the increase in the cost of manufacturing baking powder is the abnormal premium that has to be paid on the U. S. exchange. This exchange brings the cost of raw material fully 17 per cent. higher than when the exchange was normal.

Many brands of baking powder have already advanced. Other manufacturers state that the reason why their baking powder has not advanced at the present time is because stocks of raw material have been sufficiently large for

their requirements up to the present time, and when this stock is used higher prices on the finished products are assured.

### Extracts Have Also Advanced

Artificial extracts have also advanced. The bottles of extracts that previously cost the retailer 65 to 75 cents per dozen in pre-war times and sold to the consumer for ten cents is now costing the retailer \$1.25 per dozen. Manufacturers state that the reason for this is the higher cost of all ingredients that form the make-up of extracts. Flavoring oils are all costing fully 75 per cent. more than three years ago, and bottles, alcohol, cardboard boxes, packing cases and labor have all reached higher levels. These all add to the cost of the finished product. Manufacturers state that under present conditions there is no possibility of these lines declining for some time to come.

### GREATER PRODUCTION ONLY SOLUTION

#### Montreal Wholesaler's Views on Present Economic Conditions

"Until we can begin to hope for an alteration to the conditions under which we live, the people of the world will be required to work, not eight, but twelve

hours a day." These are the words of Thomas Ward, of the Joseph Ward Co., wholesale grocers of Montreal, in the course of a talk with CANADIAN GROCER on matters of general interest concerning the grocery trade.

"We simply must produce more," continued Mr. Ward. "The resources of this country are illimitable, and the sooner we decide to develop these resources the sooner will we see commodities coming down to reasonable prices again. Nobody seems to want to work these days. We all appear to wish to get along with the minimum amount of exertion, and the result is that prices continue to go up and up until we begin to wonder if they can possibly come down again.

"Properly developed, Canada could be almost self-supporting, and yet we are content to buy our necessities in a market that does not appear to care whether or not we trade with her. The existing exchange rates are almost entirely responsible for the present state of things and until we develop ourselves so that we are in a position to control rather than be controlled, there will be no appreciable change.

"Produce rather than import," said Mr. Ward, "and see the necessity of developing the great resources of this country. People have had more money than usual and have acquired rather extravagant tastes. Furthermore, they do not seem to consider money values. If an article is high-priced they appear to prefer it to the lower-priced article, which, in many cases, is just as good. Things like this encourage the high cost of living, and it is up to the people themselves to get right down again to business, to work hard, to develop, to produce, and to be loyal to themselves and their country. Do all these things and we will soon bring things down to reasonable prices again."

### REFINERS WANT SUGAR PRICE BOOSTED—THE BOARD TO CONSIDER

Montreal, Feb. 25.—A petition to be allowed to increase the price of sugar by two cents a pound, bringing the cost to the retailer to 18 cents a pound, was made on the Board of Commerce this morning by the refining companies.

The refiners were represented by J. W. McConnell of the St. Lawrence Sugar Refining Company, and F. G. O'Grady of the Atlantic Sugar Refining Company. They submitted documentary evidence in support of their claim tending to show that sugar was three cents a pound cheaper in Canada than in the United States. It was pointed out that, owing to a strike in the Cuban ports, 18,000 tons of sugar ordered by Montreal refiners for January did not arrive, while only 5,000 tons of a 30,000-ton order for February had reached here. The refiners accordingly had to buy in the United States, it was contended. The consequence was that the Canadian refiners were running at a loss.

# The Salesman Must

{ Be Well Groomed  
Have a Good Vocabulary  
Be Well Developed

Necessity of Concentrating Upon Outstanding Advantages of Merchandise Was Emphasized by Frank E. Fehlman, of New York, in Addressing Montreal Publicity Association on "Retail Salesmanship"—Appearance and Address Two Big Essentials.

WHAT proved to be a most illuminating address on "Retail Salesmanship" was delivered in Montreal last week before the Montreal Publicity Association by Frank E. Fehlman, of New York. Mr. Fehlman has been connected with some important firms, in which he has had the direction of their sales policies. Taking as his subject "Advertising Through the Retail Salesman," the speaker proceeded to deal effectively with various phases of retail selling, and brought some exceedingly strong arguments to bear on this very important question.

Mr. Fehlman referred, at the outset, to a School of Salesmanship which he had developed while connected with the Gossard Corset Company. As a result of the training extended to salesladies, and of which they turned out between eight and nine thousand, these women were able to dispose of several pairs of corsets to customers when they came in with the avowed intention of purchasing only one pair. In many cases, they had sold three, and even four, pairs of corsets, simply by knowing their business thoroughly and the use made of corsets. The speaker pointed out that this success in selling more than the customer asked for depended very largely upon what the saleslady knew.

"People rise just as high as their intelligence will take them. If you teach them right, they will do wonders. The clerk or salesman is successful just to that extent to which they are educated by the sales director," he pointed out.

## Made Use of Charts

Mr. Fehlman made extensive use of various charts, which were simple but right to the point. The first of these was very interesting, in that it treated of the mentality of a prospective customer. Through investigation and extensive tests, the mind of the average individual develops gradually until noon. At noon, or the usual luncheon hour, the mental faculties are reduced again, and then gradually work up until three or four o'clock in the afternoon. Finally, by 10 p.m., they are at a low ebb.

The reason people do not go shopping until ten or eleven o'clock in the morning, is because they are mentally lazy. The logical time, therefore, to treat with a customer is when the mental faculties are at their best, as above outlined. As opposed to this, a customer coming in at 3 or 4 o'clock in the afternoon is likely to be in anything but a good frame of mind for selling. Not only so, but the salesman or saleswoman, who has been in all day, has probably retrograded by

## Ever Meet This Kind?



Drawn for Cartoons Magazine by R. B. Fuller.

*The Lady (acidly, to busy pharmacist): I have been standing here for some time to be waited on. I want you to look up a number in the telephone directory!*

the middle of the afternoon, and it is the salesman who steps out for a few minutes, takes in a good lot of fresh air, comes back refreshed, dusts his shoes, washes his face and hands, and is then ready to meet customers for the next two or three hours, who makes a success.

This point was illustrated by the speaker in referring to a customer coming in to buy some tumblers. The lady wanting to buy tumblers did not care for them because they were too heavy, and found some other fault with them. The salesman, in this case, said: "I don't like them myself," and pointed out such advantages as the glasses possessed. They are made heavy, for instance, so that they will not break if they fall on the floor. The buyer has been so impressed with the salesman that she has forgotten she does not like the glasses, and goes away having bought them, and her remembrance is of the salesman rather than of the glasses.

Through investigation, it has been found out that the bulk of sales are

centred in the small portion of the week, really the latter half.

## Analyzing the Customer

Mr. Fehlman classified various types of customers in the following interesting manner. There are five classes, and these are:

- (1) Those compared to a hand car;
- (2) Those compared to the local freight trains;
- (3) Those compared to the local passenger trains;
- (4) Those compared to the fast express;
- (5) Those compared to the Twentieth Century Limited.

Dividing the various classes of buyers into these divisions, the speaker went on to analyze them.

Of the first, or hand car type, there was a very small percentage among the average customers coming into a store. As a matter of fact, this was figured to be 1.6 per cent. of the total, and the speaker referred to them as pretty close to imbeciles. The next section, that of the freight train class, amount to 18 per cent., and these are rather stupid persons and of slow mentality. These are the people who must be told a story two or three times, explaining matters very fully and going over them. This class of customer, the speaker pointed out, was only 12 or 13 years old mentally, as a rule. The next group, that of a local passenger class, comprised 60 per cent. of customers. These are the people who receive from \$1,200 to \$1,400 a year, and are the backbone of any business.

"This is a group I like to talk to and advertise to," said Mr. Fehlman. "The next group is that of the express train class, and comprise 16 per cent. of the total. These people usually draw salaries of from \$3,000 to \$10,000 a year, and with such a class of people the salesman can talk faster and make his point much more rapidly than with any of the previous classes. These people accept the style and the buying case all the way along, and it is one of the reasons why this class is so important. The last class, that compared to the Twentieth Century Limited, comprise but 5 per cent. of the buyers, and these are the 'runners of the world.' This class is very exacting. They care not what they have to pay for an article, and are the hardest people in the world to sell, for the simple reason that they have whims of their own which few people can satisfy. Few salespeople are capable of handling this group."

### Handling the Merchandise

The speaker went on to point out how important it was to properly display merchandise before the customer. Some people like and some do not like a given article. Picking a napkin up from the table, Mr. Fehlman introduced a chart to illustrate his point, and emphasized the necessity of remembering that if one were selling napkins to a woman it was necessary to hold fast to the traditional shape and size of the napkin, so as to make use of the mental faculty of the prospective buyer. If a man intended to sell this napkin as a hand towel, the chances of success would be very small. Illustrating this point further, the speaker referred to his chart as one which had two lines; one of these was curved and was easy on the eye, and the other line was jagged and very hard to follow. This illustrated the point the speaker wished to make with regard to placing merchandise before the prospective buyer to the best advantage. It was very important to remember this point when showing goods which were being displayed for the first time, and the idea of the curved line and not the jagged line could be borne in mind.

Attention value was a very important point made by the speaker, and concentration was also greatly emphasized. Tests showed that none had been able to concentrate for more than two seconds at a time. This may sound strange, but the speaker was referring to the inability of the average human to definitely concentrate on a given article or subject without in the least diverging from the subject or matter in hand.

### Trained Man's Advantages

This point was further illustrated by pointing out the necessity of concentrating upon the outstanding advantages of a given product. Taking a spoon from the table, the speaker proceeded to explain the advantages to a customer. The outstanding thing about this spoon was that it would not tarnish from using marmalade or eggs at breakfast time. Its second important point was that it is so heavily plated that it would not wear off at the points of contact. In the third place, "we guarantee it."

"By concentrating in this way it is possible to send home such important arguments that a sale is likely to be made," he said.

The same thing might apply to a type of underwear which sells because it possesses certain qualities. The same thing might be applied to clothing, hair-cuts, shoe shines, etc.

"If salesmen will not keep abreast of developments they will not be a success, for we are in times of rapid and constant

change. A trained salesman will outsell untrained salesmen two to one, and this has been proven in many instances," said the speaker.

Mr. Fehlman pointed out that he had carefully analyzed what brought customers to a store. This analysis had revealed the fact that 78 per cent. came through the influence or solicitations of friends, 12 per cent. through advertising, and the balance of 10 per cent. just "dropped in." Repeat sales are the profitable ones.

"I think I can sell a man in 15 minutes the first time, but the second sale must be made on the value of the merchandise. The argument here must sink in if the customer is to be sold, after the first sale has been made. Quality is the only assurance of continued sales. No sale can be neutral. The customer must be either with you or against you."

### Appearance and Address

The importance of a salesman being well groomed was pointed out by the speaker.

"When a customer comes into the store and approaches me to ask for something, once I have opened my mouth that customer has a mental measure of me," he pointed out, saying:

"Another important thing which must be possessed in a salesman, if he is to be successful, is that of a good vocabulary. The average salesman has 1,500 words in his vocabulary out of a total to be found in the English language of over 650,000." Through the use of a vocabulary—a business man's vocabulary which has been compiled—Mr. Fehlman pointed out that inside of six months five hundred new words could be acquired by an intelligent salesman.

In the next ten years, the cost of advertising could be cut down immensely if the retailer would open his own school for the development of his salesmen. This was illustrated by reference to an outstanding and successful men's wear man who is doing a large business in Chicago. This firm employed 85 salesmen, and they are required to go into an upper room from time to time, where dinner is served. At the close of dinner, about 7.30 p.m., they start out to sell each other the various goods. A salesman must sell, inside of ten minutes, a banker a suit of clothes, for instance. The same plan is carried out with other lines handled in the store, and the result of this schooling has been that salesman's remunerations have risen from an average of \$25 to \$60 a week to \$45 and \$175 per week, based wholly on sales.

"Sell Your Salesmen the Idea of Education," said the speaker. "The

proprietor's interest in the salesmen is the most important factor, and he can be of much assistance by following out the above plan.

"Instead of selling a man who comes in to buy one suit of clothes sell him two. If he comes in to buy a hat sell him half a dozen."

### "It Can Be Done"

This was emphasized by reference to a concrete case, where a young man who had been coached by Mr. Fehlman had changed his plans on the next customer who came in. He had put his idea into practical use, and when he got through was surprised himself at the results, having sold the customer a very much larger amount than he could have done under the old plan. After the customer had gone out he remarked: "You can do it, can't you?"

The matter of suggestion can be brought in here as, for instance, when a man comes in to buy a pair of socks: "Of course, you want a new pair every day, don't you?" and the customer will not acknowledge that he does not. He is very likely to take the suggestion of the salesman, and buy a pair for each day of the week. The same follows with underwear, shirts, shoes, etc.

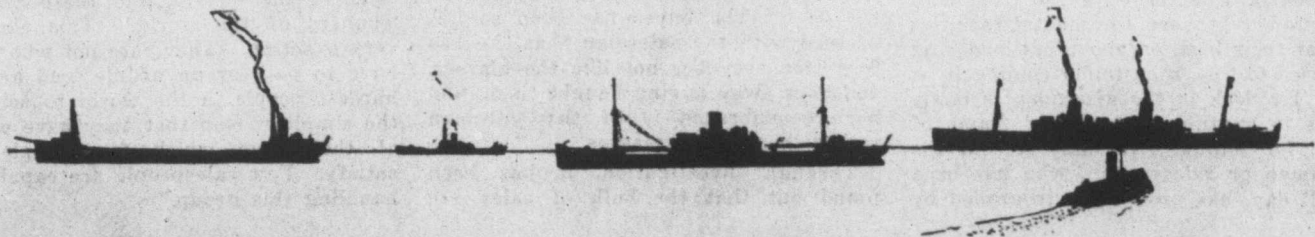
"Deference to the customer," said Mr. Fehlman, "is something which all appreciate, and when a man comes in to buy one shirt, visualize his appearance, and then select two or three shirts and show to him that selection which will give him a proper shirt for all occasions."

### THE OLD GROCERY STORE

I like to think about the place  
Where as a child I played.  
In fancy often I retrace  
The paths where once I strayed;  
As cherished memories I recall  
Amid the haunts of yore.  
I seem to prize above them all  
The good old grocery store—  
Where you could sit and take your ease  
And eat the crackers and the cheese,  
And browse around the bounteous shelf,  
And when inclined, just help yourself.

I see the shadows in the pool,  
I hear the distant bell,  
Which, with its summons back to school  
I heeded none too well.  
Yet whatso'er may be the spot  
I linger to explore,  
My dreaming cuts across the lot  
To that old grocery store—  
Where bacon from the rafters hung  
And fruits in gay festoons were strung:  
Where you could get without a thrill  
Some change back from a dollar bill!

—Philander Johnson.



# Trade Through Montreal Nears Billion

Second Port in America—Value of Exports Through This Port is Over \$700,000,000

**I**N view of the fact that the Port of Montreal affords a channel for the passage of the major proportion of Canada's produce passing eastward, a few facts regarding the importance of this as a port will be of interest to CANADIAN GROCER readers. Further interest attaches to this in view of the fact that much has been said of late regarding the deepening of the St. Lawrence and the affording to commerce a channel or series of canals which will greatly increase the capacity.

## SECOND PORT IN AMERICA

It is of great interest to note that Montreal, in point of importance, is the second port in North America. That is to say in the matter of trade figures which have been recently received, the value of exports from the Port of Montreal amounted in 1919 to over \$700,000,000. This fact has been rather widely proclaimed and is something of which all Canadians should be proud. With the improvement of facilities for handling produce, it is just a question whether Montreal cannot be made the most important point on the North American continent, at least during many months of the year.

Montreal is said to have been very free from labor disturbances, comparatively speaking, during the past year, all agreements made having been faithfully adhered to by the various unions. Owing to the various labor organizations working smoothly, it was possible to re-

ceive and pass along to the European market immense quantities of eggs, cheese, butter, poultry, and many other foodstuffs, the total value of which is outlined in the above figures.

## OF NATIONAL INTEREST

The success attained with respect to shipment of goods through the Port of Montreal is of national interest. This comes from the fact that the produce passed through the Port of Montreal is grown on Canadian farms. It would seem to be a timely suggestion that all products passing from the producer should bear a suitable trade mark, so that when the package arrives at its destination an additional impression will be made upon the user to the value and quality of Canadian products. From comment which has been made from time to time, and from the excellent reception with which Canadian farm products have been received, the use of a suitable slogan or trade mark would seem to be not only timely but of great value. With respect to Canadian cheese and butter in particular the standard has been very high. Even the grocery trade should be interested in the expansion of this foreign trade, for it helps to build up our trade balance in a favorable way in products which we can produce and sell abroad which are natural. The prospects for a continuation of the good work which has already been started are of the best. It will be very interesting to watch the expansion of this phase of Canadian activity.



A view of Montreal Harbor, Canada's great summer seaport, through which pass many of our products towards overseas markets.

## Can a Grocer Sell Phonographs?

George V. Kneen Has Handled Them for Five Years and Sold More Last Season Than in Any Previous One—  
Big Record Demand

**G**EORGE V. KNEEN, 515 St. Catherine Street, Maisonneuve, has been selling phonographs for the past five years. "Last year our business was bigger than in any previous year, and the line has been a success," said Mr. Kneen to CANADIAN GROCER. "We have also had a big sale for records."

The Kneen business is an interesting one, in that it has many sides to it, hardware as well as groceries being sold. The large space available for display made it possible to accord some space to phonographs and accessories, and while the location of this has been altered somewhat, the line has been stocked so long now that Mr. Kneen's customers have a habit of coming to him for their requirements.

### Works Both Ways

The advantage of having something else than the line which is carried most extensively, to offer customers who come to the store, will be clear to CANADIAN GROCER readers. If the space be available, then it is possible to display some line which customers probably will buy if they have the opportunity.

Phonographs have appealed to Mr. Kneen's trade. Located in a somewhat well-populated district, and where industrial workers make their homes, here is material for cultivation on the modern popular musical instrument. Mr. Kneen saw the opportunity, and naturally argued that he might as well have the business as the other fellow. Making

arrangements with one of the best manufacturers, he has continued to expand this department, and enjoys an increasing trade, as well as an excellent demand for the records. This, perhaps, is the biggest end of the business, especially after a few sales of machines have been made, and when those owning them can be persuaded to select new and popular songs, instrumental and comic records.

"People coming in for groceries will buy records, so that this idea works both ways," stated Mr. Kneen.

### Publicity Helped

Mr. Kneen stated that the firm whose line he has been carrying have helped sales materially in that they have, from time to time, coupled his name with their generous advertising done in various newspapers circulated in his city. This was of value, in that those reading the advertising would be glad to call at the store of the nearest agent and very probably arrange to secure the machine they most wanted.

The machines are also displayed in the windows, while on the floor of the store there are cabinet machines. These are ready for immediate demonstration.

Records are kept in a wall rack of about seven feet width and with four sections depth, enabling the firm to stock hundreds of records. These are in constant demand, and an arrangement is secured from the manufacturer permitting the return, if desirable, of ten per cent. of the sales made, of all records.

## Doesn't Favor Price Tickets; Thinks Display Should Attract

**T**HAT the absence of price-cards on articles for sale about the store develops the selling power of the salesman, is the opinion of Mr. Russell, who for a great number of years has carried on a grocery business in Montreal, known under the name of "Russell's Market," on St. Catherine Street. In an interview with CANADIAN GROCER, Mr. Russell expressed the opinion that goods attractively displayed will interest the customer sufficiently to bring about an enquiry as to their price, and that interest makes the sale more probable. Were the price marked, there is the likelihood that, considering the figure too high, or more than she intended paying, the customer would simply put the matter from her mind and forget all about it. In this store, she sees something she thinks she needs and asks the price.

This is where salesmanship comes in, Mr. Russell maintains. The customer is interested in a certain article and has

enquired into its price. In making a sale, it is of the utmost importance to interest the would-be customer by getting her to talk about it. So in this instance. She desires the article and the salesman has the most important points in the making of a sale in his favor. She is interested and is talking about it. After learning the price, she may consider it too high, but when the salesman has explained that it is not high at all, that the quality of the goods demand such prices, etc., she will more likely than not change her opinion, and a sale is effected.

### Good Displays Increase Sales

Mr. Russell went on to say that too much importance cannot be placed on the attractive displaying of what one has for sale, and his well-arranged stands bear testimony to his opinion. He states that it certainly pays to attend to this end of the business. On the many little stands about the store are arrang-

ed articles that the customer is likely to need or may have forgotten. They are frequently changed, and in this manner the lines he carries are well advertised and invariably become good sellers. Mr. Russell finds that articles arranged to suggest themselves often sell better than if he tried to sell them on a customer. This is one of the principles on which this veteran grocer has developed his business.

### SHOULD HAVE KNOWLEDGE OF GOODS

There are two classes of business in the world for which the general public feel they require no previous training—acting for the movies and running a grocery store.

When one thinks of the commodities gathered within the limit of even the smallest corner grocery, their diverse uses, the climate and countries that produce them, the care and skill required in their growth, transportation and preservation, to say nothing of the problems of manufacturing and selling, one wonders how the most daring person can tackle the venture.

### Don't Know the Goods

But as the Irishman very truthfully but inaccurately remarked "Fools walk in where angels won't walk." There are daily examples of the truth of this. Witness a grocer who runs a business in a Western Ontario city. This store is situated in a working man's district, where the people are good buyers, good pay and willing to carry their purchases. Recently Mrs. B., whose husband carries a lunch each day, came into the store to buy a tin of salmon, stipulating that the salmon be "Red," as her husband refused to eat any other kind. The grocer sold her a tin from stock, which on being opened proved to be a pale pink variety. Mrs. B. returned to the store and again explained what she wanted.

The merchant did not know even qualities specified by name on the table, such as "Sockeye," "Cohoe," "Chum," etc., and his only guide to quality was the price. The would-be buyer was at last forced to go to a rival store to get the goods she wanted.

### Guilty of Two Blunders

In this transaction the grocer was guilty of two very serious blunders. Not only did he shake his customer's confidence in him, and all customers like to feel that the grocer's judgment is to be depended on, but he perhaps also lost a portion of a good patron's business by permitting customers to come under a competitor's influence.

The rival store may in some way make greater appeal to Mrs. B. It may be a matter of superior service, greater knowledge of goods, better sanitary conditions or a more pleasing personality among the selling force. But the fact remains that the retailer, through the lack of even an elementary knowledge, stands out to lose a portion and perhaps all of the customer's trade.



# Quebec Grocers Have

How Some of Them Use Their Newspaper Space

# Varied Appeals

A Wide Variety of Messages

Phone Victoria 1108.

## J. TREMBLAY

Butcher and Grocer

185 LASALLE ROAD (Corner Edna)

WE CARRY THE FINEST QUALITY OF WESTERN BEEF.

BEEF.		BOSUP.	
Strip Chop	23c	Strip Chop	23c
Round Steak	20c	Round	20c
Brisket Steak	25c	Brisket	24c
Chuck Steak	16c	Haute Coteau	14c
Shoulders	15c	Haute Coteau	15c
Triplet	10c and 11c	Speck	15c
	2c and 3c	Jarret	2c

## Are You A Hunter?

Then, You Need Provisions for Your Hunting Trip.

When you start on that hunting or fishing trip, its success will depend largely on a proper supply of provisions.

We will be pleased to outfit you with the necessary foodstuffs supplies and offer you a few suggestions in this line, gathered from our long experience.

Herewith you will find some staple provisions for that "roughing trip."

**Canned Meats of all kinds**  
**Canned and Fresh Fruits**  
**Canned and Fresh Vegetables**

Our Bureau is the finest that can be had in the city. Everything delivered anywhere in Montreal. No charge for packing.

Give us your trial order.

### Beauvais, Lalonde & Co.

Grocers, Wine and Liquor Merchants

336 St. James Street - West of McGill St.

PROMPT DELIVERY TO ALL PARTS OF THE CITY.

Phones: Main 605 and 2359

## Creamed Oysters on Toast

Have you a convalescent in your house? One who has little or no appetite? Then, if the doctor permits eating, you'll find that our choice Bulk Oysters, delicately creamed and served on toast, will be thoroughly enjoyed. Do try them.

**SELECTED BULK OYSTERS—CHOW—MATTUCK—SHELL OYSTERS—LOMBES—PENNY—WHITEFOOT—FRESH HERRING—ANGLER—COD—LAKE TROUT—TROUT—MACKEREL—Haddock—HALIBUT—TOMMY COD—MILD FINFAN HADDIS AND RIPPED HERRING.**

Telephone—Canada 376-00-00-00

### HENRY GATEHOUSE & SON

350 Dorchester Street West. - Montreal

## Walter Paul Grocers

December 5, 1919.

DOCTORS agree that Fresh Fruit is about the healthiest food that you can eat. It should be on the table at every meal, and, whatever the time of day—morning, noon or night—you can always get it with benefit to your system.

We have some lovely Fresh Fruit to stock. Strawberries, large and red and with a wonderful flavor; juicy, thin-skinned Tangerines; Grape Fruit; Peaches and both French and Malaga Apples.

If you are short especially Florida Citrus are the food that you need.

If then you like Florida Citrus, California Sat by no means a bad Grape.

I stop us make a trial order when they are.

44 University St. - Montreal

## Marshall's Fish Store

1441 VERDUN AVENUE (First door from Church avenue).

Phone Victoria 1037.

KEPT DOWN THE HIGH COST OF LIVING. OUR CASH AND CARRY. PRICES LOWEST IN THE CITY.

HADDOCK	10c	LARGE KIPPER, 3 for	25c
STEAK COD	14c	Large consignment of Newfoundland Salt Cod arrived.	
FRESH PILLET	20c	NOTE:— NO FROZEN FISH STOCK.	
SMOKE PILLET	18c	Mr. Marshall takes the opportunity of denying the rumor that he has sold his business.	
MACKEREL	30c	REGULAR TRADE FOR VERDUN PEOPLE	
SALMON	25c	Monday and a.m. daily.	
HALIBUT	20c		
DORE	20c		
FRESH SWEETS	20c		

Our own cure FINE HADDIS OYSTERS, per pint. 5 doz. for \$1.00

## Rouse Up That Flagging Appetite

Something a little out of the ordinary to stimulate your appetite—something away from everyday dishes—Here it is—Sweetbread chop fried brown and served with brown gravy—Wouldn't that tempt you?

Sweetbread Chops, 2 for 25c

First at 11th and 25th

### Stanford's Limited

128 Mansfield Street  
 6 Telephones—Uptown 6940

## MAYBURY'S MARKET

Specials for Friday and Saturday

CHUCK ONTARIO LAMB	1.50	PRIME WESTERN BEEF	1.00
Round Steak	2.00	Chuck Steak	1.00
Brisket	1.50	Round Steak	1.50
Shoulders	1.00	Brisket	1.00
Flank	1.00	Shoulders	1.00
Flank Creamery Butter	1.00	Flank	1.00

VEAL

Leg	1.00	Prime Pork	1.00
Chop	1.00	Lard	1.00
Chop	1.00	Pork Chop	1.00

271 ONTARIO ST. WEST  
 Telephone Un. 6511

## MACKLAIER'S

THE ITALIAN WAREHOUSE

Successor to Fraser, Viger & Co., Limited  
 1 St. James Street.  
 Phone Main 8004.

For The Invalid

This Season's Pure White Clover Honey

Goodman's (New York) Macaroni, Egg Noodles and Vermicelli

Macaroni, Egg Noodles and Vermicelli

English Pork Pies

Fresh Prepared Horse Radish

Reproductions of advertisements Quebec Province retailers have used in the newspapers

A WIDE variety characterizes the appeal of the grocers of Quebec Province in the weekly or daily advertising which they conduct through the various mediums serving their trade. So wide is this variety, in point of fact, that to analyze them all would not be possible in a brief article. There are good points in most of them, and some contain much that is worthy of emulation. That they are successful—these appeals—in drawing custom from those whom they reach is attested from the fact that various types of advertising are continued by the retail grocers, indicating their satisfaction with the results. A study of some of these types of advertising, together with reprints of the copy, will indicate some of the tendencies in the minds of the grocer preparing them, as to the value of this means of publicity.

### An Interesting Series

Walter Paul, Limited, located near St. Catherine Street, Montreal, at 556 University Street—and almost in the heart of the metropolis, run a series of unique advertisements in one of the morning dailies. The type of this advertising was doubtless suited to the class of trade to which this firm cater—a high-class, select trade, which desires the better products, and the superior service, for both of which they are willing to pay.

Each message is of uniform size, single column by eight inch depth, and occupies, usually, the same space, where the housewife, reading her morning

paper, will be most likely to find it, even without specially looking for it. "Walter Paul, Limited—Grocers," and a date line always are used at the beginning. Then, without preliminaries, the message begins. The appeal is direct, is confined to a single line, and strikes right at the heart of the matter. For instance, one day's advertisement will speak of canned goods. From three to six or seven brief paragraphs describe the line of canned goods carried, the variety, and the price the latter closing the appeal. This method has the advantage—and a great one it is—of centralizing the thought of the prospective buyer; when the news has been read, if the housewife wants canned goods, she is pretty likely to go to the telephone and leave her order for some one or more varieties of the canned fruit, vegetables or fish which have just been described. In this connection, several of the advertisements suggest the use of the telephone.

### Uses Name At Top

"Macklaier's"—"The Italian Warehouse," make a bid for consumer business through a type of advertising which is distinctly their own. Mr. Macklaier, for many years manager of the old Fraser, Viger & Co.'s business, purchased the concern some months ago and continues the same style of advertising as that used for years by his predecessors. The firm name appears at the beginning of the advertisement, giving the street and address and the phone number. Then plain facts are stated, and prices quoted, always. Very

often "Specials for the Week-End" are outlined, and particularly in the summer season when week-end parties take a journey to adjacent resorts. An advantage is taken of this to suggest tinned meats, poultry, canned goods, hams, bacon, etc. Through this appeal a very considerable business has been secured, and deliveries to these various points are maintained in the summer months. Tons of groceries are sold to summer resort owners and to those summering at these points, delivery being made by auto truck.

The Macklaier store also caters to a select and old-established trade.

### Whetting Appetites

Turning from this type of appeal, the copy used by some of the produce and fish supply stores cannot fail to impress its message from the fact that the satisfying of one's appetite is brought to the fore.

In this type of message, "Stanford's Limited," 128 Mansfield Street, Montreal, have followed a course which is unique, and which should be decidedly effective. The space used, daily, is 4 x 4½ inches. In this space, Stanford's have recently adopted the use of a series of cuts. These depict a portly waiter in various attitudes. Sometimes he is carrying a covered fish server, sometimes a menu card, and so on. Here, then, is the "eye catcher" and the attention thus secured, "Rouse up that Flagging Appetite," follows in one effective advertisement, a brief outline of Sweetbread Chops as an appetite devel-

oper being suggested in a phrase of not more than 30 to 35 descriptive words. On other days, a special variety of fish—with suggestions as to ways of serving—affords a different appeal which makes this type of advertising more in the nature of a news item, informative as it is, than savoring of a studied or stiff advertising appeal.

#### Real Suggestive

"Creamed Oysters on Toast," begins the 3½ inch x 4 inch advertisement of Henry Gatehouse & Son, 350 Dorchester Street, Montreal. This firm's advertising is also an appetite-provoker, in that ways of serving fish and poultry are outlined, making it unnecessary for the housewife even to consult her own cook book. These advertisements have the right appeal, for they are written by a feminine member of the staff who succeeds in getting the right "punch" into this copy. Mr. Gatehouse is very proud of the copy that his advertising manageress turns out, and rightly so.

#### Seeking Special Trade

Beauvais, Lalonde & Co., 336 St. James St. Montreal, have used some good copy. "Are you a hunter?" starts one of their special "ads.", which naturally is written with a view to interesting men who are about to "take to the woods" or go on a week-end fishing trip. Outlining the necessity of providing a plentiful supply of provisions for such needs as will arise, they offer free delivery and free packing of such supplies. The appeal draws particular attention to canned meats, fruits, vegetables and cured meats.

Marshall's Fish Store, Verdun, Quebec, appeals to the consumer from the standpoint of cutting living costs by eating more fish. "Our Cash and Carry"—"Verdun Trade for Verdun People," are two of the phrases used in one of their advertisements, and then actual prices are quoted. This store also affords its customers the advantage of fried fresh fish fillets, which are prepared on the premises from 4.30 to 7 p.m. on three days of the week, and on Saturday at extended hours. This affords a service which has helped build a select and extensive trade for Mr. Marshall.

#### Uses Both French and English

Seeking the trade of both French and English customers, J. Tremblay, 185 LaSalle Road, prints prices on meats and provisions in both languages, offering two specials in the week, pure lard and special spring chickens.

Maybury's Market, 271 Ontario Street, Montreal, offers "Friday and Saturday Meat Specials," giving definite quotations, and suggesting meats, groceries, provisions and fish, which should secure a response from family trade.

#### Keeping to Facts

With a world of reading matter in the daily press, with magazine development on a scale that has made a record in the past few years, people want facts, and want them "without frills," so to speak. This has indicated to the modern grocer

the necessity of stating briefly what he has to say.

The grocery sections of some of Montreal's departmental stores recognize this fully and usually secure a host of interested readers through making a direct appeal, getting right down to actual prices after a brief, introductory sentence. These advertisements are usually most extensive at mid-week, in the evening papers, or probably on Thursday, and occasionally on Friday nights.

"After all, women, whether they be possessed of means or otherwise, like to know the price"—so think many retailers. Ayrshire Grocery and Provision

## Here's a New Way to Boost Candy Sales

Open the Boxes and Place Them on Tables, Leaving Customers Free to Sample Various Kinds

WHAT would you think of taking a dozen, two or even three dozen boxes of candy, opening them up, and leaving it to the honesty and fairness of your customers to leave them alone, and simply say, "I'll have a pound of those, please." Rather risky, eh?

That is the way it struck CANADIAN GROCER when its representative entered the candy department of the Paquet Company, Joseph Street, Quebec City. "This is a new one on me," said the writer to Mr. Dubuc, the manager, "and it interests me, greatly; what are the results?"

"It has been a great success, decidedly so, and we have doubled our turnover on chocolates and candy. At Christmas time it took three sales-ladies to attend to the customers in this one department. We sold, of regular lines of candy in pails, two hundred of the ten-pound size. This included various kinds of mixture candy, but there was a big sale for satinettes.

#### No. Bags—All Boxes

"We never sell any candy in bags; we use boxes altogether. These boxes are quarter, half and one pound capacity, and they are weighed right in with the candy. We have this small scale handy and the boxes are filled and placed on the scale, and usually are of correct weight, having been made to hold just such a quantity. There are two advantages, that of having a neat package, and that of the advertising we get from having the box printed." (It might be mentioned that great quantities of these boxes are used every year.) "The cost of the boxes is secured through weighing them in, with the candy purchased."

#### Losses Are Small

Asked as to whether the losses from having candy displayed on tables in this open manner, Mr. Dubuc said that the amount of candy eaten by customers as they passed through was negligible, when related to the greatly stimulated sales. "We believe that it pays, and it has paid well to have the candy right out before the customers as they pass.

stores have realized this in view of the fact that they have contracted a 12 inch deep by 7 inch wide space to list a long variety of groceries, with their prices.

After all, the important thing is to secure the audience—and which in this case is the community which the dealer seeks to serve, and then to inspire its confidence and good-will. This seems to have been borne in mind by the average grocer seeking business through advertising. For he realizes that the customer he secures through the printed message to-day, must be kept sold. And to secure this result there is nothing like consistency; it is indispensable.

Nearly everybody eats candy, and will buy it if it is suggested."

One of the excellent ideas developed is that of showing boxed candy too. This is displayed in silent salesman, and many different kinds of packages are displayed, affording the prospective customer a wide choice, and which is, in candy-selling, found profitable.

Strange as it may appear to have so extensive a showing of candy open before the customer, the plan has worked wonderfully well for the Paquet Co., and, as indicated, the sales have doubled. Five tables with various kinds of candy placed thereon, are employed, while candy in pails is shown on a sixth table. Two sets of candy weighing scales are conveniently placed for weighing.

Thus, inspiring the fairness of the customer, suggesting the purchase of these dainty sweets in a manner which is well-nigh irresistible, one of the most interesting and probably as profitable a department as can be found in the modern grocery, has received a decided boost which is expected will continue to develop materially.

#### NEW TRADE COMMISSIONER FOR SCOTLAND

J. Vernon McKenzie, who has recently left the MacLean Publishing Company to accept the position of Canadian Trade Commissioner for Scotland, with headquarters at Glasgow, will make a brief tour of the Dominion, between Winnipeg and the Maritime Provinces, during the next six or seven weeks. Any manufacturers or others interested in exporting to Scotland, who may wish to get in touch with Mr. McKenzie, or who may wish to have him make inquiries for them in Scotland, may address communications to the Editor of this journal, who will see that they are forwarded. Or communications may be addressed direct to the Secretary of the Canadian Manufacturers' Association, Montreal. Mr. McKenzie will make his headquarters there until early in March, and after that communications will be forwarded.

# Display Goods Well; People Will Buy

J. O. Savard, of Quebec City, Believes That His Customers Want to See What They Are Buying—Turns an \$8,000 Stock Ten Times

By Staff Correspondent, Canadian Grocer

**N**EVER mind limited space—show the goods."

That's a slogan which is inbred with J. O. Savard, John Street, Quebec, and who has, for many years, been serving a growing trade in the historic city. His is an excellent trade, in that it is growing, but even of greater importance in his estimation in that he recently adopted a cash basis of selling, which, he says, is working out to the best possible advantage. Not only so, but business is increasing to a remarkable extent, as will be developed in this article later.

The strongest impression made upon the customer when entering the Savard store is that of display. That is to say, a particular buyer would at once feel that here, right at hand, was a variety of groceries to satisfy any taste; a stock to afford the most extensive selection. And in such an assumption there would be little possibility of disappointment coming as an aftermath.

## Some of the Arrangements

Chocolates have proved to be a good line for the grocer, and many have so developed this department that they point to it as one of the profit-makers. This applies in the Savard store. Two generously-stocked silent salesmen are placed lengthwise of the store and contain a variety of tempting sweets made by three prominent candy makers. All sizes from one pound to five pound boxes are displayed, and the most exacting desires can be met and satisfied.

"Do you sell many of these package

goods" was asked by CANADIAN GROCER.

"Yes, they sell well, and our business in these has grown very well. Many order them by telephone, while others buy them with other goods while in the store. I handle three different makes, and they are good. Some have their preference, while others leave the selection of the candy to us. We sell a great deal."

Other arrangements for displaying stock are those of using the packages in which oranges, grapefruit, vegetables, etc., are received. These are turned at an angle and are placed where the customer cannot fail to see, and this suggests a want, which, eventually, results in a sale and an increase in the bill of goods purchased.

Right at the entrance to the store, as will be seen in the photograph, use is made of the space to show special goods—usually fresh poultry.

## Nuts—Vegetables

In February many buyers will have forgotten such a line as nuts. Not so here, for they are displayed in pails along with the fruits already mentioned. Candy pails are employed and look well when kept filled. This imparts a good impression, the supplies are generous, and the most natural thing on the customer's part is to say: "A pound of those filberts, walnuts and peanuts, please." And sales are thus greatly increased.

"We aim to have fresh vegetables all the year through," said Mr. Savard. "These we get from Boston in the winter, and while we do not always make

money on them, or much money, we like to have them for our customers." Tomatoes, radishes, lettuce, celery, sprouts, mushrooms, and many other lines were displayed on this February day, and the showing was very attractive.

## Some Big Sellers

Every grocer has his own ideas regarding the lines he will make leaders. Among others, two have been featured by Mr. Savard, and he is, in the first place, very proud of the extensive demand he has created for strictly new-laid eggs. These are sought by his customers at all times, and particularly when new-laid are at a premium. "I always guarantee them and never send my customers poor eggs. They are such that they may be eaten raw, if necessary or desired, by an invalid. In have specialized on these and sell thousands of dozens. I could sell hundreds of cases more if they could be secured."

Mr. Savard referred to the fact that a large Government institution longed to get eggs of this grade, but that he had long since ceased to cater to this trade. It is job enough looking after the house or domestic demand, and it is not worth while tendering on supplies for Government institutions, he states.

Fresh poultry is a line which has sold well. "We sold 2,000 pound of turkeys at Christmas time last year," Mr. Savard remarked, and of course there is a big sale for milk-fed chickens, etc. Sales are stimulated through the unique use of a little display arrangement at the front of the store, where the appeal to



View of the interior of the J. O. Savard store, Quebec City, giving good idea as to how Mr. Savard displays his goods to catch the eye

the customer is made effective and quite certain.

#### Educates His Trade

Mr. Savard extends an unvarying courtesy to his trade. Always wearing a smile himself and of a friendly disposition, this atmosphere pervades the store, reaches the clerk, and passes on to the customer. It pays. For it is pretty safe to say that the fridity of a customer will be well melted ere she gets out if this spirit manifests itself throughout the store, and in the long run all benefit.

Biscuit sales are very extensive, and on this line Mr. Savard has built up an excellent trade on his own initiative. That is to say he has suggested lines on which he was himself first sold, has won the confidence of his trade for these, and enjoys to-day the result of his efforts.

Pickles and glass goods, canned fruit, fruit in glass, meats in glass, etc., are so arranged as to make a definite appeal. In this way an excellent demand has been created, and "shelf warmers" are reduced to a small minimum. All through the store freshness strikes the

customer as an outstanding characteristic of the stock.

#### Ten-Time Turnover

It is not often that a stock can be made to turn ten times, that is, a general grocery stock in an average town. Many lines will turn oftener than this, but on an estimated stock of eight thousand Mr. Savard believes that he will do a business this year of \$90,000, and on the average he will turn his stock ten times. Herein lies one of the elements of his merchandising success—that of quick turnover.

#### And All for Cash

Spot cash is the only basis on which business is now done at the Savard store. This was decided upon over a year ago and inaugurated on May 1, 1919. It cost the owner some customers' trade for a time, "but they returned," said Mr. Savard to CANADIAN GROCER. "They felt at first that it was a great hardship to be asked to pay cash, but we were bound to stick to the plan, and they eventually came back and are paying cash for what they buy, and have paid, or are paying up their old accounts."

#### Keeps Well Posted

Mr. Savard keeps well posted on what affects his own business. That is to say, he looks for and is interested in the messages of the various manufacturers and jobbers whose goods might be of interest and profit to him when stocked. "I have been a subscriber to CANADIAN GROCER for twenty-five years," he remarked. "I am much interested in the markets and special information and in the advertising of those who have goods to offer, particularly if it is a new firm or a new line. I was interested in reading the advertising of the ——— Company for the new polish it is getting out. And when a traveller comes in to ask for business for his line of goods I am always more interested if I have seen his line advertised in the trade paper; I know something about it already."

Summed up, the Savard grocery business is developing because of the undivided interest of its proprietor in the customer; this confidence on Mr. Savard's part begets confidence from the customer.

## Rotates Fish Varieties Weekly and Keeps His Customers Sold

Montreal Fish Dealer Buys by the Carload—Makes Sure Customers Receive Variety So They Do Not Tire of Any One Kind—How Careful Service is Given

**O**'CONNOR'S FISH MARKET, Montreal, buys fish by the carload. This involves some selling, for nearly all this immense quantity is resold in small lots.

"Just now we have a carload of fresh haddock on the way, and this will be here in a few days. We expect to resell it in four or five days," said Mr. O'Connor to CANADIAN GROCER.

The O'Connor business is not only an interesting one, but it is also one of the oldest fish enterprises in the city of Montreal. Begun by Mr. O'Connor, Sr., fifty or more years ago, the development has been a considerable one, and three stores are now operated. One of the developments has been that of the acquirement of a large jobbing business, supplying other stores, and this outlet, added to those afforded by his three retail stores, provides a field which absorbs many thousands of pounds of fish weekly. In the case of the car of fish, haddock, which was due to arrive within a few days of the call made by CANADIAN GROCER, Mr. O'Connor said, that the car would probably total 22,000 pounds or more, and this would probably be all sold within five days.

To keep fish moving in this manner is no small task. It is the work of a

hustler to keep this perishable stock turning, and Mr. O'Connor has succeeded. Brought up to the fish business by his father, it is second nature to him to find outlets for his stock. This car of fresh halibut, it should be said, is but one item in the sales for cured and filleted varieties of fish; oysters, salt and other cured fish are extensively sold.

"It is not easy to secure good men, not so easy as it is in the Old Country," said Mr. O'Connor, "but I have been fortunate in getting two good men lately, and one of them is out now calling on men whom he knows. We have to get this fish out quickly."

#### Operates Three Stores

The O'Connor business is a three-store proposition. Two are "cash and carry," one operated on Chaboillez Square—an old historic spot near the Grand Trunk Station, and one at Verdun, a Montreal suburb. The other is located on the old St. Antoine Market, and it was here, fifty or more years ago, that the business was started.

This threefold business gives the firm excellent outlets for its big stocks. From a retail standpoint the "cash and carry" store on Chaboillez Square does a big business. Practically nothing but fish is

carried, and yet several men are employed here and are kept busy all the while, every day in the week. With the exception of Monday, each day records a big turnover.

"Many of the customers are workers in the mills and factories and plants and call to buy what they want on the way home at night. It is a very busy time at these hours, when the men are going home especially, and I have a good man in charge of this place. It is a great satisfaction to have a good man in charge.

"The 'cash and carry' plan has worked out pretty well, and did especially during the war. It is most successful where there is a pedestrian traffic. It was quite popular during the war, and of course our business at Chaboillez Square is conducted on this basis only. 'Cash and carry' also applies at the Verdun store."

#### Losses are Small

"Are there any losses," asked CANADIAN GROCER, "and is there any way to prevent these?"

"We do not lose very often, but sometimes losses are heavy when they do come, because we handle such big quantities," replied Mr. O'Connor. "If a big shipment of fish goes bad, why it just has to be lost, and we figure that the first loss is the smallest one in any case. Fish must, of course, be handled quickly, and if there is any claim to be made against the transportation com-



In the entrance to the J. O. Savard store, Quebec City, there is a display case for specialties.

pany it has to be made promptly if we are to get it."

Loss is minimized through care being exercised in handling the fish and in getting them hustled along to the consumer with the minimum of delay. It is necessary to exercise continual vigilance, and of course when extensive quantities are handled a large staff is necessary, and in this way Mr. O'Connor keeps the stock moving out rapidly.

#### Storage is Important

Mr. O'Connor has much storage space at the St. Antoine Market store, and this is suited to the purpose, in that it runs back under a number of retail stalls which are on the street line above, St. Antoine Street being above the level of St. James on which the store faces. "This space is always of a satisfactory temperature, and we can keep a good deal of fish here in the best of condition. Of course we use the big storage plants in the city, too."

Received in barrels or in cases, fresh and frozen fish may be maintained in first-rate condition and are available quickly when wanted.

Oysters, at this season of the year, are extensively sold. Solid meat oysters are brought forward in three and five-gallon cans, and a big trade is carried on in these. Restaurants buy them in this style of container, and in season many hundreds of gallons are sold. They keep well in these cans and reach the user in prime condition.

#### How to Increase Sales

"Is the fish business any better than it used to be?" Mr. O'Connor.

"Oh, yes, it has grown, and is bigger than it was; fish is becoming more popular. The way to keep people interested in fish, and to keep on selling it to them right along is to rotate it. That is, if one has a standing order for so much fish, say, do not send them this week the kind of fish they received last week. If you select another variety, they will not

tire of fish, and this is one of the best ways to keep their interest up."

Mr. O'Connor related an incident of where a shipment had been made one party after this principle, and they related to him how delicious had been the fish. "It was just because we had sent them something different than they had the last time. It is a great thing."

Then, of course, the fish trade has so developed that it is necessary to clean and scale the fish for customers. They will not have it otherwise, very often. To accomplish the quick cleaning of fish, a very large table is placed to the rear of the store in the St. Antoine Market, and eight or ten men, if need be, can be cleaning and scaling fish here at one time. Free use of water carries away the accumulation of scales, etc., and knife and brush assist in the work of cleaning. The lower cost of fish, as compared with meat, Mr. O'Connor states, has helped to popularize it.

#### System in Delivery

The location of the St. Antoine Market store is quite central. That is to say, it is located in a way to make division of the city possible, and so facilitate delivery. For instance, deliveries to the north, south, west and east may be easily arranged. For years, a simple plan has been followed in arranging these deliveries. A long wire rack, made of about fifteen gauge wire, is attached to one wall of the store, about five feet above the floor. This is divided into sections and these are marked North West, Low West, North East, Low East, South. Drivers know the boundaries of these districts, or if they do not a tinplate, lettered with the name and number of the street limit, in a given direction, makes this clear. There is thus no overlapping, and when the salesman has wrapped a parcel for his customer it is thrown into its proper receptacle and then picked up by the driver and whisked away to the destination at a certain hour.

"We have to be rather independent regarding deliveries," Mr. O'Connor pointed out. "That is to say, we have to watch our accumulated orders and tell the office not to promise delivery after a certain hour. We do not mind 'close-in' deliveries, but those outside certain streets we tell the customer cannot be delivered, it may be, before the first afternoon delivery."

#### 1,300 Orders Daily

"We just figured up one day how many parcels went out, and there were over 1,300. This included the deliveries and the parcels taken away from this store. That means a lot of delivery, and so we had to make some limit on orders that were received, and promise delivery accordingly.

"We have four telephones in the office, and they can tell any of us from there, if we are wanted. A great deal of our business comes over the telephone, but a great deal of fish is sold to the consumer at the store."

Mr. O'Connor has developed his business, evidently, because he is interested in it greatly. He understands the many varieties which are available, keeps fresh stock every day in the year, strives to maintain a high standard, and engages men whose knowledge of the fish business assure him a competent sales staff which will secure for him an increasing clientele of which he will have reason to be proud.

#### HOUSE OF REFUGE REQUIREMENTS

What do the inmates of Canadian Houses of Refuge consume? Here is list of the items included in an advertisement, "Tenders for Supplies," published by one institution:

- Granulated Sugar, per 100 lb. sack.
- Yellow Sugar, per 100 lb. sack.
- Oatmeal, per 90 lb. sack.
- Green Tea, per lb., by the chest.
- Black Tea, per lb., by the chest.
- Mixed Tea, per lb., by the chest.
- Salt, per barrel.
- Coffee, per 5 lb. lots.
- Rice, per 100 lb. sack.
- Brooms, per dozen, 4 strings.
- Tobacco, McDonald, per lb.
- Tobacco, T. & B., Cut, per package.
- Tobacco, Shamrock, per lb.
- Tobacco, Stag, per lb.
- Tobacco, subject to separate tender.
- Matches, Eddy's, per case.
- Toilet Paper, 2 oz., per case.
- Scrub Brushes, per dozen.
- Old Dutch Cleanser, per case.
- Soap, Comfort, per box.
- Syrup, per lb.
- Beef, front quarter, cut by the chart.
- Bread, per lb.

# Does Location Matter? Turcotte Says, Yes!

Abel Turcotte Moves to What He Considers an Improved Location, Though Within a Stone's Throw of Old Store—The Part That Fixtures Play is Big One

From an interview by A. H. ILLSEY, with A. Turcotte, Quebec City



This is an interior illustration of the A. Turcotte store in Quebec City. Mr. Turcotte changed his location some time ago and finds that it paid him.

**D**OES location pay? Advocates many, say yes. In this number Abel Turcotte, John Street Quebec City should be included, for he has found a changed location to increase his business. Moving but a few doors from a location which was adjacent to some Greek fruit stores, Mr. Turcotte related to CANADIAN GROCER that his trade is much greater, and in every way his new location more satisfactory, notably in that his sales have grown and his turnover increased, with better things still to come. Where the store now stands many pass, and it is removed from the otherwise detracting influence of the small fruit stores mentioned.

## Strong for Modern Fixtures

Mr. Turcotte's store has an air of roominess about it despite the fact that it is not wide. It has, however, good depth, and in the arrangements that have been carried out he gets the full benefit of every inch of space. For instance, beginning right back of the display windows, some of the shelving is only six inches deep. This sounds narrow, but for the select lines of bottled pickled, olives, olive oil, special vinegars, peppers, etc., it is ideal and just the right width. Deprived of the ordinary, cumbersome, heavy and expensive shelving which has been used so extensively for years in many stores, here is a departure that should be a source of satisfaction to Mr. Turcotte. To adopt this lighter shelving is to diminish the cost for this item of equipment, as well as gaining, for the grocer, display that really is more attractive.

Four divisions of this shelving are above the well-proportioned ledge, while beneath is just enough room for the dis-

play of oranges, grapefruit, lemons, candy in pails, etc. A change in arrangement, which is made readily, affords the customer an excellent showing from which to select, and the owner an opportunity for alternating displays almost every day. At the end, pickles in kegs are placed, and these are covered with a glass lid.

## Glass-Backed Windows

The remaining interior display arrangements are good, shelving being uniform, but that to the rear of a narrow but convenient and well-placed office (half way back of the left-hand side) being wider to permit of the display of larger package goods. All is finished in cherry oil stain, and this proves to be a pleasing shade against the white plastered walls.

Neat display windows are carefully arranged in inviting manner each week. These are dressed with one, or not more than two kinds of goods. "I do not think it a good plan to put a big variety of stuff in the window," said Mr. Turcotte. "It is better to show one line at a time, and we change the windows every week." If one thing is observed more carefully than another at this store it is that of cleanliness; that is, goods are kept carefully dusted. How much more inviting groceries are when so cared for?

At the back of the windows, glass-pannelled doors have been provided. All dust is thus shut out from the display, and painted white, the clean appearance is further enhanced.

The windows are well lighted. That no more "juice" may be consumed than is necessary, and that the lights may be extinguished when the pedestrian traffic has reduced itself to a small aggre-

gate, an electric switch attached to an alarm clock automatically turns the lights off at 11 p.m., or at any time desired. "This works fine, and we never need to worry about the lights, said Mr. Turcotte.

## Big Produce Sales

Among the items in which much business is transacted every week, provisions play an important part. For instance, each day's sales of sausage will amount to 35 to 50 pounds. Much of this is telephoned for, while many order and take delivery in person. Much ham and bacon, also are sold. Sixty to seventy pounds of the latter and 100 of cooked ham are average weekly sales.

A big stock of candy is carried, and weekly sales of this total 100 pounds. This is sold in boxes, and much also in bulk. And with such a nice variety as Mr. Turcotte carries, he is bound to sell much candy, and increasing quantities. He advocates as carrying two or three lines of the best makes, and finds this to pay. It affords his trade a selection, and this, though it may require more stock, pays in the long run in his estimation.

Catering to a family trade, which request upwards of half their goods over the phone, extensive sales are made of lard, butter and eggs. "About 40 per cent. of our orders come in over the telephone," he said.

Mr. Turcotte does not advertise extensively, excepting through his customers. "I have first-class customers, and they tell their friends to come, too. A well-pleased patron is a good advertisement." And in addition to this, the frequently-dressed windows tell a tale which is responsible for many a sale and for "repeats," also.



**YOU WILL BE PLEASED**

with the high quality of your pastry and with the unsurpassing goodness of your cakes, pies, biscuits, if you use

**REGAL FLOUR**

*White and Pure as the Lily*  
**THE BEST IN THE WORLD**

REGAL FLOUR is a perfect flour; fine, smooth, always uniform in quality, rich and nutritious, because it is made with the choicest Canadian Wheat in the most modern mills in the world.

*If you haven't yet tried REGAL FLOUR, try it today, we know that it will satisfy you in every way.*

Sold by all grocers in 7-14-24-49 and 98 lbs. bags and in 98 and 196 lbs. barrels.

ST. LAWRENCE FLOUR MILLS CO., Limited  
MONTREAL.

**Regal Flour**

**THIS WEEK** we publish in every newspaper in the Province of Quebec the above advertisement for our celebrated

**REGAL FLOUR**

*White and Pure as the Lily*

representing the highest quality of flour. Regal Flour is strongly recommended for the baking of delicious and wholesome cakes and pastry.

Keep it in stock and take advantage of the demand we create by our intensive advertising.

Sold everywhere in 7, 14, 24, 49 and 98 lb. bags and in 98 and 196 lb. barrels.

**St. Lawrence Flour Mills Co., Limited, Montreal**



**Made in**  **Montreal**  
**For Canadians** **By Canadians**  
**Can be sold in** **any Part of Canada**  
**Conforms With** **Government Regulations**

**Champagne de Pomme** is manufactured from the best Canadian Apples and Guaranteed to be Absolutely Pure.

Sold in Pints, 2 doz. to the Case. We also have "Cider Mousseux" in pints and splits and packed.

Orders can be shipped same day as received.

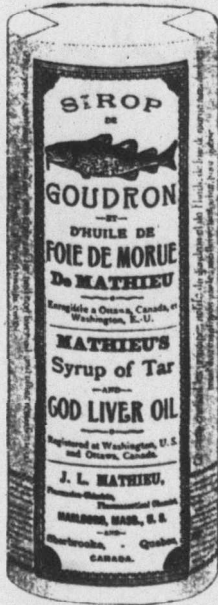
*Send in Your Orders for Easter Trade*

**Cie Canadien Importations**

**140 St. Catherine Street**

**MONTREAL**





Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

# Mathieu Products are made in Sherbrooke, Quebec

## MATHIEU'S NERVE POWDERS and MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

Grocers find these two well-known remedies net them excellent profits. Their reputation for purity and dependability is Canada-wide. Keep a good display of these two efficient medicines in your showcase or on the counter. They always sell readily and they offer a profit margin that is unusually good.

Help keep your customers fit by suggesting these two remedies and once they use them they'll appreciate your suggestion.

Mathieu's Nerve Powders contain absolutely no morphine, opium or habit-forming drug. They are composed of harmless drugs that act in a natural way.



A Great Remedy for  
Neuralgia, Sleepless-  
ness, Sick Headache,  
La Grippe.

**J. L. MATHIEU COMPANY**  
SHERBROOKE PROPRIETORS QUEBEC



# Make It Your Leader!

You can win the complete customer - satisfaction and good-will that every merchant strives for if you recommend Brodie's XXX Self-Raising Flour.

For successful baking results it stands pre-eminent. It has never failed and thousands of Canadian housewives use it in all their cooking operations.



Pancakes, Muffins, Biscuits, Doughnuts, etc., made with Brodie's XXX Self-raising Flour are delicious. It's high standard, uniform quality guarantees repeat sales.

Grocers everywhere find it a good flour to sell—a flour that never varies in quality—a flour that will live up to the highest recommendation.

Now is the time to stock up with Brodie's XXX Self-raising Flour—now, while we have a good stock on hand and can guarantee prompt deliveries.

**BRODIE & HARVIE, LIMITED**  
**MONTREAL**



# WOL - PENK

MENDS  
HOLES IN  
POTS & PANS  
IN TWO  
MINUTES  
WITHOUT  
TOOLS



**MENDS** — Graniteware  
Tin — Copper — Brass  
Aluminium Enamelledware etc



Made - in -

## Victoria Brand Products

There are two outstanding features that place Victoria Brand Products high above competing lines and those two features are better value and superior quality.

They are made from the purest materials under strict sanitary regulations and every one of the big list of Products is made-in-Montreal. Send for our list with quotations, you'll find our prices very attractive.

Laporte, Martin, Limitee

*Wholesale Grocers*

584 St. Paul St. W.

Montreal





# Montreal

## The Montreal House of Service Quality, Delivery and Co-operation

During our forty-eight years in the wholesale grocery business we have consistently striven to make our house a house of honest values and satisfactory service.

Our great buying facilities enable us to quote prices that are unusually good, and every line we offer has stood the test and sells on its own merit.

### Service Is Our Watchword

To give advance information on the future markets, either through the mails, the trade papers or by our boys on the road, has been one of our cherished ideals. Many of our customers have made money by making use of the information at the right moment.

Prompt delivery is also a big item to you. Slow delivery means lost sales and often permanent loss of a customer. We do our best to ship orders within the twenty-four hours and make deliveries at date promised.

Our Promotion Department will gladly furnish you with any information pertaining to the grocery business. Ask us.

## Laporte, Martin, Limitee

*Wholesale Grocers*


584 St. Paul St. W.

Montreal





Made in Quebec



**You can always  
depend on the quality  
of Hatton's Fish**

*And Service Unequaled*

Send along your next fish order and let us show you what quality fish really means in the matter of better profits.

In dealing with us you are dealing with the old reliable fish supply house whose fish supplies are drawn from selected catches at the best Lake and Coast Points in North America.

Our stocks are always reliable. Our supplies are always sufficient.

Send us your orders for all kinds of fish. Keep well supplied during Lent.

**D. Hatton Company**

MONTREAL

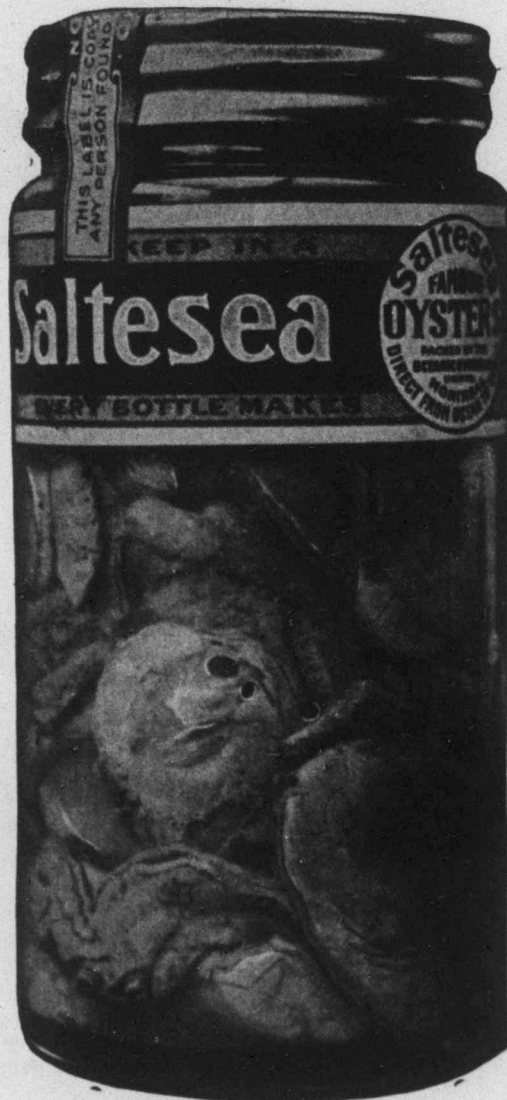
Established 1874

Made in Quebec

## "SALTESEA" OYSTERS

Packed in GLASS JARS in MONTREAL.  
PURE and UNADULTERATED just as they  
come from the OCEAN. SOLID MEAT TO  
EVERY JAR.

If you are not already with us a TRIAL CASE  
will make you a steady customer.



OCEANIC OYSTER CO. OF CANADA, LTD.  
MONTREAL

Made in Quebec



The above photograph will give you an idea how we prepare

# “Pride of Canada” Maple Syrup

for the market. Note the cleanliness of our employees who are filling gallon tins. Every part of our factory is kept in accordance with the Pure Food Laws of our country. Pride of Canada Maple Syrup is guaranteed absolutely pure. No adulteration. The new crop will soon be on the market. Now is the time to book orders. Order from your wholesaler or write direct to

REPRESENTATIVES:—W. L. Mackenzie & Co., Limited, Winnipeg, Regina, Saskatoon, Calgary and Edmonton; Oppenheimer Bros., Limited, Vancouver, B.C.; S. H. P. Mackenzie & Co., 33 Yonge St., Toronto, Can.; J. W. Gorham & Co., Halifax, N.S.

**Maple Tree Producers Association, Limited**

Offices: 58 Wellington St. W., Montreal, Canada



Made in Quebec



The Chief Characteristics

*of*

# GAZELLE BRAND

*are*

Quality, Reliability and Uniformity

HUDON, HEBERT & COMPANY,  
LIMITED

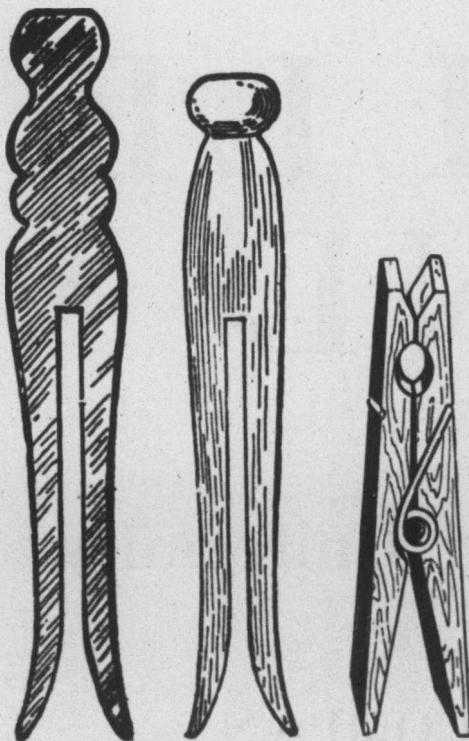
MONTREAL



# Megantic Brooms mean big sales

because they are constructed from the best materials in a way that assures the purchaser of the longest wear and the greatest all round satisfaction.

A *Megantic* display in the corner of your store will mean a big profit for you. The satisfaction that goes with them will prove a valuable asset in creating confidence in other lines you carry.



## Clothes pins that stay on the line

Megantic Clothes pins as pictured here are guaranteed to please your customers. They are made from selected wood that does not easily crack—they stay on the line until removed and hold the clothes firmly. We can also supply you with cheese boxes, fruit boxes, whisks, etc.

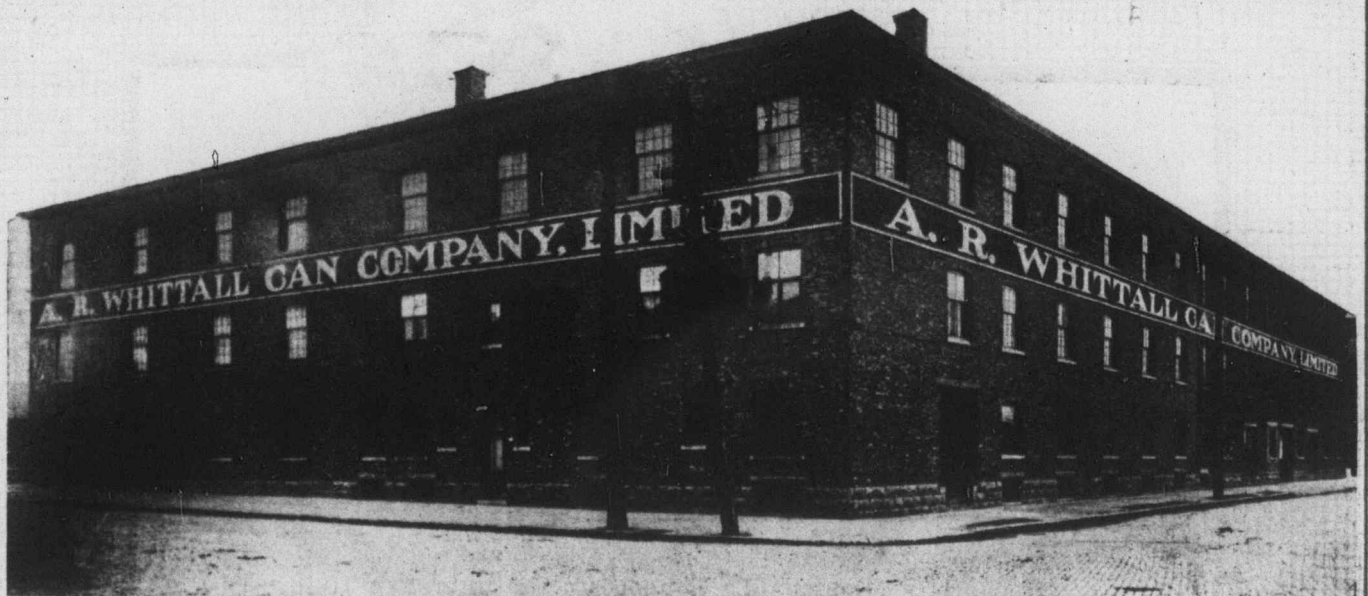
AGENTS—Boivin & Grenier, Quebec. Delorme Frere, Montreal. J. Hunter White, St. John, N.B. H. D. Marshall, Ottawa. Harry Horne & Co., Toronto. Tomlinson & O'Brien, Winnipeg. Oppenheimer Bros., Vancouver; McFarlane & Field, Hamilton, Canada. Pyke Bros., Halifax, N.S.

AGENTS FOR CHEESE BOXES—V. Dionne & Fils, St. George, Beauce.

## Megantic Broom Mfg. Company, Limited

*Manufacturers of Brooms, Clothes Pins, etc.*

MEGANTIC, QUE.



*The plant of the A. R. Whittall Can Company Limited  
corner of Mullin and Charlevoix Streets, Montreal*

**Manufacturers of all cans for Meats,  
Vegetables, Milk, Syrup, Fish, Paint,  
etc. Packers' Cans, Open Top  
Sanitary Cans and Standard Packer  
Cans with Solder - Hemmed Caps**

# **A. R. Whittall Can Company Limited**

## **MONTREAL**

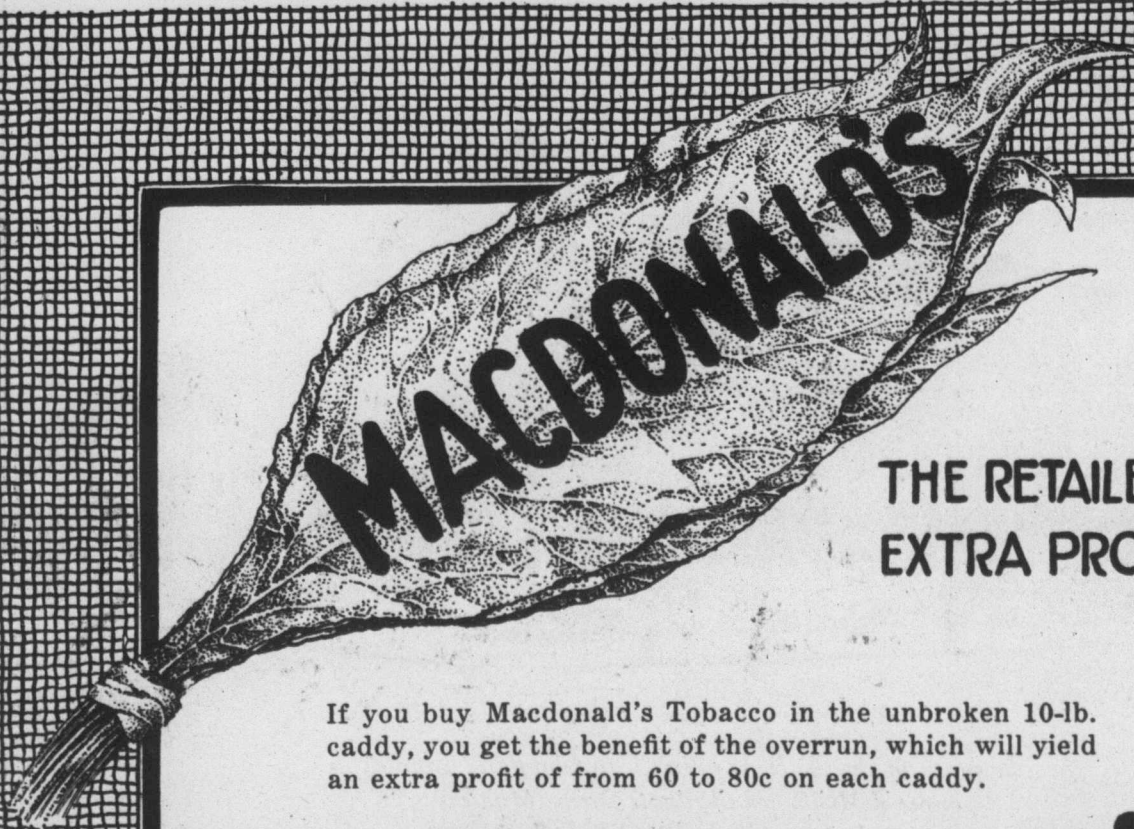
**Sales Office:**  
202 Royal Bank Bldg.  
TORONTO  
G. A. Willis, Sales Mgr.  
Phone Adel. 3316

*Established 1888*

**Sales Office:**  
806 Lindsay Bldg.  
WINNIPEG  
Repr.: A. E. Hanna



Made in Quebec



THE RETAILERS  
EXTRA PROFIT

If you buy Macdonald's Tobacco in the unbroken 10-lb. caddy, you get the benefit of the overrun, which will yield an extra profit of from 60 to 80c on each caddy.

# MACDONALD'S TOBACCO

## Smoking and Chewing

*Selling Agents*

Hamilton—Alfred Powis & Son.  
London—D. C. Hannah.  
Manitoba and North-West—The W. L. Mackenzie  
& Co., Limited, Winnipeg.  
British Columbia—George A. Stone, Vancouver.

Quebec—H. C. Fortier, Montreal.  
Nova Scotia—Pyke Bros., Halifax.  
New Brunswick—Scheffeld & Beer, St. John.  
Kingston—D. Stewart Robertson & Sons.  
Ottawa—D. Stewart Robertson & Sons.  
Toronto—D. Stewart Robertson & Sons.

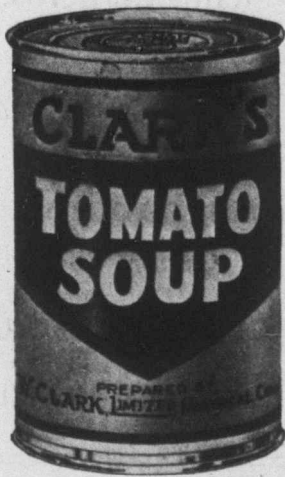
W. C. MACDONALD, REG'D, Incorporated, MONTREAL



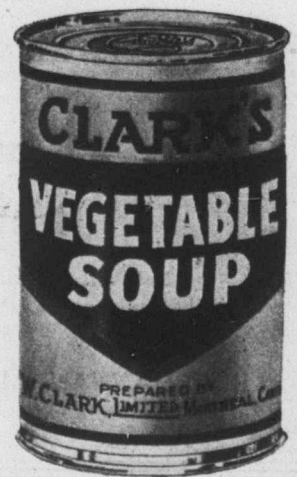
"The Tobacco  
with a heart"



# CLARK'S SOUPS



Get 100 cents worth for  
your Canadian Dollar  
by buying



**MADE IN CANADA  
PRODUCTS**

and don't forget, Mr. Grocer, that CLARK'S SOUPS  
Made in Canada are second to none.

**THE QUALITY IS THERE  
ALWAYS THE BEST**

*The CLARK LIST is full of "OTHER GOOD THINGS."*



**W. CLARK, LIMITED, MONTREAL**



## VLIT

THE TIME AND LABOR-SAVING FURNITURE POLISH

**Vlit**  
Lessens  
Indoor  
Toil

Prevents dry rot  
and fills hair cracks

Improves all wood-  
work



**Best and**

Sold only through  
Wholesalers and Jobbers

**R. C. HANNAN, Manager**  
(Formerly with Thomas J. Lipton)



**Velvet Finish**  
Lighter Labor  
Instantaneous  
Troubles Over

A genuine furniture  
food

Contains no kerosene  
nor acids

Non-inflammable



**Goes Farthest**

Order Today

**THE VLIT MANUFACTURING  
CO., LTD.**  
223 McGill St. MONTREAL  
Main 4927

## "BEAVER BRAND" CANNED GOODS

We specialize on Canned Fish of all kinds and endeavor to always carry in stock—Lobster of all sized tins—Lobster Paste—Finnan Haddie—Mackerel—Clams—Salmon, all grades—Kippered Herring—Oysters—Tuna Fish—Shrimp, etc.

We also offer: Canned Chicken, all sizes—Blueberries—Green and Wax Beans—Dinners Ready, etc.

Write or 'phone for prices or information on any  
of the above and same will be cheerfully given.

**J. W. WINDSOR, LIMITED**  
**MONTREAL**



# MAPLE

## SMALL'S FOREST CREAM STANDARD PURE MAPLE SYRUP

Selected from choice Quebec Groves  
Delivered East and South of Sudbury.

### UNREFINED

36-10 oz. Bottles	\$ 8.90
24-16 oz. Bottles	8.85
12-32 oz. Bottles	8.20
24-28 oz. Tins	12.45
6-160 oz. Tins	17.90
1-5 gal. Tin, Crated	18.10
48 Gals. in Barrel, per gal.	3.25

## SMALL'S FOREST CREAM STANDARD PURE SYRUP

Small's Forest Cream Pure Syrup is refined, is more uniform in color and flavor than Sap Syrup and in many instances gives better satisfaction than the former.

36-10 oz. Bottles	\$ 7.90
24-16 oz. Bottles	7.75
12-32 oz. Bottles	7.15
24-28 oz. Tins	10.85
6-160 oz. Tins	15.00
1-5 Gal. Tin Crated	15.20
48 Gals. in Barrel, per gal.	2.75

### CANADA'S FIRST SYRUP

Of mild flavor and decidedly uniform.

36-10 oz. Bottles	\$ 5.75
24-16 oz. Bottles	5.50
12-32 oz. Bottles	5.00
24-28 oz. Tins	7.25
6-160 oz. Tins	9.45
1-5 Gal. Tin, Crated	9.25
48 Gal. in Barrel, per gal.	1.70

### SMALL'S PURE CANE AND CORN MOLASSES

Blended for Table use only.

6-160 oz. Bottles	\$ 8.45
1-5 Gal. Tin, crated	7.85
48 Gals. in Barrel, per gal.	1.40

### SMALL'S "BAKERS' CHUM" PURE CANE MOLASSES

For baking purposes only.

36-10 oz. Bottles	\$ 4.25
24-16 oz. Bottles	3.75
12-32 oz. Bottles	3.30
24-28 oz. Tins	3.75
6-160 oz. Tins	5.30
1-5 gal. Tin, crated	4.60
48 gals. in Barrel, per gal.	0.75

### SMALL'S "FOREST CREAM" MAPLE TUB SUGAR

Reputed lb. Tins, 24 to case	\$ 9.30
2-30 lb. Tin Pails, crated	26.30

### SMALL'S PURE CREAM BLOCK SUGAR

96 Union Blocks, Pure Cream Sugar	\$ 3.65
72 Patties, Pure Cream Sugar	2.60

### SMALL'S "FOREST DEW" REGISTERED

Reputed 1 lb. Glass, 24 in case	\$ 6.30
2½ lb. Tins, 24 in case	16.45



Lieutenant J. E. Mireault

Our Western representative. Headquarters at Calgary. Do not wait until our representative calls, but place order at once for your season's requirements for Small's Brands with your jobber, that supplies may be timely on spot. Prices shown on this page are now in force.

### Notice

Small's food products are advertised in *The Grain Grower's Guide*, *MacLean National Magazine* and other mediums



**SMALL'S LIMITED**  
MONTREAL

# SYRUP

## SMALL'S "FOREST CREAM" BUTTERS

All Small's Butters are processed from the original exclusive formulas, have a texture as smooth as dairy butter and will not harden or grain.

In four flavors. Colors—brown, yellow, chocolate and white.

Delivered East and South of Sudbury.

Reputed lb. Tins, 24 in Case	\$ 5.60
2½ lbs. Tin, 24 in case	13.60
2-30 lbs. Tin Pails, crated	12.30
In Bbls., per lb.	0.18½

## SMALL'S "HONOMOLEEN" REGISTERED

### Invert Sugar

This product contains no glucose. Sweetening properties equal to about 95 per cent. of granulated sugar.

70 lbs. in Tin, crated	\$13.80
Bbls. of about 650 lbs., per lb.	0.17½

## SMALL'S STANDARD PURE WHITE HONEY

Reputed 1 lb. Glass, 24 in case	\$ 7.55
2½ Tin, 24 in case	19.20

## SMALL'S SMILES "KISSES"

72-5c Packages	\$ 2.60
10 lbs. in Case	2.75
25 lbs. in Case	6.60
125 lbs. in Barrel	31.35

## SMALL'S FOREST CREAM AFTER-DINNER MINTS

72-5c Packages, 3 boxes in case	\$ 2.60
2-12 lb. Pails A.-D. Mints, crated	6.65
24 Tins After-Dinner Mints, in case	4.10

## SMALL'S JOLLY SMACKS "JELLIES"

16 lbs. Jolly Smacks, in case	\$ 3.15
3-5 lbs. Boxes, in case	3.10

## SMALL'S GENUINE TURKISH DELIGHT

3-7 lb. Boxes T. D. in case	\$ 5.15
72-10c Pkts., 3 boxes in case	5.40

## SMALL'S WALNUT FUDGE

3-5 lb. Boxes, in case	4.40
------------------------	------

## SMALL'S PURE SUGAR WAFERS

2-12 lb. Pails, crated	\$ 6.65
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## GRANDEE TABLE MOLASSES, CHOICE

In 5 Gal. Tins, per gal.	\$ 1.38
In Bbls. of about 48 gals., per gal.	1.25

## GRANDEE TABLE SYRUP

In 10 lbs. Tins, 6 in case, per case	\$ 8.10
In 5 Gal. Tins, per gal., crated	1.45
In Bbls. of about 48 gals., per gal.	1.33



Those who are interested in the laws governing the Repeal of the War Time Order-in-Council and the resumption of Inter-Provincial Traffic should



Write to

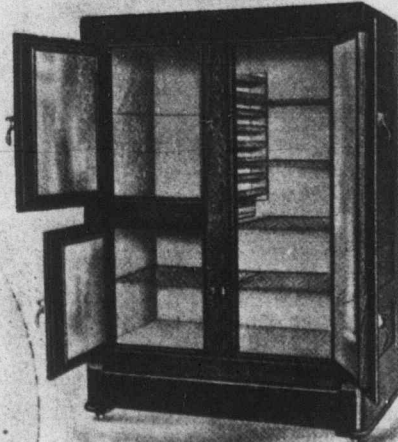
**JOHN E TURTON**

Importers from Scotland

Board of Trade Building

**MONTREAL**

**HANSON'S**  
GROCER OR INSTITUTION REFRIGERATORS



**Perfect Refrigeration**

and excellent display features make Hanson's the ideal refrigerators for grocers. They are made from the finest materials with a style for every requirement. Write us for particulars. Prompt deliveries.

**The J. H. Hanson Co., Ltd.**  
244 Paul St. West **MONTREAL**

**The World's Best**

In every test Cow Brand Baking Soda has proven its superiority and its great strength makes it the most economical baking soda on the market.



Keep your "Cow Brand Soda" well displayed. Its reputation sells it.

*Known and preferred everywhere*

**Church & Dwight, Ltd.**  
**MONTREAL**



**SEED DEPARTMENT****"SEEDS" "SEEDS" "SEEDS"**

We sell only Government Standard Inspected Seeds. When **Seedy**, be sure and get our prices before placing your order elsewhere.

**We SPECIALIZE**

All varieties Seed Oats, Corn, Barley, Wheat, Peas, Buckwheat, Beans, Tares, Clover and Timothy, from one bag up to car lots. We pay freight to all stations in Canada. We buy and handle only reliable seeds.

**GROCERY DEPARTMENT**

We are one of the largest jobbers in all kinds of staple groceries. We welcome your inquiries for Canned Fruits, Vegetables, Salmon, Sardines, Jams, Dried Fruits (such as Prunes and Raisins), Molasses, Sugars (Granulated, Yellow, Raws); Pork, Lard, Teas, Coffee, Rice, Spices, etc.

**FLOUR, FEED & GRAIN DEPARTMENT**

We sell hundreds of cars per week. Feed Oats, Barley, Buckwheat, Peas, Rye, Corn, Flour (Strong, Bakers' and Pastry); Bran, Shorts, in carload lots or assorted car lots. Get our prices f.o.b. cars, your station.

**PRODUCE DEPARTMENT**

We are buyers and sellers Potatoes, car lots or less; Peas, Beans and all kinds of Country Produce.

**We claim to be the largest wholesale house in Canada in our line of business.**

**When writing, mention "Canadian Grocer."**

**JOSEPH WARD & COMPANY**

IMPORTERS

Established 1879

EXPORTERS

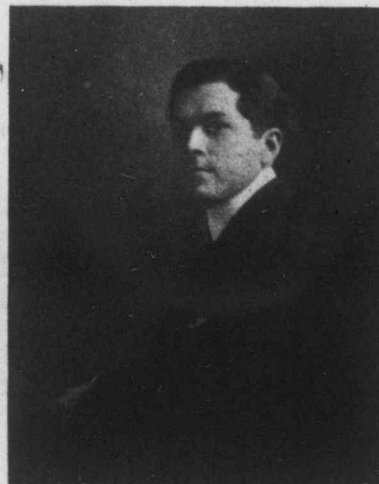
115 Youville Square, Montreal, Que.

*Wholesale Grocers, Agricultural Seeds, Produce, Grain, Flour and Feed Merchants*

**Big Demand for Food Products in Quebec. Let us market your goods in this rich Province.**

We are dealers in all kinds of Grain, Flour, Mill Feed, Bran, Shorts, Feed Flour, Peas, Beans, Etc.

Ask us for quotations when in the market.



*J. R. Genest, Managing Director*

We expect any day big shipment.

**RICE**

We advise placing orders immediately as market is likely to advance.

**SPECIAL**

Wire us for prices on Yellow Corn. (Car load lots.) We are sure to save you money.

**GENEST & GENEST LIMITED**

BROKERS AND COMMISSION MERCHANTS

BOARD TRADE BLDG., MONTREAL



Made in Quebec



King  
George's Navy"  
**CHEWING  
TOBACCO**

Like the great navy whose name it bears has proven its superiority under every test.

King George's Navy is a chewing tobacco that will appeal to every lover of chewing. Its sweet, soothing, delicious goodness is unlike any other tobaccos. It is a leader that is daily adding to its host of friends.

*Master Mason. The Plug Smoking Tobacco which makes and holds customers.*

## Master Mason

*The Plug Smoking Tobacco which  
MAKES AND HOLDS  
CUSTOMERS*

Master Mason is made from choice tobaccos, fully matured and pressed into a solid plug so as to preserve all the natural moisture and fragrance of the leaf. This treatment ensures the characteristic smoothness and mellowness as well as the freedom from bite, parch and firing so often found in tobaccos packed in tins or packets.

Make your next order *Master Mason*—Canada's Popular Smoking Tobacco.

**Rock City Tobacco Co.**  
Limited

QUEBEC and WINNIPEG

SMOKE MASTER  
**MASON**

"IT'S GOOD TOBACCO"





**You Are Sure of Full Weight When You Buy  
Thistle Brand Finnan Haddie**

Every 1 lb. tin contains 16 oz. Every 1/2 lb. tin contains 8 oz. You get full weight and always have for 30 years. Their reputation has been built on honest weight. Your customers expect full weight—"it's only fair."

**Full  
Weight  
Every  
Time**

***Sell Thistle Brand Haddies***  
**The Thistle Curing and Canning Co.**

Sole Agents: Arthur P. Tippet Co., Montreal

**Full  
Weight  
for  
30 Years**

***Robinson's Ice Cream Cones***  
***Means Pure Cones***

NO HANDLING      NO COLOURING      ABSOLUTELY PURE

**ROBINSON'S Special Pure Cake -- Favorite Cone**

**ROBINSON'S Cone No. 1 -- Cone No. 2 Wafers**

These goods are made from the purest and best products.

Prices advancing--*Write us for samples and prices.*

**Maple Crispette Company, Limited**  
**Montreal**

GENERAL SALES AGENTS east of the Great Lakes and British Columbia  
We are now opening offices in Toronto.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

## ROSE & LAFLAMME LIMITED

*Commission Merchants  
Grocers' Specialties*

MONTREAL TORONTO

## EPPS COCOA

*From now on*

J. C. Thompson Co. F. E. Robson Co.  
Montreal Toronto

## AGENCIES WANTED

For Food Products, Confectionery, etc.  
For the Dominion. Best References.

H. S. JOYCE,  
Room 903 Southam Bldg., Montreal

## PAUL F. GAUVREAU

*Wholesale Broker  
Flour, Feeds and Cereals,  
84 St. Peter Street, Quebec.*

I am buyer of flour, feeds, grains of all kinds, damaged grain, also cereals. Mail samples.

## AGENCIES WANTED

For food products, jams and confectionery lines for the Province of Quebec, also for Egypt, Roumania, Bulgaria, Turkey, Greece and Italy. Good connections and best references. Levant-American Mercantile Co., Ltd., 408 Power Bldg., 83 Craig W., Montreal.

## WANTED

Agencies for food products for the City of Montreal, best references.

SILCOX & DREW  
33 NICHOLAS ST., MONTREAL

Established 1889

HOWE, McINTYRE Company  
Grocery Brokers, Importers and Manufacturers' Agents.

91-93, Youville Square,  
MONTREAL CANADA

Potatoes, Oats, Peas, Beans, Hay, Etc.  
in Car Lots

## A. H. M. HAY

*General Produce & Lumbermen's  
Supplies*

Phone 5311 98 St./PETER ST.  
Residence 6383 QUEBEC

## MANUFACTURERS

Place your merchandise with a modern up-to-the-minute Agency in 1920.

O. M. SOLMON  
MANUFACTURERS' AGENT, IMPORTER,  
EXPORTER, COMMISSION MERCHANT  
Is open to represent several new progressive manufacturers in the New Year.  
4492 St. Catherine St. W., Montreal

## BRITISH GUIANA

Why not build up your trade in British Guiana and the West Indies, by appointing us your Agents?

### McDAVID & CO.

*Manufacturers' Representatives*  
41 Robb Street, Georgetown, Demerara,  
British Guiana  
*Exporters: Coconuts, Coffee, Rice, Cocoa.*

MARITIME PROVINCES

## GAETZ & CO.

MANUFACTURERS' AGENTS AND  
GROCERY BROKERS

47-49 Upper Water St., Halifax, N.S.

## SHEELY-MOTT CO.

*Brokers and  
Manufacturers' Agents*

A FEW MORE FIRST CLASS  
AGENCIES WANTED

Bankers: Home Bank of Can.

St. Nicholas Bldg., Montreal

## When in Doubt 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 for each subsequent insertion, and five cents extra per insertion for Box No. Payable in advance.

ADDRESS

CANADIAN GROCER

143-153 UNIVERSITY AVE., TORONTO



**RICE**

**RICE FLOUR**

**RICE MIDDLINGS**

**Mount Royal Milling  
and  
Mfg. Coy., Limited**

MILLS AT MONTREAL, QUE.  
VICTORIA, B.C.

**D. W. ROSS COMPANY**  
*Agents*  
MONTREAL

**BUCHANAN & AHERN**

*Wholesale Commission Merchants  
and Importers*

GROCERIES, FLOUR,  
MILL-FEED, GRAIN, ETC.

20 St. Antoine Street Cor. Dalhousie Street  
QUEBEC, QUE.

We are open to represent manufac-  
turers of food products.

Big demand in this district for  
Canned Fruit, Vegetables,  
Fish.

Write us for information.

**ALBERT DUNN**  
*Commission Merchant*  
QUEBEC, P.Q.

**EUGENE PICHER**

COMMISSION MERCHANT

**Grain, Hay, Provisions**

and

**Fish Specialties**

HERRING      TURBOT      CODFISH

*CORRESPONDENCE SOLICITED*

91 Dalhousie Street      -      -      Quebec

**TOMATO PASTE**

MADE WITH SELECTED FRESH, RIPE  
TOMATOES HEAVILY CONCENTRATED,  
AND HAS EIGHT TO TEN TIMES THE  
STRENGTH OF CANNED TOMATOES.

Packed in 12-ounce tins—100 tins per case.  
Samples and quotations submitted upon re-  
quest.

**P. PASTENE & CO., LIMITED**  
340 ST. ANTOINE STREET      -      -      MONTREAL, QUE.

**Man Left You, Did He?**

And for the life of you you don't know where to  
find another to replace him. Well, our advice to  
you—and it's good advice—is: Find him by adver-  
tising—a small condensed advertisement in  
CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend  
CANADIAN GROCER, but when it comes to finding

a man for the grocery business, honestly we don't  
know of a better or cheaper way of finding him than  
the use of CANADIAN GROCER.

The way to find the man you want is to look for  
him where he is likely to be found—in the grocery  
business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion.  
Five cents additional per insertion when replies are to be sent to Box Number in our  
care. Send your advertisement and remittance to

**Canadian Grocer Want Ads.** 143 University Avenue  
TORONTO

# EVERY GRAIN PURE CANE



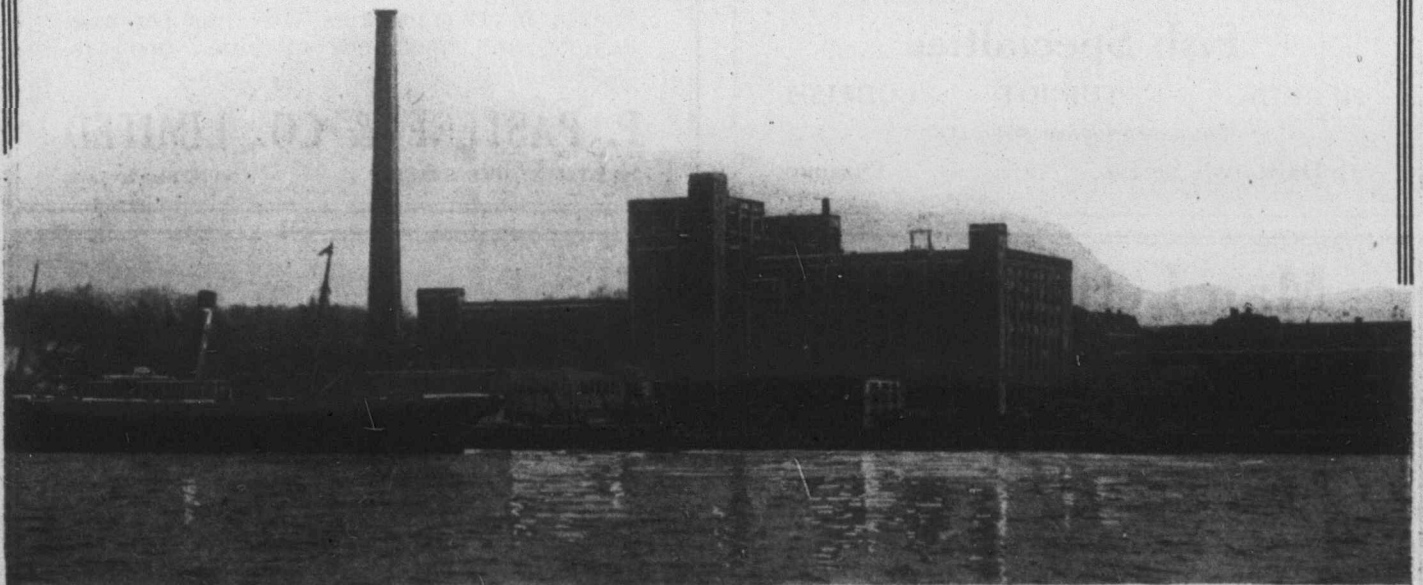
Royal Acadia is 100% pure and 100% sweet — a combination that never changes from one year's end to the other.

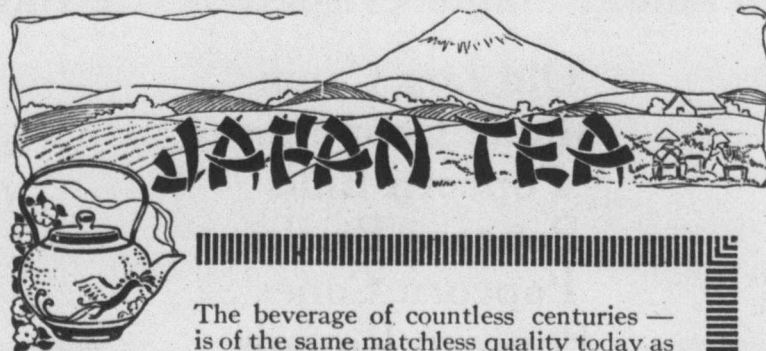


Royal Acadia (granulated) is put up in 2 and 5 lb. cartons 10, 20 and 100 lb. bags, half barrels and barrels. Yellow — in bags and barrels.

From the time the raw cane reaches our large plant shown below until the finished product is packaged under our celebrated brand—every method is employed to make Royal Acadia the purest and best Sugar in the world.

**THE ACADIA SUGAR REFINING CO., LIMITED**  
HALIFAX, N.S.





JAPAN TEA

The beverage of countless centuries — is of the same matchless quality today as a thousand years ago. It cannot be improved. The Government of Japan guarantees the purity of Japan Tea — the people of Canada testify as to its quality.

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

—Dr. William, Yale.

16

A good Japan Tea display is always timely and always worth while.

The quality of this delicious product of the Flowery Kingdom can be depended upon to satisfy the most particular Tea drinker.

There are many in your community who will buy Japan Tea from you. The demand is growing daily.

Why not prepare to get your share of it?



MADE IN MONTREAL

# POPCORN PRODUCTS

The Famous Maple Crispette Prize Bag

*Tootsie  
Crisps*

*Something  
New*

Old Log Cabin  
Maple Crispettes  
Popcorn Balls  
Popcorn Bricks  
Popcorn Cones  
Popcorn Rounds

*Tootsie  
Crisps*

*Have you  
tried them?*

*We also sell Popping Corn 90% Popping Test  
Send Us Your Orders*

**Maple Crispette Co., Limited, Montreal**

## What's your salary Mr. Clerk?

This is not a personal question—rather do we wish to be a source of help and encouragement to you in increasing the bulk of your weekly pay envelope whatever its present size may be.

In your line to-day, as in every other, it's the trained men that are going ahead. Men who study their business and possess ideas and initiative for creating sales, men who know the goods they handle sufficiently well to talk intelligently about them to the customer—such men do not have to ask for a "raise." It comes to them.

Why not put yourself in this class of big salary earners? Make your services worth more to your employer by reading the advertising columns and the specialized editorial information in CANADIAN GROCER every week. Ask your employer to pass it along to you; or better subscribe yourself.

It just costs you \$3.00 for 52 issues—less than 6 cents a week—and it will prove a splendid investment in the greater money-making knowledge you will acquire from it.

In any event, plan on reading CANADIAN GROCER regularly. It's the surest road to advancement.

**CANADIAN GROCER**

Publication Office: 143-153 University Ave., Toronto. Other Offices at Montreal, Winnipeg, Vancouver.





# Our Prices are Right

## TEAS Black or Green TEAS

We stand behind our brand for excellence and purity in the cup. The flavor is marvellous.

TRY IT.



Our capacity of buying in large quantities direct from the countries of production is unlimited.

TRY IT.

## Canned Goods Fruits and Vegetables

Anticipate your requirements before the rush.

We expect a good demand for  
**"PRIMUS" BRAND**  
 at the opening of navigation.

A sane method of doing business.

Our Motto "Satisfaction"

We give you the service.

### L. CHAPUT, FILS & CIE, Limitée

*Wholesale Grocers, Importers and Manufacturers*

2, 4, 6, 8, 12 and 15 De Bresoles Street

**MONTREAL**

Established in 1842

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

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

## THE MACLEAN PUBLISHING COMPANY, LIMITED

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada, Canadian Motor, Tractor and Implement Trade Journal, Druggists' Weekly.

### OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1103 Union Trust Bldg.; Telephone 3449. Vancouver—39 Tenth Avenue West.

UNITED STATES—New York, Mrs. E. C. Gibb, Room 1606, St. James Building, 1133 Broadway (corner 26th Street), New York; Telephone 8971 Rector. Chicago—Room 1401, Lytton Bldg., 14 E. Jackson St.; Telephone Harrison 9133. Boston—C. L. Morton, Room 734, Old South Bldg.; Telephone Main 1024.

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

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

PUBLISHED EVERY FRIDAY

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

VOL. XXXIV TORONTO, Feb. 27, 1920 No. 9

### AN IMPORTANT LEGAL DECISION

AN interesting case was recently decided in Montreal in the Supreme Court in which the point at issue was whether or not the vendor of a carload of tomatoes had guaranteed the purchaser against defects. Plaintiffs in the action were Hart & Tuckwell, fruit merchants and importers, who sued Olivier Decarie for \$432.36, being the balance of price of a carload of tomatoes, sold and delivered to defendant at Montreal in June last.

Defendant said he bought the tomatoes on the verbal guarantee of plaintiff that they were in good order and condition. Some of the cases at the door of the car were examined and found to be in good condition, but as he unloaded, however, he claimed half of them to be rotten and unfit for consumption. Under the circumstances defendant urged that he owed to plaintiffs only \$600.19, which had been paid.

Plaintiffs refused to accept this and urged their claim for payment in full. Justice MacLennan, in pronouncing judgement against defendant, affirmed that the goods were open to inspection and purchaser, therefore, could have known actual condition of the tomatoes in question.

### WANT MARGARINE PROHIBITED

THE Saskatchewan Dairymen's Association at their convention in Moose Jaw passed a resolution asking the Dominion Government to prohibit the importation of oleomargarine, also its manufacture in Canada after September of this year and to prohibit its sale in Canada after March 1, 1921.

It was expected that the opposition to oleomargarine had completely disappeared. It has been

shown by actual experience that the manufacture and sale of oleomargarine has not affected the price of butter nor injured the dairy interests. There is a big demand on the part of the retail trade, as well as consumers, for the making permanent the regulations to allow the manufacture and importation of margarine into Canada. There have been very few dairy organizations of late that have shown any opposition to this feeling.

CANADIAN GROCER does not believe that this is general. The Hon. Dr. Tolmie, Minister of Agriculture, stated to our representative some months ago that in all probability the regulation would be made permanent, permitting both the manufacture and importation of margarine.

### LEGAL RECOGNITION OF NAMES

"Food shall be deemed to be adulterated within the meaning of this Act, if it is an imitation of, or is sold under the name of another article." Section 3 of the Adulteration Act.

MANUFACTURERS of so-called "soft drinks" have placed on the markets, non-alcoholic beverages that are labelled as Port Wine, Sherry Wine, Brandy, Gin, etc. All such articles are adulterated in a legal sense and manufacturers and also retailers leave themselves open to a court fine when they sell these articles. The names Wine, Beer, Lager Beer, Whiskey, Brandy, Gin, etc., are legally defined as spirituous liquors, and there is no such thing as wine, brandy, etc., that does not contain alcohol. Unfermented Wine is also an illegal term, it should be labelled Unfermented Grape Juice or whatever fruit it is composed of.

### INSIST ON RECEIVING A COPY OF EVERY ORDER

"I ORDERED from a salesman five gross of a certain brand of toilet soap upon which I was to get ten per cent. discount. In due time the soap arrived, also the invoice without the discount being allowed and upon taking the matter up with the manufacturer I was told that no such discount was allowed and that no mention was made on the order sent in to the firm by the salesman. I did not get a copy of the order so of course had to pay the bill."

The above is a statement by a retailer to CANADIAN GROCER recently. It goes to show that the retailer cannot be too careful in insisting that he get a copy of every order given to salesmen. It also serves to prove the necessity of incorporating all conditions of sale on every order. The majority of salesmen are perfectly sincere in their verbal agreements upon making a sale, but occasionally a salesman is found, who, through lack of experience or over enthusiasm or perhaps is working on a commission basis will make any promise in order to get the merchant's name on his order book.

# CURRENT NEWS OF THE WEEK

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

## QUEBEC PROVINCE NEWS

M. J. Beatty, of Stanbridge, Quebec, is on a business trip to Montreal.

Mr. Loggie, Jr., of Chatham, N. B., is on a business trip to Montreal.

S. Malouin has opened a grocery store at 1414 DeMontigny East, Montreal.

F. Boisvert succeeds E. Serres as grocer, carrying on business at 708 Mentane Street, Montreal.

H. P. Gray, of the Gunn Langlois Co., Montreal, has gone to Winnipeg on a business trip.

Edmond Chaput, of St. Valerien, Quebec City, is spending a few days in Montreal on business.

H. R. Gray, of the Gunn Langlois Co., Montreal, has returned from his business trip to Winnipeg.

Mr. Guertin, of Hebert and Guertin, St. Madelaine, Quebec, is making business calls in Montreal.

A. Mireault has removed his grocery business from 110 to 91 Moutroyal Street East, Montreal.

O. Hortie has bought from J. A. Groulx the grocery business at 1116 St. Antoine Street, Montreal.

E. Thomas has resumed the grocery business he formerly carried on at 4753 Rosemount Boulevard, Montreal.

J. H. Grimm, of the Maple Tree Producers Association, Montreal, has gone to Rutland, Vermont, on business.

W. J. Forgie, of the William Davies Company, Limited, Montreal, has been obliged by sickness to keep to his bed.

J. H. Lighthound, of the St. Lawrence Sugar Refineries, Montreal, has been obliged by sickness to remain at his home.

J. LeClaire, butcher, has bought the business formerly owned and managed by J. A. Borranean, at 267 Villeneuve Street, Montreal.

C. M. Parker of the William Davies Company, Limited, who has been sick for several days, is quite recovered and back at his business.

W. J. Forgie, of The William Davies Company, Limited, Montreal, is still confined to his house by sickness, but hopes to soon be about again.

A. E. Cox, Quebec representative of Cowan's Cocca, who has been ill for many weeks, is on the road to convalescence and hopes to resume his duties shortly.

Colonel Lumm, Eastern representative of S. H. Ewing & Sons, Montreal, who has been off the road for some weeks on account of the "flu," has recovered and will shortly be in his old territory again.

H. H. Cossit, Ontario representative of S. H. Ewing & Sons, Montreal, has recovered from his sickness and will

shortly be covering his territory again.

Martin and Rochelau, grocers and butchers, of 71 Laurier Avenue West, Montreal, have dissolved partnership and the business will now be carried on by E. Martin at the same address.

J. V. McKenzie, Canadian Trade Commissioner for Scotland, has his headquarters now at the office of the C. M. A. in the Board of Trade Building, Montreal. Mr. McKenzie is getting into touch with Canadian manufacturers and exporters before leaving for Scotland.

R. E. Calder, recently elected to Council of Board of Trade as nominee of the Montreal Wholesale Merchandise Brokers' Association, entertained the executive committee to dinner at the Engineers' Club recently.

Early on Sunday morning a fire broke out in the premises partly occupied by Baines, Ltd. (Canada Maple Exchange), Montreal, and in a short time the four-storey building was a complete wreck. Figures are not known, but it is thought that the losses are large. Disaster was narrowly averted when the walls of the building collapsed and fell tumbling down into the street. Some fifty firemen were at work on the upper portion of the building when this happened, and they owe their lives to their own nimbleness and the good judgment of their leaders.

## ONTARIO CURRENT NEWS

O. Brooker, West Lorne, Ont., has opened a meat department in connection with his grocery.

Arthur C. Leakey, St. Thomas, Ont., has purchased the business of W. A. Day, 239-241 Ross Street.

## MONTREAL BROKERS ELECT OFFICERS



The following officers were recently elected for 1920 at the annual meeting of the Wholesale Merchandise Brokers' Association at Montreal: President, Robert Anderson; vice-president, R. E. Calder; treasurer, C. B. Hart; secretary, H. C. Beatty; executive committee, H. R. Barnard, Cecil Gordon, H. D. Marshall and J. E. Turton.

## CLERKS ASK FOR EARLY CLOSING

St. John, N. B.—A petition for an early closing law for the stores of this city is to be presented to the

common council in the near future. This was decided upon at a meeting of the Clerks' Association this week, presided over by H. Welsford. The clerks are asking for the closing of all stores in the city at 1 o'clock on Saturdays all the year round and at 6 o'clock daily throughout the year with the exception of the busy summer season when they are agreeable to working on Friday nights in order to get the half-holiday on Saturday. It was announced at the meeting that the managers of several of the larger retail stores in the city had agreed to the proposals provided the smaller stores would do the same.

## BOARDS OF EXAMINERS APPOINTED

In fulfilment of the requirements of the Inspection Law, the following boards of examiners were appointed at the weekly meeting of the Board of Trade, Montreal, for the ensuing twelve months:

Inspection of flour and meal—A. E. Gagnon, J. E. Hunsicker, R. W. Oliver, H. W. Raphael, Lionel J. Smith.

Inspection of hay—J. C. Bisailon, H. D. Dwyer, Wm. McDonald, John Scott, Jos. Quintal.

Inspection of beef and pork—Richard Gray, Fred. Masterman, Stewart Munn, Jos. Ward, R. N. Watt.

Inspection of pickled fish and fish oils—R. A. S. Allan, A. H. Brittain, D. J. Byrne, Donald McLea, Stewart Munn.

Inspection of butter—Jas. Alexander, A. W. Grant, Arthur J. Hodgson, W. H. A. Olive, A. C. Wieland.

## JUDGE H. A. ROBSON RESIGNS FROM THE BOARD OF COMMERCE

Ottawa, Feb. 25.—Judge H. A. Robson, chairman of the Board of Commerce, has resigned, and that his resignation was placed in the hands of the Acting Prime Minister, Sir George E. Foster, last night. It is understood that Judge Robson's resignation has been caused by the later and more onerous duties placed on the board, including the Paper Controlship and resultant disputes, which were not anticipated at the outset.

## FIRE IN MATCH FACTORY

Hull, Que.—Fire, which broke out in the upper story of the E. B. Eddy match factory, at the Chaudiere, the other night, caused damage to the extent of several thousands of dollars. All of the three hundred girls employed in the factory were got out in safety. The fire originated in what is known as the "box bins" on the top storey amongst some thousands of boxes stored there.

# NEWS FROM WESTERN CANADA

## WESTERN NEWS

M. Taylor, 802 Sargent Avenue, Winnipeg, Man., has gone out of business.

Finucane & Oil, Watrous, Sask., have opened a butcher and grocery shop on Main Street.

H. Beach, of the King-Beach Mfg. Co., Mission, B. C., has been again elected to the office of secretary of the Mission Board of Trade.

Mr. Glabb, Winnipeg, has taken over the business recently operated by Frankel Bros., corner of Ellice Avenue and Burwell Street.

Hooper & Co., St. James, Man., have opened a new grocery and provision store on the corner of College Street and Silver Avenue.

A. McDougall, Winnipeg, Man., has taken over the grocery and confectionery business of T. Gibson, 53 Maryland Street.

P. B. Body, Winnipeg, Man., has sold his grocery and provision store on the corner of Donald Street and Broadway to H. W. Colquhoun.

C. F. Maghie, Winnipeg, has returned from England. Mr. Maghie has sold his grocery on Portage Avenue. He spent the last four months on a business trip in England.

A. E. Wedd, formerly of 481 Burwell Street, Winnipeg, Man., has taken over the business of J. R. Anthony, at 3731 Broadway, East Vancouver.

Samuel Carson, Norwood, Man., has recently bought a large block in the town, and he will move his grocery and provision business there in the Spring.

M. Simpson, who has spent the last two years in England and who formerly operated a store on Portage Avenue, Winnipeg, has opened a new store at 204 Queen Street, St. James, Man.

W. W. Thompson, who calls on the central city trade for A. Macdonald & Co., Vancouver, B.C., was called east suddenly owing to the illness of his father.

The Western Grocers' Social Club, a good-fellowship association of the employees of the Western Grocers, Ltd., Vancouver, B.C., held a successful whist drive and dance on Thursday evening, the 19th. The Old Country Tea Room was the scene of the festivities, and upwards of sixty couples were present. These social gatherings have been a monthly feature throughout the winter months.

Vancouver.—W. H. Malkin, of W. H. Malkin & Co., the wholesale grocers, has been appointed to the directorate of two more financial institutions, having been elected to the boards of the Northern Trust Co. and the Northern Mortgage Co. Both companies have their head offices in Winnipeg. Other directors in the Northern Trust Co. are: Sir Au-

gustus Nanton and Sir J. A. M. Aikins. Mr. Malkin was Provincial chairman of the last two Victory Loan campaigns, and is chairman of the local advisory board of the Union Bank.

Arthur Lowe, general merchant, Langbank, Sask., has added a new building 24 by 30 feet in size, to his present store. This new addition will be used for hardware and automobile supplies. He has also installed an electric lighting plant.

There has been an unusual amount of fog at the coast this winter. The candy men state to CANADIAN GROCER that chocolate coating is a cranky proposition, and that the finish on chocolates has a tendency to resemble the weather: a dull day, a dull chocolate—a bright day, a bright chocolate. If that be true, one should be able to see himself in an Alberta hand-roll.

A Mount Pleasant, Vancouver, B.C., grocer, says that the sugar shortage here has resulted in accumulated stocks of groceries on the shelves of the consumers, and that as sugar becomes more easily procurable the general and staple groceries, especially canned goods, are slacking off. "Many of my customers have told me," stated this grocer, "that in order to get a little sugar from various stores they have been obliged to buy an order of other goods. The shopper has figured, oh, well, I can do with a few cans of this or a package of that, and I need the sugar. Well, this will not be so bad as it was after the strike scare, when some small-calibred grocery hoarders started importuning their neighborhood grocers to take their surplus stocks off their hands."

## ADULTERATED MAPLE SYRUP—A WARNING TO GROCERS

Canadian authorities are still securing large quantities of adulterated maple syrup, 6,000 pounds of syrup being confiscated in Winnipeg and another carload in Montreal within the past week. Prosecution followed in one case, and the wholesale grocery firm was convicted.

## GOOD BUSINESS IN B. C.

Mr. Watson, of the Western Grocers, Ltd., Vancouver, B.C., reports to CANADIAN GROCER that business throughout British Columbia, notwithstanding the sugar shortage, has shown a marked increase over last year. That this is not simply the case with this one jobber is amply borne out by the various travellers covering the Fraser Valley and the interior. It should be noted that some sixteen thousand returned soldiers from other provinces have done B. C. the honor to make it their home. They are established, too. There is not the unemployment that many other winters have shown; indeed, there are still thous-

ands of acres of the best fruit-growing and ranching land still waiting to be taken up.

## SUGAR IN B. C. FIR TREES

In view of the uncertainty of the sugar situation at the present time, it is interesting to learn that the growth of a sweet substance resembling sugar has been discovered on fir trees in British Columbia. Such is the announcement in the current number of the American Forestry Magazine, and the discovery came as the result of the investigation of Professor John Davidson, chief of the Botanical Department of the University of British Columbia, at Vancouver.

Specimens of the product, upon analysis, are stated to have indicated the presence of a large percentage of an extremely rare variety of sugar. While it is not expected that fir sugar will become a factor in the food supply, like the product of the cane and the beet, it is believed it will prove valuable for experimental purposes.

The article states that Indians have, for many years, made use of the sugar obtained from fir trees in British Columbia.

## NEW BROKERAGE FIRM IN WINNIPEG

The Herald Brokerage Co. have opened offices at 617 McIntyre block, Winnipeg, where they will conduct a general brokerage business.

The general manager, Chas. C. Herald, has had considerable selling experience, having covered the West for the past ten years with a number of established lines.

Previous to the forming of the new company, Mr. Herald was with the Brandram-Henderson Paint Co. Associated with Mr. Herald are R. B. Strange, who will have charge of Alberta and British Columbia territory, also W. S. Martin, who will have charge of Saskatchewan.

Mr. Strange, previous to going overseas, was with the Dominion Government at Calgary for many years.

Mr. Martin, before going overseas, was in the retail business with his father at Saskatoon.

Mr. Herald has also been several years overseas, where the company was really formed, or first thought of.

The new company will operate from the Great Lakes to the Pacific, working both the retail and jobbing trade for their principals. They already represent several firms, being Western agents for the McCaskey Systems and Sales Books, Print-O-Graph parcel sealer, made by the American Products Corp., Ltd., St. Louis, U.S.A., and Richardson's "Magic" washing tablets, of Vancouver.

# Explains the Sugar Situation

Head of Vancouver Refinery Talks to Retailers and Clears Up Many Misunderstandings—One Cause of Shortage

VANCOUVER, B.C.—On the whole the retailers have weathered the sugar shortage in a creditable manner. Time and again when CANADIAN GROCER has been in retail grocery stores irate customers have been voicing their views of the sugar situation in language more picturesque than complimentary to the local refiners. The question arose as to whether there were ears burning at the refinery many a time. Here's the thing, though, that should appeal to the refiner:

Invariably the retailer has done the best that time afforded to offset bitterness and prejudice with a sane and explanatory statement of the world conditions and unusual difficulties of procuring sugar in the primary markets and the shortage of ships—and not forgetting the labor troubles at home and abroad.

## "Canadian Grocer" Posted Him

Time and again CANADIAN GROCER has heard some customer, after a vain effort to wheedle out of the grocer some sugar which he did not have, retail all the gossip she or he had heard; all the fanciful tales going around—or perhaps fabricated on the spot—about where the sugar was going and what somebody's cousin who lived next to a refinery employee had guessed. In every case CANADIAN GROCER patiently told the old story to the same skeptical audience. One of the wholesalers said: "It's tough enough for us to have to tell the retailers that we have no sugar, but my sympathy is with the retailer who has to stand the gaff of the hundred and fifty customers that he has to explain to."

Blythe Rogers, of the B. C. Sugar Refinery, told the writer some time ago: "I have refrained from making any comment on the sugar situation to the press. Whether I was reported as saying that sugar was scarce or plentiful, every added reference to sugar merely sends the consumer at once to the grocery store."

In that Mr. Rogers is exactly right. It is generally conceded that the scare headlines of a B. C. morning paper regarding the coming shortage, printed last November, sent immediately a month's supply of sugar into hoarding and greatly aggravated the situation. However, had the retailers been taken into the confidence of the refinery, some definite facts—very valuable defensive ammunition would have been provided for the retailers.

## Talks to the Retailers

On Tuesday, for the first time, Mr. Blythe addressed the regular meeting of the Retail Grocery Division of the R.M.A., and gave a comprehensive sur-

vey of the whole sugar situation. That the same was appreciated may be judged from the remarks of Vice-President T. H. White: "I am sure that after hearing Mr. Rogers' very lucid explanation of the sugar situation and of the conditions with which he has had to contend, we will all feel more favorably disposed toward him and the B. C. Sugar Refinery."

This goes to show that the manufacturer should give the retailer the best information possible. He is entitled to it, and will appreciate it.

## NEW SALES MANAGER FOR ACADIA SUGAR

Halifax, N. S.—John G. Reid has been

appointed general sales manager of the Acadia Sugar Refining Co., Limited, of Halifax, N. S. Mr. Reid has been connected with the sales department of the Atlantic Sugar Refineries, Ltd., since its organization. He has been their Toronto representative for four years. He is therefore known to many in the Canadian trade.

## HIT BY MOTOR

Robert A. Low, of Welsh Grape Juice Co., suffered a very painful accident by being knocked down by a motor truck while in Ottawa recently. Mr. Low is now back on the job after an absence of ten days.

## How to Handle New Customers

By ELLIS WARDLE

THE writer has been doing considerable travelling 'round the country of late, and has been in a fair percentage of all the Canadian grocery stores. Being an "ex-member" of the trade himself, he has, naturally, watched the methods in use at various establishments. Recently, in one store, in a fair-sized Western town, he was standing talking with the "Boss" when a lady walked in and looked around. Finally, one of the salesmen found time to approach and enquire of her her wants. She was after information, mainly, and was informed in a very stereotyped sort of manner, "Yes, we have this, and we have that, etc."; finally she purchased a couple of odd articles and walked out. That woman was a newcomer to that town, but not one effort was made to get that woman's trade, that was practically thrown in that salesman's face. He, for all intents and purposes, "turned her down"; and then will wonder why she took her trade elsewhere. She came in that store with an offer of, for the sake of round figures, say, forty dollars a month worth of trade; a mere matter of five hundred dollars a year. He knew that when that woman walked into that store she was a stranger to that store. He made no effort to develop her acquaintance, to make those well-gauged little enquiries, to get her name, and to make her "feel at home."

That is one thing, I fear, many salesmen forget, and that is, that every stranger that steps into your store, is a "prospect." At least, it is up to you to find out. It is so simple, if an honest effort is made. It is happening every day. Prospects go into a store to

"size it up" (including the staff), and get the formal "Good morning, what can I get for you?" as an opener, and then, "Good morning. Thank you," as an indication that the transaction is closed. And all it takes is a little tact on the part of the salesman to find out these things for himself, whether she is a newcomer in town, if she is open for trading with you, how many in the family (to gauge what her account should average), and in turn, to let her know that you would like the opportunity of trading with her. Let her look around the store. Show her the stock you carry, and above all, make her feel at home, so that next time she comes downtown her natural inclination is to turn into your store, where she was the first time, because she feels that she is "acquainted at that store."

Did you ever have an occasion of asking a customer's advice about contemplated changes in the "shop"? Just try it out for once and see the result. For instance: "By the way, Mrs. Jones, I've just been trying to scheme out a few changes in the front of the store here. You know, just to make things look a little different for a change, and show to better effect." You'd be surprised how Mrs. Jones is interested, and at the suggestions she can give you. When Mrs. Jones comes in next time she finds some of her little suggestions worked upon. She sees the improvement, and has the satisfaction of knowing she was responsible for them, and appreciates it. Her interest in your store is increased, because she feels she is working for the betterment of your store.

# WEEKLY GROCERY MARKET REPORTS

Statements from Buying Centres

## THE MARKETS AT A GLANCE

**G**ROCERY markets this week are generally firm with a trend toward higher prices. The sugar situation is not improved; supplies are scarce and higher prices are looked for. Primary markets on both tea and coffee are very active. Dried fruits are becoming low and no new stocks are arriving on account of the higher exchange rate.

**MONTREAL**—Montreal markets are very strong this week and higher prices appear imminent on many lines. The feature of the market is the probable result of the recent application of the refineries, for permission to increase their prices two cents per pound. Although nothing definite has been given to the trade the general feeling is that the advance is inevitable. Corn syrups are in active demand and are very strong. An advance in sugar will mean corresponding advances in this commodity. Molasses is very strong and advances may be expected at any time. Dried fruits are strong with the single exception of figs, which are considerably easier. Raisins have jumped almost out of sight and New York is willing to pay any price for stocks offered. Currants are steady and a good purchase at the present time. Dates are practically cleaned up and prices are sure to advance. Demands for nuts are stated to be very good and prices are holding firm. Canned goods are strong with upward tendencies. All grades of beans are quoted higher this week and the state of the exchange situation does not bring into view lower prices. Package goods are firm at maintained prices. Spices are strong and higher prices are probable. There is no change in the rice market as to prices, but dealers state that supplies are beginning to improve. Coffee and cocoa are steady and in brisk demand. Tea is strong and higher quotations are inevitable. Hay and grain are quiet this week and the undertone is not quite as firm as last week. Fruits are steady with few changes and vegetables are fairly active. Potatoes are easier and supplies are better. Advances are recorded on the following miscellaneous articles: Starch, washing powder, Javelle water, jams, shoe blacking, jelly powders, icings, puddings, cotton twine, evaporated milk, cod liver oil, pickles, stove polish and fly catchers. Mustard and lard are lower.

**TORONTO**—Toronto markets this week continue very strong. Advances have been registered on several lines of commodities and every indication points toward still higher prices. Supplies of sugar are very scant and is being distributed very carefully by the wholesalers. Sugar refineries have petitioned the Board of Commerce to permit them to advance the price of sugar 2 cents per pound. Refiners claim they are practically running at a loss. New prices on molasses are announced to take effect March 1st. No change in prices on teas or coffees have as yet taken place, but importers state that higher prices are assured in the near future. The trend of the primary spice market is toward increased prices. Many lines of spices are quoted lower for spot stocks than in the primary markets. Nutmegs, cloves and ginger are scarce. Artificial extracts are up 25 cents per dozen. All lines of cereals are in a very strong market and the demand at the present time is very active. Matches, floor wax, jelly powders, macaroni and prepared icing have all advanced to new levels. An advance of 10 cents per dozen is manifested on canned pumpkin. Spot stocks of rices are gradually becoming depleted and indications are for higher prices. All nuts are in a firm market. Importers state that primary markets are higher. Beans are unchanged in price, but dealers are experiencing difficulty in getting supplies. Oranges, lemons and grapefruit are in rather scant supply and quotations are 50 cents to \$1.00 per case higher. Potatoes are firmer, being quoted at \$4.25 per bag. California vegetables are selling freely. Millfeeds are scarce. The produce and provision market for the most part is active. Live hogs are quoted at \$19.25 on the fed and watered basis.

**WINNIPEG**—The markets are strong with tendencies to higher levels. Many lines have shown advances this week and stocks are getting low. Sugar deliveries are showing very little improvement, supplies are scant and further advances are expected. Rogers' syrups are quoted 20 to 40 cents per case higher. The coffee market is very firm with an indication for higher prices. Dried fruit stocks are becoming depleted. Shoe polishes are expected to advance in the very near future.

## QUEBEC MARKETS

**M**ONTREAL, Feb. 27—The market for general grocery lines for the most part are very firm. The sugar situation is very strong and higher prices are probable. There is an increased demand for dried fruits and all prices with the exception of figs are on the upward trend. Shelled nuts are holding firm. Chinese starch has advanced 60 cents per case. Jams, shoe blacking, jelly powders, icings, puddings and other lines have recorded higher prices.

### Sugar Strong; Advances Probable

**Montreal.**  
**SUGAR.**—The present situation of sugar is very strong and higher prices are probable. A petition has been made by the refining companies to the Board of Commerce to allow them to increase the price of sugar by 2 cents per pound. Documentary evidence was produced to prove that sugar is 3 cents per pound cheaper in Canada than in the United States and it is contended that the refiners are running at a loss. It was pointed out that sugar is selling for 10 cents a pound in Cuba. To this had to be added the freight and exchange, bringing up the cost to the refiner to 17 cents. A decision will be given at an early date. In the meantime the situation is very strong and dealers state that higher prices are inevitable in the very near future.

Atlantic Sugar Company, extra granulated sugar, 100 lbs.	14 50
Acadia Sugar Refinery, extra granulated.	14 50
Canada Sugar Refinery	14 50
Dominion Sugar Co., Ltd., crystal granulated	14 50
St. Lawrence Sugar Refineries	14 50
Icing, barrels	14 70
Icing, 25-lb. boxes	15 10
Icing, 50-lb. boxes	14 90
Do. (50 1-lb. boxes)	15 20
Yellow, No. 1	14 10
Do., No. 2 (Golden)	14 00
Do., No. 3	13 90
Do., No. 4	13 70
Powdered, barrels	14 60
Do., 50s	14 80
Do., 25s	15 00
Cubes and Dice (asst. tea), 100-lb. boxes	15 10
Do., 50-lb. boxes	15 20
Do., 25-lb. boxes	15 40
Do., 2-lb. package	16 50
Paris lumps, barrels	15 10
Do., 100 lbs.	15 20
Do., 50-lb. boxes	15 30
Do., 25-lb. boxes	15 50
Do., cartons, 2 lbs.	16 50
Do., cartons, 5 lbs.	17 00
Crystal diamonds, barrels	15 10
Do., 100-lb. boxes	16 20
Do., 50-lb. boxes	15 30
Do., 25-lb. boxes	15 50
Do., cases, 20 cartons	16 25

### Heavy Demands For Corn Syrups

**Montreal.**  
**CORN SYRUPS.**—An extremely active demand is manifest in this market for corn syrups, which, in view of the sugar situation, are very strong. With advances in sugar will come increased prices in this commodity.

**MOLASSES.**—Although no definite changes are recorded in this market the situation is very strong and advances may be expected at any time. It is stated that a good quantity of molasses is being shipped to the English markets, and it is feared there will be insufficient

fancy molasses to go round. In consequence a keen shortage is being felt and higher prices are inevitable.

<b>Corn Syrups—</b>	
Barrels, about 700 lbs., per lb.	0 08½
Half barrels	0 08¾
Kegs	0 09¼
2-lb. tins, 2 doz. in case, case	5 70
5-lb. tins, 1 doz. in case, case	6 55
10-lb. tins, ½ doz. in case, case	6 25
2-gal. 25-lb. pails, each	2 70
3-gal. 38½-lb. pails, each	4 00
5-gal. 65-lb. pails, each	6 50
<b>White Corn Syrup—</b>	
2-lb. tins, 2 doz. in case, case	6 30
5-lb. tins, 1 doz. in case, case	7 15
10-lb. tins, ½ doz. in case, case	6 85
<b>Cane Syrup (Crystal) Diamond—</b>	
case (2-lb. cans)	8 50
Barrels, per 100 lbs.	12 25
Half barrels, per 100 lbs.	12 50
Glucose, 5-lb. cans (case)	4 30

	<b>Prices for</b>
<b>Barbadoes Molasses—</b>	<b>Island of Montreal</b>
Punchoons	1 30 1 35
Barrels	1 33 1 36
Half barrels	1 35 1 40
<b>Fancy Molasses (in tins)—</b>	
2-lb. tins, 2 doz. in case, case	6 00
3-lb. tins, 2 doz. in case, case	8 25
5-lb. tins, 1 doz. in case, case	6 80
10-lb. tins, ½ doz. in case, case	6 65

**Note—**Prices on molasses to outside points average about 3c per gallon less. In gallon lots 2c above ½ barrel prices.

### Figs Weakening; Dates Very Strong

**Montreal.**  
**DRIED FRUITS.**—There is an increased demand for dried fruits. All prices with the single exception of figs are on the upward trend. Demands are said to be in excess of available supplies. Raisins have jumped almost out of sight and New York is willing to pay fancy prices for any line of raisins offered. It is stated that Turkish and Valencia raisins will play an important part in the future Canadian markets. Currants are said to be one of the best purchases on the market, and when sterling comes back to anywhere near normal these goods will advance several cents per pound. In consequence wholesalers are of the opinion that currants are a good purchase. Dates are very scarce and arrivals are awaited anxiously. Halloween dates are practically cleaned up and prices are sure to advance. Figs are considerably weaker. Exchange has enabled importers to considerably reduce their price. Another reason given for the weakness is that recent arrivals in New York of quantities of these goods failed to pass the American Pure Food Inspection, and must, in consequence, be re-exported. There is an increased demand for figs, and it is thought that when spot stocks are cleaned up the market will show an upward tendency.

Apricots, fancy	0 40
Do., choice	0 34
Do., slabs	0 30
Apples (evaporated)	0 23½ 0 24
Peaches, (fancy)	0 26 0 30

Do., choice, lb.	0 28
Pears, choice	0 30
<b>Drained Peels—</b>	
Choice	0 26
Ex. fancy	0 30
Lemon	0 45
Orange	0 45
Citron	0 65
Peels (cut mixed), doz.	3 25
<b>Raisins (seeded)—</b>	
Bulk, 25-lb. boxes, lb.	0 19 0 20
Muscateles, 2 Crown	0 23
Do., 1 Crown	0 25
Do., 3 Crown	0 24
Do., 4 Crown	0 19½ 0 20
Cal. seedless, cartons, 16 oz.	0 23
Cal. seedless, cartons, 16 oz.	0 22 0 23
Cal. Seedless, loose	0 26 0 28
Fancy seeded	0 17
15 oz.	0 21 0 22
Currants, loose	0 19 0 22
Do., Greek (16 oz.)	0 24
Dates, Excelisior (36-10s), pkg.	0 15½
Fard, 12-lb. boxes	3 25
Packages only	0 19 0 20
Do., Dromedary (36-10 oz.)	0 19
Packages only, Excelisior	0 20
Loose	0 16 0 17
<b>Figs (layer), 10-lb. boxes, 2s, lb.</b>	<b>0 40</b>
Do., 2½s, lb.	0 45
Do., 2½s, lb.	0 43
Do., 2½s, lb.	0 50
Figs, white (70 4-oz. boxes)	5 40
Figs, Spanish (cooking), 22 lbs. boxes, each	0 12
Figs, Turkish, 3 crown, lb.	0 44
Do., 5 Crown, lb.	0 46
Do., 7 Crown, lb.	0 52
Figs, mats	4 75
Do. (25-lb. boxes)	2 75
Do. (12 10-oz. boxes)	2 20
<b>Prunes (25-lb. boxes)—</b>	
20-30s	0 22
30-40s	0 30
40-50s	0 27
50-60s	0 23
60-70s	0 22
70-80s (25-lb. box)	0 20
80-90s	0 19
90-100s	0 17½
100-120s	0 16 0 17

### Canned Goods Getting Active

**Montreal.**  
**CANNED GOODS.**—The market for canned goods is strong with upward tendencies. Stocks are stated to be getting low and better inquiries have been made during the week. Dealers are of the opinion that with the opening of the Port of Montreal will come a great export of canned goods to the British markets. In the meantime prices are strong and canned fruit is expected to reach higher levels shortly.

<b>CANNED VEGETABLES</b>		
<b>Asparagus (Amer.), mammoth green tips</b>	4 50	4 85
Asparagus, imported (2½s)	5 50	5 55
Beans, Golden wax	2 00	2 00
Beans, Refugee	2 00	2 00
Beets, new, sliced, 2-lb.	1 35	1 35
Corn (2s)	1 80	1 80
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 00	7 50
Spinach, 3s	2 35	2 90
Squash, 2½-lb. doz.	1 50	1 50
Succotash, 2 lb. doz.	1 30	1 30
Do., Can. (2s)	1 30	1 30
Do., California, 2s	3 15	3 50
Do. (wine gals.)	8 00	10 00
Sauerkraut, 2½ lb. tins	1 60	1 60
Tomatoes, 1s	1 45	1 50
Do., 2s	1 50	1 50
Do., 2½s	1 80	1 85
Do., 3s	1 90	2 15
Do., gallons	6 50	7 00
Pumpkins, 2½s (doz.)	1 50	1 55
Do., gallons (doz.)	4 00	4 00
<b>Peas, standards</b>	<b>1 35 1 90</b>	
Do., Early June	1 92½	2 05
Do., extra fine, 2s	3 00	3 00
Do., Sweet Wrinkle	2 00	2 00
Do., fancy, 20 oz.	1 57½	1 57½
Do., 2-lb. tins	2 75	2 75
<b>Peas, Imported—</b>		
Fine, case of 100, case	27 50	27 50
Ex. Fine	30 00	30 00
No. 1	23 00	23 00
Apricots, 2½-lb. tins	6 25	6 50
Apples, 2½s, doz.	1 40	1 45
Do., new pack, doz.	?	?
Do., 3s, doz.	1 90	1 95

Do., new pack	6 75
Do., gallons, doz.	5 25 5 75
Blueberries, 1/2s, doz.	0 95 1 00
Do., 2s	2 40 2 45
Do., 1-lb. talls, doz.	1 85 1 90
Currants, black, 2s, doz.	4 00 4 00
Do., gallons, doz.	16 00
Cherries, red, pitted, heavy syrup, No. 2 1/2	4 80 5 15
Do., No. 2	20 00
doz.	4 75 4 80
Do., white, pitted	4 50 4 75
Gooseberries, 2s, heavy syrup, doz.	2 75
Peaches, heavy syrup—	
Do., No. 2	3 65 4 00
Do., gallon, "Pie," doz.	9 50
Do., gallon, table	10 00
Pears, 2s	4 25 4 50
Do., 2s (light syrup)	1 90
Do., 2 1/2s	5 25
Pineapples (grated and sliced), 1-lb. flat, doz.	1 90
Do., 2-lb. talls, doz.	2 30
Do., 2 1/2s	4 00 4 50
Plums, Lombard	2 00 2 20
Do., in heavy syrup	2 40 2 45
Do., in light syrup	2 45
Gages, green, 2s	2 40 2 45
Raspberries, 2s, black or red, heavy syrup	4 50 4 60
Strawberry, 2s, heavy syrup	4 50 4 65
Rhubarb, 2-lb. tins	2 25

CANNED FISH, MEATS, ETC.

Salmon—	
Chums, 1-lb. talls	2 00
Do., 1/2s, flat	1 20
Sockeye, 4s, 1s, doz.	4 75
Do., 9s, 1/2s, doz.	2 50
Red Springs, 1-lb. tall	4 10 4 30
Do., 1/2 lb.	2 00
Cohoos, 1-lb. tall	3 65
Do., 1/2-lb. flat	1 90
Pinks, 1 lb.	2 60
Do., 1/2 lb.	1 80
White Springs, 1s	2 00
Chums, 1 lb., talls	2 00
Do., 1/2s, flat	1 10
Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Alaska, red, 1-lb. tall	4 25 4 60
Herrings, imported, tomato sauce	3 25
Do., kippered	2 85 2 90
Do., tomato sauce, 1/2s.	1 85
Do., kipp., Canadian, 4s, 1s	1 50
Do., plain, case of 4 doz.	6 75
Do., 1/2s	1 65
Haddies (lunch), 1/2-lb.	1 00
Haddies, chicken (4 doz. to case), doz.	2 25 2 35
Canadian sardines, case.	6 25 6 75
Whale Steak, 1-lb. flat	2 00
Pilchards, 1-lb. talls	1 90 2 00
Norwegian sardines, per case of 100 (1/2s)	24 00 25 00
Oysters (canned), 5 oz., doz.	2 60
Do., 10 oz., doz.	4 20
Lobsters, 1/2-lb., doz.	3 40
Do., 1/2-lb. tins, doz.	5 50 6 00
Do., 1-lb. talls	12 00
Do., 1/2-lb., doz.	6 00
Do., 1-lb. flats	12 00
Lobster pas', 1/2-lb. tins	2 40
Sardines (Amer. Norweg'n style)	14 50
Do., Canadian brands (as to quality), case	6 25 17 50
Do., French	32 00 34 00
Do., (gen. Norwegian)	21 00 22 25
Do., Portuguese, case	24 00
Scallops, 1-lb., doz.	3 25
Do., Eastern trade	2 65
Do., Winnipeg and Western	2 25
Scotch Snack, No. 2, doz.	4 50
Shrimps, No. 1	2 40 2 90
Do., 1 1/2s	4 50
Crabs, No. 1 (case 4 doz.)	6 75
Crab meat (Japanese), doz.	6 50
Clams (river), 1 lb., doz.	1 90
Scotch Snack, No. 1, doz., Montreal	2 85
Meats, English potted, doz.	2 00

Walnuts, Almonds and Peanuts, Good Sellers

**Montreal.**  
**NUTS.**—This past week has shown an improved demand for all lines of nuts, especially amongst the Jewish trade (on account of a holiday this week and another in six weeks). Shelled walnuts and almonds are holding firm. Peanuts in shell are in active demand and the Montreal markets are said to be practically cleaned up. The market in Virginia maintains high prices. No reduction in price is looked for on any line, and the

tendency is for higher rulings in the immediate future.

Almonds, Tarragona, per lb.	0 32	0 33
Do., shelled	0 60	0 60
Do., Jordan	0 75	0 75
Brazil nuts (new)	0 28	0 28
Chestnuts (Canadian)	0 27	0 27
Filberts (Sicily), per lb.	0 22	0 22
Do., Barcelona	0 25	0 24
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, No. 4, Jumbo	0 35	0 35
Peanuts, Jumbo	0 24	0 24
Do., "G"	0 19	0 20
Do., Coons	0 16	0 16
Do., Shelled, No. 1 Spanish	0 24	0 25
Do., Salted, Spanish, per lb.	0 29	0 30
Do., Shelled, No. 1, Virginia	0 16 1/2	0 18
Do., No. 1 Virginia	0 14	0 14
Peanuts (Salted)—		
Fancy wholes, per lb.	0 35	0 35
Fancy splits, per lb.	0 33	0 33
Pecans, new Jumbo, per lb.	0 32	0 35
Do., large, No. 2, polished	0 32	0 35
Do., Orleans, No. 2	0 21	0 24
Do., Jumbo	0 60	0 60
Pecans, shelled	1 60	1 70
Walnuts	0 29	0 35
Do., new Naples	0 34	0 34
Do., shelled	0 75	0 80
Do., Chilean, bags, per lb.	0 33	0 33

**Note**—Jobbers sometimes make an added charge to above prices for broken lots.

Many Lines Have Advanced

**Montreal.**  
**MISCELLANEOUS.**—Higher prices rule this week for Chinese starch. Advances of 60 cents per case of 48 12-ounce packets have been effected. Cases are now quoted at \$6.50. Chinese washing powder is quoted higher in this market. The new selling price is \$8.40 per case of 120 packages, being an advance of 60 cents per case over old prices. Tanglefoot fly catcher has advanced and is selling at \$6.25 per case. Javelle water is also higher, selling at 90 cents per dozen. Several advances are effected this week on Pure Gold specialties. Jelly powders are selling at \$1.50 per dozen. Icings have advanced 20 cents per dozen, and puddings show an advance of 5 cents per dozen, now being quoted at \$1.45. Black Knight stove polish shows an advance of 5 cents per dozen, now being quoted at \$1.35 per dozen. Keen's mustard has declined 5 cents per pound. Advances have been effected on Dalley's shoe blacking (2 in 1 brand), showing an advance on list price of 5 cents. Selling price is \$1.35 per dozen. Cotton twine is higher, quoted at 79 to 82 cents per pound.

Evaporated Milk Higher; Cod Liver Oil Also

**Montreal.**  
**EVAPORATED MILK.**—Betty's evaporated milk has advanced 75 cents per case and is selling in this market at \$9.50.

**NEWFOUNDLAND COD LIVER OIL.**—Following are the new quotations for cod liver oil: 10-oz., advance, 10c to \$2 10 per dozen; 14-oz., advance 35c, to \$2.75; 20-oz., advance 40c, to \$3.25, and other sizes in proportion.

Jams Show Further Advances

**Montreal.**  
**JAMS.**—In view of the recent advances in sugar and the present unsettled

state of the market several makers of jams have advanced their prices. Upton's jams, 12-ounce, have advanced 45 cents per dozen, and are selling at \$2.55. Tumblers show an advance of 27 1/2 cents, being quoted at \$1.75; 4-lb. tins sell at 83 cents each, and 30-lb. pails at 19 1/2 cents per pound. Banner jams show an advance of 15 cents on tumbler which are selling at \$1.95 per dozen; 4-lb. tins are quoted at 87 cents each.

Feeds Unchanged Prices Are Firm

**Montreal.**  
**FEEDS.**—There is practically no change in the market this week. Prices are firm and supplies are still very slow. Demands for all feeds are said to be very brisk.

FEEDS—	
Brn, mixed cars	45 00
Shorts, mixed cars	52 00
Crushed oats	63 00 71 00
Barley chop	.....
Special Middlings	.....
Feed Flour, 98 lbs.	3 80
Gluten Feed—	
F.o.b. Cardinal	66 00
F.o.b. Fort William	64 00

Beans Advance; Peas Very Strong

**Montreal.**  
**BEANS.**—All grades of beans are quoted higher this week and it is stated that the market is very strong on account of the present exchange situation which does not tend to bring down the prevailing high figures.

**PEAS.**—Peas continue strong under active demands and there is little or no change to be reported in the general situation.

BEANS—	
Canadian, hand-picked, bush.	5 75 6 00
Japanese	5 50 5 75
Japanese Lima, per lb. (as to quality)	0 10 0 12
Lima, California	0 20
PEAS—	
White soup, per bush.	4 80 5 00
Split, new crop (98 lbs.)	8 25 9 00
Boiling, bushel	4 80 5 00
Japanese, green, lb.	0 10 1/2 0 11

Package Goods Standing Firm

**Montreal.**  
**PACKAGE GOODS.**—Package goods stand firm under active demands and prices are maintained. Dealers state that business is exceptionally good in all lines.

PACKAGE GOODS	
Breakfast food, case 18	2 85
Cocunut, 2 oz. pkgs., doz.	0 72 1/2
Do., 20-lb. cartons, lb.	0 36
Corn Flakes, 3 doz. case	3 50 3 65 3 50 4 25
Oat Flakes, 20s	5 40
Rolled oats, 20s	6 50
Do., 18s	2 42 1/2
Do., large, doz.	3 00
Oatmeal, fine cut, pkgs., case	6 75
Puffed rice	5 70
Puffed wheat	4 25
Farina, case	2 35
Hominy, pearl or granu., 2 doz.	3 65
Health bran (20 pkgs.), case	2 60
Scotch Pearl Barley, case	2 60
Pancake Flour, case	3 60
Pancake Flour, self-raising, doz.	1 50
Wheat food, 18-1 1/2s	3 25
Buckwheat Flour, case	3 60
Wheat flakes, case of 2 doz.	2 95
Oatmeal, fine cut, 20 pkgs.	6 75
Porridge wheat, 30s, case	7 30
Do., 30s, case	7 50
Self-raising Flour (3-lb. pack.) doz.	3 05



Do. (6-lb. pack.), doz.....	6 00
Corn starch (prepared) .....	0 12
Potato flour .....	0 16
Starch (laundry) .....	0 10 1/2
Flour, Tapioca .....	0 15 0 18

### Rolled Oats in Active Demand

**Montreal.**  
**CEREALS.**—There are no fresh developments to report in the market this week. Business is said to be fairly good for the time of year, and an active trade is being done in rolled oats. Prices are firm and unchanged.

<b>CEREALS—</b>	
Cornmeal, golden granulated ..	5 50
Barley, pearl (bag of 98 lbs.) ..	7 50
Barley, pot (98 lbs.) ..	6 75
Barley (roasted) ..	6 00
Buckwheat flour, 98 lbs. (new) ..	6 00
Hominy grits, 98 lbs. ..	6 50
Hominy, pearl (98 lbs.) ..	6 25
Graham flour ..	6 00
Do., barrel ..	13 25
Oatmeal (standard granulated) ..	5 75
Rolled Oats (bulk), 90s ..	5 75

### Flour Continues A Good Seller

**Montreal.**  
**FLOUR.**—Flour continues to hold steady and demands are fairly active. Prices are unchanged and it is generally supposed they will hold steady for some time to come.

<b>Standard Wheat Flours—</b>	
Straight or mixed ears, 50,000 lbs. on truck, per bbl., in (3) jute bags, 98 lbs. ....	13 25
Per bbl., in (2) cotton bags, 98 lbs. ....	13 45
Small lots, per bbl. (3) jute bags, 98 lbs. ....	13 50
Winter wheat flour (bbl.) Jute bags ..	....

### Will Spices Go Much Higher?

**Montreal.**  
**SPICES.**—Although spices have been strong for some time no appreciable advances have been effected, but dealers state that in view of the increased cost of containers, most of which come from across the line, higher prices will shortly rule. Business is fairly good and the position of the market is strong with upward tendencies.

Allspice .....	0 22
Cassia (pure) .....	0 33 0 35
Cocoanut, palls, 20 lbs., unsweetened, lb. ....	0 45
Do., sweetened, lb. ....	0 35
Chicory (Canadian), lb. ....	0 20
<b>Cinnamon—</b>	
Rolls .....	0 35
Pure, ground .....	0 35 0 40
Cloves .....	0 85 0 90
Cream of tartar (French pure) ..	0 75 0 80
American high test .....	0 60 0 65
Ginger .....	0 40
Ginger (Cochin or Jamaica) ..	0 31
Mace, pure, 1-lb. tins ..	1 00
Mixed spice ..	0 30 0 32
Do., 2 1/2 shaker tins, doz. ....	1 15
Nutmegs, whole ..	0 60 0 70
64, lb. ....	0 45
80 lb. ....	0 43
100, lb. ....	0 40
Ground, 1-lb. tins ..	0 65
Pepper, black ..	0 35 0 40
Do., special ..	0 33
Do., white ..	0 50
Pepper (Cayenne) ..	0 35 0 37
Pickling spice ..	0 20 0 30
Paprika ..	0 65 0 70
Tumeric ..	0 25 0 30
Tartaric acid, per lb. (crystals or powdered) ..	1 00 1 10
Cardamon seed, per lb., bulk ..	2 00
Caraway (nominal) ..	0 20 0 25
Cinnamon, China, lb. ....	0 30
Do., per lb. ....	0 35
Mustard seed, bulk ..	0 25 0 40
Celery seed, bulk (nominal) ..	0 75 0 80
Pimento, whole ..	0 15 0 20

For spices packed in cartons add 4 1/2 cents a

lb., and for spices packed in tin containers add 10 cents per lb.

### Rice Markets Show Improvement

**Montreal.**  
**RICE.**—Supplies of rice are beginning to come in, and although the markets remain pretty bare it is expected that within a very short time almost normal conditions will prevail as far as supplies are concerned. Prices will of course be governed to a great extent by the exchange situation.

<b>RICE—</b>	
Carolina, ex. fancy .....	19 00 21 00
Do. (fancy) .....	18 00
Rangoon "B" .....	14 50
Rangoon "CC" .....	14 25
Broken rice, fine .....	14 00
Tapioca, per lb. (seed) ..	0 12 1/2 0 13
Do. (pearl) ..	0 12 1/2 0 13
Do. (flake) ..	0 11 0 12 1/2

**NOTE.**—The rice market is subject to frequent change and the price basis is quite nominal.

### Brisk Demands Noted For Coffee

**Montreal.**  
**COFFEE.**—There is manifest at the present time a heavy demand for coffee, and in view of the shortage that is being felt in many quarters and the existing high rate of exchange, lower prices do not appear at all likely for some time to come.

**COCOA.**—Cocoa continues a good seller and remains firm and steady under recently advanced prices.

<b>COFFEE—</b>	
Rio, lb. ....	0 33 1/2 0 35 1/2
Mexican, lb. ....	0 50 0 51
Jamaica, lb. ....	0 46 0 48
Bogotas, lb. ....	0 49 0 51
Mocha (types) ..	0 50 0 52
Santos, Bourbon, lb. ....	0 47 0 49
Santos, lb. ....	0 47 0 48
<b>COCOA—</b>	
In 1-lbs., per doz. ....	5 80
In 1/2-lbs., per doz. ....	3 00
In 3/4-lbs., per doz. ....	1 60
In small size, per doz. ....	1 15

### Tea Situation Remains Unchanged

**Montreal.**  
**TEAS.**—Dealers state that there is absolutely no change to the situation of all teas. Markets are very bare, and now that supplies on hand are becoming practically exhausted, with future stocks uncertain, considerably higher prices are stated to be certain. In the meantime prices are very strong and advances have already been effected in some quarters.

<b>JAPAN TEAS—</b>	
Choice (to medium) .....	0 65 0 75
Early picking .....	0 65 0 70
Finest grades .....	0 80 1 00
<b>Javas—</b>	
Pekoes .....	0 46 0 48
Orange Pekoes ..	0 49 0 51
Broken Orange Pekoes ..	0 48 0 50

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

### Little Movement To Hay and Grain

**Montreal.**  
**GRAIN.**—Although no definite changes are effected in the market the feeling is not quite so strong and a few minor declines are recorded. Business is stated to be very dull and the position of the market is somewhat unsettled.

**HAY.**—Good hay, No. 1, is selling at \$28 per ton, and all other grades rule on an unchanged price basis.

<b>Hay—</b>	
Good, No. 1, per 2,000 lb. ton. ....	28 00
Do., No. 2 .....	27 00
Do., No. 3 .....	24 00
Straw .....	15 00
<b>Oats—</b>	
No. 2 C.W. (34 lbs.) .....	1 16
No. 3 C.W. ....	1 12
Extra feed .....	1 12
No. 1 feed .....	1 11
No. 2 feed .....	1 09
Tough 3 C.W. ....	1 10
<b>Barley—</b>	
No. 3 C.W. ....	....
No. 3 .....	....
No. 4 C.W. ....	....
Feed barley .....	1 65

Prices are at elevator.

### Apples in Boxes Somewhat Higher

**Montreal.**  
**FRUIT.**—There are no important changes in the market this week. Apples in boxes are advanced to \$5 and California navels show a slight increase. California lemons are selling in the local market at \$10. Business is stated to be fairly brisk.

<b>Apples—</b>	
Baldwins .....	7 50 8 00
Ben Davis, No. 1 .....	6 00 7 00
Macintosh Red .....	12 00
Fametus, No. 1 .....	14 00 15 00
Greenings .....	7 50 8 00
Gravenstein .....	....
Spies .....	10 00
Winter Reds .....	6 50 7 00
Apples in boxes ..	5 00
Bananas (as to grade), bunch... ..	6 00 7 00
Cranberries, bbl. ....	12 00 13 50
Do., gal. ....	0 75
Grapes, Tokay (box), 30 lbs. ....	....
Grape, Emperor, kegs ..	13 00
Grapefruit, Jamaican, 64, 80, 96. ....	4 25
Do., Florida, 54, 64, 80, 96. ....	4 25
Lemons, Cal. ....	10 00
Pears, Cal. ....	6 50
Pomegranates (boxes of about 80), box .....	3 00
Keiffer Pears (box) ..	2 75
Pears, Cal. ....	5 00
Oranges, Cal., Valencias ..	7 00
Cal. Navels ..	7 50 8 00
Florida, case ..	4 00

### Florida Tomatoes Again Advance

**Montreal.**  
**VEGETABLES.**—Further advances have been effected on Florida lettuce, which is selling at \$6 per hamper. Potatoes are considerably easier in view of larger stocks coming upon the market.

Florida tomatoes, crate (40 lbs.) ..	8 00
Beans, new string (imported) hamper ..	7 00
Beets, new, bag (Montreal) ..	2 00
Cucumbers (hothouse), doz. ....	4 00
Chicory, doz. ....	0 75
Cauliflower, Am., doz. dble crate ..	7 00
Do., single crate ..	6 50
Cabbage (Montreal), barrels ..	4 50
Carrots, bag ..	1 75
Garlic, lb. ....	0 50
Homeradish, lb. ....	0 20
Lettuce (Boston), head crate ..	3 00
Leeks, doz. ....	3 00 4 00
Mint .....	0 60
Mushrooms, lb. ....	1 50
Do., basket (about 3 lbs.) ..	4 00
Onions, Yellow, 75-lb. sack ..	8 50
Do., red, 75 lbs. ....	8 50 9 00
Do., crate ..	3 00
Do., Spanish, case ..	8 50
Oyster plant, doz. ....	0 50
Parsley (Canadian) ..	1 00
Peppers, green, doz. ....	0 50
Parsnips, bag ..	1 75
Potatoes, Montreal (90-lb. bag) ..	3 50 4 00
Do., New Brunswick ..	4 00
Do., sweet hamper ..	3 75
Radishes, American, doz. ....	0 75
Spinach, barrel ..	6 00
Turnips, Quebec, bag ..	2 00
Do., Montreal ..	1 50 1 75
Tomatoes, hothouse, lb. ....	0 40
Florida lettuce (hamper) ..	6 00
American parsley, doz. ....	2 00

# ONTARIO MARKETS

**T**ORONTO, Feb. 27—All lines of general groceries are firm. A change in the sugar market can be expected in view of the application of the sugar refiners to the Board of Commerce to be allowed to increase the price of sugar two cents per pound. Supplies of granulated sugar are very scant. New prices on molasses have been named to take effect March 1st. Matches have advanced, as likewise jelly powders, macaroni and prepared icing sugar. Oranges are none too plentiful and prices are quoted one dollar a case higher on some sizes. Potatoes are firmer and quoted at \$4.25. Dealers state that this is only temporary, due to the bad weather which makes transportation difficult.

## Sugar Likely To Advance

**Toronto.**  
**SUGAR.**—The refiners have sent in a petition to the Board of Commerce requesting that they be allowed to increase the price of sugar by two cents per pound. The reason for this, refiners point out, is that they have to pay ten cents per pound in Cuba for raws. To this had to be added the freight and exchange, also the higher cost of bags, barrels and labor brings up the cost of refined sugar. Refineries state that since the first of January they have practically been running at a loss. Granulated sugar is very scarce on the local market. Wholesalers are distributing sugar in one bag lots.

St. Lawrence, extra granulated, cwt... 14 71  
 Atlantic, extra granulated ..... 14 71  
 Acadia Sugar Refinery, extra granulated 14 71  
 Can. Sugar Refinery, extra granulated.. 14 71  
 Dom. Sugar Refinery, extra granulated.. 14 71  
 Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.  
 Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.  
 Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, cartons, 50/2s, 70c. Yellows same as above.

## Syrups Steady; Molasses Higher

**Toronto.**  
**CORN SYRUPS.** — Corn syrups are steady in prices. There is a big demand.  
**MOLASSES.**—There has been an advance noted on molasses this week. No. 1 baking grade is quoted at 56 cents per gallon. New prices on Domolco molasses to take effect on March first are as follows: No. 2 tins, \$5.95 per case, and No. 3 tins, \$8.10 per case.

<b>Corn Syrups—</b>	
Barrels, about 700 lbs., yellow.	0 08 1/2
Half barrels, 1/2 c over bbls.; 1/4 bbls., 1/2 c over bbls.	
Cases, 2-lb. tins, white, 2 doz. in case	6 30
Cases, 5-lb. tins, white, 1 doz. in case	7 15
Cases, 10-lb. tins, white, 1/2 doz. in case	6 85
Cases, 2-lb. tins, yellow, 2 doz. in case	5 70
Cases, 5-lb. tins, yellow, 1 doz. in case	6 55
Cases, 10-lb. tins, yellow, 1/2 doz. in case	6 25
<b>Cane Syrups—</b>	
Barrels and half barrels, 10...	0 08

Half barrels, 1/2 c over bbls.; 1/4 bbls., 1/2 c over.	
Cases, 2-lb. tins, 2 doz. in case	7 00
<b>Molasses—</b>	
Fancy Barbadoes, barrels	
Choice Barbadoes, barrels	
West India, bbls., gal.	0 56
West India, No. 10, kegs	6 50
West India, No. 5, kegs	3 00
Tins, 2-lb., table grade, case 2 doz., Barbadoes	
Tins, 3-lb. table grade, case 2 doz. Barbadoes	
Tins, 5-lb., 1 doz. to case, Barbadoes	
Tins, 10-lb., 1/2 doz. to case, Barbadoes	
Tins, No. 2, baking grade, case 2 doz.	4 00
Tins, No. 3, baking grade, case of 2 doz.	4 70 6 50
Tins, No. 5, baking grade, case of 1 doz.	3 75 6 20
Tins, No. 10, baking grade, case of 1/2 doz.	3 60 6 00
West Indies, 1 1/2s, 48s	4 60 6 95

## Higher Teas Are Assured

**Toronto.**  
**TEAS.**—While no change in prices has as yet been noted on teas, higher prices are inevitable in the very near future. Primary markets are very firm and the higher grade teas have advanced. The exchange on the rupee is playing an important part in the tea market. The normal value of the rupee is 1s. 4d. To-day it is valued at 2s. 11 1/2d.

<b>Ceylons and Indians—</b>	
Pekoe Souchongs	0 48 0 54
Pekoes	0 62 0 60
Broken Pekoes	0 56 0 64
Broken Orange Pekoes	0 58 0 66
<b>Javas—</b>	
Broken Orange Pekoes	0 58 0 65
Broken Pekoes	0 45 0 50
<b>Japans and Chinas—</b>	
Early pickings, Japans	0 63 0 65
Do., seconds	0 50 0 55
Hyson thirds	0 45 0 50
Do., pts.	0 58 0 67
Do., sifted	0 67 0 72
Above prices give range of quotations to the retail trade.	

## Coffee Remains Very Firm

**Toronto.**  
**COFFEE.**—No change in prices are registered on coffee this week. The market is very firm and prices are expected to advance.

Java, Private Estate	0 51 0 52
Java, Old Government, lb.	
Bogotas, lb.	0 49 0 50
Guatemala, lb.	0 48 0 52
Mexican, lb.	0 55
Maracaibo, lb.	0 47 0 48
Jamaica, lb.	0 45 0 46
Blue Mountain Jamaica	0 52
Mocha, lb.	0 55
Rio, lb.	0 35 0 37
Santos, Bourbon, lb.	0 46 0 47 1/2

Ceylon, Plantation, lb.	0 54
Chicory, lb.	0 25
<b>Cocoa—</b>	
Pure, lb.	0 31
Sweet, lb.	0 31

## Cloves Scarce; Nutmegs Higher

**Toronto.**  
**SPICE.**—The tendency in the primary spice market is rather toward higher prices. Many lines are quoted at a higher figure than spot stocks on the local market. Nutmegs, cloves and ginger are scarce and prices are somewhat higher.

Allspice	0 23 0 25
Cassia	0 35 0 40
Cinnamon	0 55
Cloves	0 85 0 90
Cayenne	0 35 0 37
Ginger	0 32 0 40
<b>Herbs — sage, thyme, parsley, mint, savory, Marjoram</b>	
Pastry	0 35 0 38
Pickling spices	0 22 0 30
Mace	0 95 1 00
Peppers, black	0 39 0 41
Peppers, white	0 50 0 52
Paprika, lb.	0 80 0 85
Nutmegs, selects, whole 100s	0 55
Do., 80s	0 53
Do., 64s	0 75
Nutmegs, ground	0 40 0 50
Mustard seed, whole	0 20 0 40
Celery seed, whole	0 75
Coriander, whole	0 25 0 30
Caraway seed, whole	0 35 0 45
Tumeric	0 28
Curry	0 40 0 45
<b>Cream of Tartar—</b>	
French, pure	0 80 0 85
American high-test, bulk	0 80 0 85
2-oz. packages, doz.	1 75
4-oz. packages, doz.	2 75 3 00
8-oz. tins, doz.	5 75

## Extracts Advance 25 Cents Per Dozen

**Toronto.**  
**EXTRACTS.**—Artificial extracts are quoted 25 cents per dozen higher. Those that have previously been selling at \$1.00 per dozen are now costing the retailer \$1.25 per dozen.

## Breakfast Foods In Good Demand

**Toronto.**  
**CEREALS.**—There are no changes manifested in breakfast foods this week. There is a good demand and prices are firm.

	<b>Single Bag Lots</b>
	<b>F.o.b. Toronto</b>
Barley, pearl, 98s	8 50
Barley, pot, 98s	7 25
Barley Flour, 98s	4 50
Buckwheat Flour, 98s	6 25
Cornmeal, Golden, 98s	5 75 6 00
Do., fancy yellow, 98s	6 50
Hominy grits, 98s	5 50 6 00
Hominy, pearl, 98s	5 25 5 75
Oatmeal, 98s	5 75 6 00
Oat Flour	
Corn Flour, 98s	5 50
Rye Flour, 98s	5 00
Rolled Oats, 90s	5 25 6 50
Rolled Wheat, 100-lb. bbl.	8 00
Cracked wheat, bag	6 50
Breakfast food, No. 1	7 75
Do., No. 2	7 75
Rice flour, 100 lbs.	10 00
Linseed meal, 98s	6 75
Peas, split, 98s	0 08 1/2
Blue peas, lb.	0 00 0 10
Marrowfat green peas	0 11 1/2
Graham Flour, 98s	7 00
Farina, 98s	6 20

## Strong Market For Package Goods

**Toronto.**  
**PACKAGE GOODS.**—There is an

active demand for all lines of package cereals. The market is quite strong.

**PACKAGE GOODS**

Rolled Oats, 20s, round, case	6 50
Do., 20s, square, case	6 50
Do., 36s, case	4 85
Do., 18s, case	2 42½
Corn Flakes, 36s, case	4 00
Porridge Wheat, 36s, regular, case	6 00
Do., 20s, family, case	6 80
Cooker Package Peas, 36s, case	4 20
Cornstarch, No. 1, lb. cartons	0 12
Do., No. 2, lb. cartons	0 10½
Laundry starch	0 10¼
Laundry starch, in 1-lb. cartons	0 12¼
Do., in 6-lb. tin canisters	0 13¾
Do., in 6-lb. wood boxes	0 13¾
Potato Flour, in 1-lb. pkgs.	0 16
Fine oatmeal, 20s	6 75
Cornmeal, 24s	3 65
Farina, 24s	2 90
Barley, 24s	2 60
Wheat flakes, 24s	5 60
Wheat kernels, 24s	4 50
Self-rising pancake flour, 24s	3 30
Buckwheat flour, 24s	3 30
Two-minute Oat Food, 24s	3 75
Puffed wheat, case	4 60
Puffed Rice, case	5 70
Health Bran, case	2 60
F.S. Hominy, gran., case	3 65
Do., pearl, case	3 65
Scotch Pearl Barley, case	2 60

**Matches and Other Lines Advance**

**Toronto.**  
**MISCELLANEOUS.**—Eddy matches have advanced, now quoted: Silent, 500s, at \$16.20 per case; Buffalo, 500s, at \$15.65; Bob White, 100s, at \$6.93; Owl, 300s, at \$7.15; Pony Silent, 75s, at \$14.15; Home at \$10.85. Hawe's floor wax is up to \$6.00 per dozen. Red Feather jelly powders are higher, quoted at \$1.45 per dozen. Prepared icing sugars have advanced to \$1.70 per dozen. L'Etoile macaroni and spaghetti are quoted at \$4.65 per case.

**Canned Pumpkin \$1.35 Per Dozen**

**Toronto.**  
**CANNED GOODS.**—The canned goods market remain firm at unchanged prices, excepting Aylmer pumpkin, which has advanced 10 cents per dozen. There is a good, steady demand reported on all lines.

<b>Salmon—</b>	
Sockeye, 1s, doz.	4 75
Sockeye, ½s, doz.	2 75
Alaska reds, 1s, doz.	4 25
Do., ½s, doz.	2 50
Lobsters, ½ lb., doz.	6 50
Do., ¼-lb. tins	3 90
Whale Steak, 1s, flat, doz.	1 75
Pilchards, 1-lb. talls, doz.	1 75
<b>Canned Vegetables—</b>	
Tomatoes, 2½s, doz.	1 95
Peas, Standard, doz.	2 25
Do., Early June, doz.	2 40
Do., Sweet Wrinkle, doz.	2 50
Beets, 2s, dozen	1 45
Do., extra sifted, doz.	2 77½
Beans, golden wax, doz.	2 00
Asparagus, tins, doz.	3 85
Asparagus butts, 2½s, doz.	2 50
Canadian corn	1 75
Pumpkins, 2½s, doz.	1 35
Spinach, 2s, doz.	2 15
Do., 2½s, doz.	2 82½
Do., 10s, doz.	10 00
Pineapples, sliced, 2s, doz.	4 50
Do., shredded, 2s, doz.	4 50
Rhubarb, preserved, 2s, doz.	2 07½
Do., preserved, 2½s, doz.	2 65
Do., standard 10s doz.	5 00
Apples, gal., doz.	6 25
Peaches, 2s, doz.	3 55
Pears, 2s, doz.	3 00
Plums, Lombard, 2s, doz.	3 10
Do., Green Gage	3 25
Cherries, pitted, H. S.	4 85
Blueberries, 2s	2 35
Strawberries, 2s, H. S.	4 90

Blueberries, 2s	2 10	2 35
<b>Jams—</b>		
Apricots, 4s, each	1 08	
Black Currants, 16 oz., doz.	4 85	
Do., 4s, each	1 25	
Gooseberry, 4s, each	0 98	
Do., 16 oz., doz.	4 10	
Peach, 4s, each	0 97	
Do., 16 oz., doz.	4 00	
Red Currants, 16 oz. doz.	4 15	
Raspberries, 16 oz., doz.	4 90	
Do., 4s, each	1 30	
Strawberries, 16 oz., doz.	5 10	
Do., 4s, each	1 30	

**Rices Continue To Be Scarce**

**Toronto.**  
**RICE.**—There is no indication of the supplies of rice being any better for some time. Quotations from primary markets are higher than those quoted by wholesalers for present spot stocks. The demand is steady.

Honduras, fancy, per 100 lbs.	0 20	0 21½
Blue Rose, lb.	15 00	16 00
Siam, fancy, per 100 lbs.	13 50	14 50
Siam, second, per 100 lbs.	17 00	17 00
Japans, fancy, per 10 lbs.	15 00	15 00
Do., second, per 100 lbs.	0 14	0 14
White Sago	14 00	14 00
Do., Pakling	0 14½	0 15
Chinese, XX., per 100 lbs.		
Do., Simiu		
Do., Mujin, No. 1		
Tapioca, per lb.	0 14½	0 15

**Dried Fruits Steady At Unchanged Prices**

**Toronto.**  
**DRIED FRUITS.**—The conditions of the dried fruit markets remains unchanged. Some wholesalers are short of certain sizes of prunes. Stocks of raisins are gradually becoming depleted and importers state that it is very doubtful whether any further supplies of raisins will arrive before next fall.

Evaporated apples	0 24	
Apricots, cartons, 11 oz., 48s	4 55	
<b>Candied Peels, American—</b>		
Lemon	0 44	0 46
Orange	0 44	0 46
<b>Currants—</b>		
Grecian, per lb.	0 22	0 24
Australians, 3 Crown, lb.	0 22	0 23
<b>Dates—</b>		
Excelsior, pkgs., 3 doz. in case	5 50	
Dromedary, 9 doz. in case	8 00	
Fard, per box, 12 to 13 lbs.	3 50	
New Hallowee dates, per lb.	0 21	
<b>Figs—</b>		
Taps, lb.	0 17	
Malagas, lb.		
Comrade figs, mats, lb.		
Smyrna figs, in bags	0 16	0 18
Cal., 4 oz. pkgs., 70s, case	5 00	
Cal., 8 oz., 20s, case	3 25	
Cal., 10 oz., 12s, case	2 25	
<b>Prunes—</b>		
30-40s, 25s	0 31	Per lb.
40-50s, 25s	0 28	
50-60s, 25s	0 24	
60-70s, 25s	0 22	
70-80s, 25s	0 21½	
80-90s, 25s	0 20	
90-100s, 25s		
Sunset prunes in 5-lb. cartons, each	1 15	
<b>Peaches—</b>		
Standard, 25-lb. box, peeled	0 26½	0 28
Choice, 25-lb. box, peeled	0 27	0 30
Fancy, 25-lb. boxes	0 29	0 30
<b>Raisins—</b>		
California bleached, lb.		
Extra fancy, sulphur bich., 25s	0 28½	
Seedless, 15-oz. packets	0 26½	
Seedless, 15-oz. packets	0 24	0 25½
Seedless, Thompson's, bulk	0 25	0 26
Crown Muscatels, No. 1s, 25s	0 25	
Turkish Sultanas	0 25½	0 28½

**Nut Market Reported Firm**

**Toronto.**  
**NUTS.**—All nuts are in a very firm market. Importers state that when

present spot stocks are sold, higher prices will be manifested on new stocks. Ceylon cocoonut is quoted at 43 cents per pound. Spanish peanuts are scarce and prices are high, being quoted at 26½ cents per pound.

Almonds, Tarragonas, lb.	0 31	0 39
Butternuts, Canadian, lb.	0 40	0 45
Walnuts, Cal., bags, 100 lbs.	0 28	0 30
Walnuts, Bordeaux, lb.	0 28	0 30
Walnuts, Grenobles, lb.	0 28	0 30
Do., Marbot	0 28	0 30
Filberts, lb.	0 30	0 32
Pecans, lb.	0 30	0 32
Cocoonuts, Jamaica, sack	12 00	
Cocoonut, unsweetened, lb.	0 40	0 43
Do., sweetened, lb.	0 45	0 45
Peanuts, Spanish, lb.	0 26½	0 26
Brazil nuts, large, lb.	0 32	0 33
Mixed Nuts, bags 50 lbs.	0 32	0 32
<b>Shelled—</b>		
Almonds, lb.	0 62	0 65
Filberts, lb.	0 50	0 55
Walnuts, Bordeaux lb.	0 53	0 50
Do., Manchurian	0 58	0 58
Peanuts, Spanish, lb.	0 25	0 25
Do., Chinese, 30-52 to oz.	0 20	0 20
Do., Java	0 19½	0 19½
Brazil nuts, lb.	0 68	0 68
Pecans, lb.	1 10	1 10

**Shortage on Beans; Prices Unchanged**

**Toronto.**  
**BEANS.**—There is an active demand for beans. Although there are no changes in prices, the market is firm and dealers are experiencing difficulty in getting supplies.

Ontario, 1-lb. to 2-lb. pickers, bus.	5 50
Do., hand-picked, bus.	6 00
Marrowfat, bu.	4 50
Japanese Kotosashi, per bu.	3 00
Rangoons, per bushel	0 16
Limas, per lb.	0 14
Madagascars, per lb.	0 15

**Strawberries Are 90 Cents Per Box**

**Toronto.**  
**FRUIT.**—Oranges have again advanced, now being quoted at \$6.50 to \$8.50 per case, according to size. Higher prices are anticipated. Supplies are coming along very slowly and dealers state that they are experiencing difficulty in getting quotations. Lemons are also scarce. Florida strawberries are arriving freely and selling at 90 cents for quart boxes.

<b>Cal. Navel Oranges—</b>		
80s, per case	6 50	
100s, per case	7 09	
126s, per case	7 75	
150s, per case	8 25	
176s, 200s, 216s, 250s, per case	8 50	
<b>Florida Oranges—</b>		
126s, 150s, 176s, 200s, 216s, 250s	8 00	
Bananas, Port Limons	0 08½	
Lemons, Cal., 300s, 360s	8 00	8 50
Do., Messinas, 300s		
<b>Grapefruit—</b>		
28s	4 50	per case
36s	5 00	
46s, 54s	5 00	
64s, 70s, 80s	5 25	5 75
<b>Apples, Nova Scotia—</b>		
Baldwins, bbl.	4 50	7 00
Starks	4 50	6 75
Fallawatus	6 75	6 75
Peewaukie	6 35	7 00
Kings	4 50	5 00
Other varieties	4 50	7 00
<b>Apples, Ontario—</b>		
Spys, No. 1, bbl.	11 00	
Do., Nos. 2 and 3	6 50	9 00
Baldwins	6 00	7 00
Rome Beauty, sizes 88s, 96s, 104s, 118s, 126s, 138s, 150s.	3 75	4 00
Cal. Pears	5 50	
<b>Florida Tangerines, 144s, 168s,</b>		
196s, 216s, 224s		
Grapes, Spanish Malagas, keg	15 00	17 00
Cranberry, Cape Cod, bbl.	12 50	
Do., half bbl.	7 50	
Do., boxes	4 50	

**Potatoes Firmer;**  
**Supplies Scarce**

Toronto.

VEGETABLES.—The potato market has shown a slight firmness. Dealers state that this is probably only temporary, caused by the condition of the roads and poor transportation. California vegetables are arriving freely and are in active demand. Hot house tomatoes are selling at 45 cents per pound. Domestic green onions are quoted at 30 cents per dozen bunches.

Cabbage, bbl. ....	6 00
Carrots, per bag .....	2 25
Parsnips, per bag .....	2 75
Radishes, Cal., doz. ....	0 75
Cabbages, Cal., case .....	6 50
Hot-house Tomatoes, lb. ....	0 42
Onions, Yellow Danvers, 100 lb. ....	8 00
sacks .....	8 00
British Columbia Onions, 75 lb. ....	7 50
sacks .....	7 50
Spanish Onions, large cases .....	2 75
Do., small crates .....	7 50
Onions, white, large sacks .....	7 00
Celery, Florida, case .....	6 00
Cauliflower, Cal., standard case .....	5 50
6 00	
Potatoes—	
Ont., 90-lb. bags .....	4 25
Quebec, 90-lb. bags .....	4 25
Jersey Sweet, hamper .....	3 75

**WINNIPEG MARKETS**

WINNIPEG, Feb. 27—The markets for the most part are very strong. Many lines have reached new levels. Supplies of sugar are very scant, barely sufficient to meet present requirements. Rogers' syrups are quoted 20 to 40 cents per case higher. Beans are in good demand and stocks are fair. Canned fruits are in active demand and quotations remain unchanged. Dried fruit stocks are becoming almost depleted and business on these lines is reported brisk.

**Sugar Deliveries Show**  
**Little Improvement**

Winnipeg.

SUGAR.—Sugar deliveries for Manitoba show little improvement and supplies are very short indeed and shipments from the East are very slow in arriving. Alberta and Saskatchewan are said to be a little better off. The sugar market is very firm and a further advance of at least one dollar per hundred would not be unlooked for.

**Rogers' Syrup**  
**Farther Advances**

Winnipeg.

SYRUP.—Roger's syrup has again advanced; this is the second advance since the first of the month. 2s advance 30c per case; 5s advance 35c; 10s and 20s advance 40c; glass jars, 20c.

**Beans Are**  
**Holding Firm**

Winnipeg.

BEANS.—There has been no change in the bean market this week but the market is very firm. Supplies are fair with a good demand reported.

**Coffee in Tins**  
**Again Advances**

Winnipeg.

COFFEE.—Coffee in tins shows an ad-

Do., bbl., double-headers .....	7 50
Turnips, bag .....	1 25
Mushrooms, 4-lb. basket .....	4 00
Lettuce, Cal., head, crate 8 doz. ....	5 50
Cabbage, Florida, hamper .....	4 00
Green onions, Cal., doz. bunches .....	1 00
Do., Domestic, doz. bunches .....	0 40
Hot-house Tomatoes, lb. ....	0 45
Green Peppers, doz. ....	1 00
Rhubarb, doz. bunches .....	1 25

**Flour Market**  
**Remains Steady**

Toronto.

FLOUR.—The flour market remains steady at unchanged prices.

Ontario winter wheat flour, in carload shipments, on tracks, per barrel, in jute bags .....	11 70
Ontario spring wheat flour, in jute bags, per barrel .....	13 45

**Bran and Shorts**  
**Are Off the Market**

Toronto.

MILLFEEDS.—Millers are not offering bran this week. Shorts also are scarce and very little can be obtained.

MILLFEEDS—	
Bran, per ton .....	45 25
Shorts, per ton .....	52 25

vance of three cents per pound. The coffee market shows a firmer tendency all around. Many varieties of the better described beans show strong advances the past week.

**Confectionery is**  
**Very Strong**

Winnipeg.

CONFECTIONERY.—Confectionery manufacturers are still talking about further advancing prices; they say their profits are even yet below what they should be. Advances are looked for in all lines.

**Tapioca and Sago**  
**Remain Unchanged**

Winnipeg.

TAPIOCA AND SAGO.—While the tapioca market has been showing considerable activity the past few weeks it seems to have settled down to a more staple basis; there has been no changes in either tapioca or sago the past week.

**Dried Fruits**  
**In Scant Supply**

Winnipeg.

DRIED FRUITS.—Dried fruits of all varieties are in very scant supply. Most importers are inclined to withhold purchases on account of the exchange situation. This also applies to many lines of American goods.

**Canned Fruit**  
**In Active Demand**

Winnipeg.

CANNED FRUIT.—There is a heavy demand for all lines of Canadian fruits. Due to the high rate of exchange it is almost impossible to bring in California fruit and sell it on this market. Retailers are taking advantage of this and disposing of heavy stocks of Canadian goods. Prices on Canadian lines are holding very firm, but little change is showing.

**Shoe Polish**  
**Will Advance**

Winnipeg.

SHOE POLISH.—From information just to hand shoe polishes are due for a stiff advance. Jobbers are booking heavy orders for future delivery and retailers are well advised to place their orders for their spring requirements now. The advance is brought about by the higher costs of containers, raw material, labor, etc.

**Coal Oil Is**  
**Up 2c Per Gallon**

Winnipeg.

COAL OIL.—Coal oil has advanced 2 cents per gallon this week. Market is very firm.

**Matches Higher;**  
**Sal Soda Also**

Winnipeg.

MISCELLANEOUS.—Matches have advanced from 20 to 45 cents per case. This has been looked for for some time and retailers were advised through these columns some weeks ago of the anticipated advance. Sal soda shows an advance of \$12 per ton.

**Vegetables Remain**  
**Unchanged**

Winnipeg.

VEGETABLES.—Vegetables remain unchanged; demand for green vegetables is very heavy and stocks are reported good.

Beets, per lb. ....	0 04
Turnips, per lb. ....	0 03
Carrots, per lb. ....	0 04
Cabbage, per lb. ....	0 06
Potatoes, per bushel .....	2 50
B.C. Onions, per lb. ....	0 08
Head Lettuce, per doz. ....	2 00
Leaf Lettuce, per doz. ....	0 75
Cucumbers, per doz. ....	6 35

**Flour Prices**  
**Are Unchanged**

Winnipeg.

FLOUR.—There is a good demand for flour. The market remains firm at unchanged prices.

**Mill Feed**  
**Remains Unchanged**

Winnipeg.

MILL FEEDS.—Mill feed and hay both remain unchanged. The market is slightly firmer on mill feeds than it has been for some time.

Bran, per ton .....	39 00
Shorts, per ton .....	46 00
Hay No. 1 Timothy, per ton .....	31 00
Do., No. 2 Timothy, per ton .....	29 00

# WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Feb. 27.—High exchange rates are causing further advance in living costs according to jobbers and retailers. Within the last week oranges and lemons have advanced \$1 per case and lemons are now worth 5 cents each in case lots. Raisins and dried fruits have also advanced and a scarcity reported. Canned goods, jams and biscuits are higher. Sugar is coming forward more regularly, the principal consignments from British Columbia. Sugar is quoted at \$15.55 per hundredweight.

Beans, small white, Japans, bus.	4 50
Beans, Lima, per lb.	0 12½
Rolled oats, brails	5 00
Rice, Siam, cwt.	12 00
Sago, lb.	0 11½
Flour	5 40
Tapioca, lb.	0 14
Sugar, pure cane, gran., cwt.	15 55
Cheese, No. 1, Ontario, large.	0 33
Butter, Creamery	0 70
Lard, pure, 3s, per case	21 60
Bacon, lb.	0 48
Eggs, new laid	0 75
Tomatoes, 2½s, standard case.	4 47
Corn, 2s, standard case	3 96
Peas, 2s, standard case	4 80
Apples, gal.	3 25
Apples, evaporated, per lb.	0 26
Strawberries, 2s, Ont., case.	9 75
Raspberries, 2s, Ont., case	9 75
Peaches, 2s, Ontario, case.	7 85
Plums, 2s, case	5 00
Salmon, finest Sockeye, tall, case	17 80
Salmon, pink, tall, case	10 25
Peaches, Cal., 2½s	7 00
Potatoes, bushel	2 50

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Feb. 27.—The sugar shortage is causing local dealers much concern, and an advance is expected this week. Cornmeal has registered an advance. Granulated is quoted at \$6.25 and the ordinary at \$4 per bag. Canned fruits and vegetables are quoted 5 to 15 cents per dozen higher. The butter market is firmer and prices have advanced. Dairy butter quoted at 63 cents and tub at 58 to 60 cents per pound. Bacon is also in a firm market and prices are expected to go higher. Onions are up 50 cents per bag. Lemons and oranges also quoted higher. California lemons are bringing \$12 per case.

Flour, No. 1 patents, bbls., Man.	14 90
Cornmeal, gran., bags	6 25
Cornmeal, ordinary	4 00
Rolled oats	12 50
Rice, Siam, per 100 lbs.	14 75
Tapioca, 100 lbs.	13 60
Molasses	1 30

## Sugar—

Standard, granulated	14 60
No. 1, yellow	14 10
Cheese, New Brunswick	0 32
Cheese, Ont., twins	0 32
Eggs, fresh, doz.	0 65
Eggs, storage	0 58
Breakfast bacon	0 40
Butter, creamery, per lb.	0 66
Butter, dairy, per lb.	0 63
Butter, tub	0 58
Lard, pure, lb.	0 33
Lard, compound	0 31
American, clear pork	58 00
Beef, corned, ls	4 00
Tomatoes, 2½s, standard case.	4 25
Raspberries, 2s, Ont., case	4 40
Peaches, 2s, standard, case.	7 30
Corn, 2s, standard, case	3 80
Peas, standard, case	4 15
Apples, gal., N.B., doz.	4 75
Strawberries, 2s, Ont., case	9 00
Salmon, Red Spring, flats, cases	19 50
Pinks	11 00
Cohoos	15 00
Chums	9 00
Evaporated Apples, per lb.	0 22½
Peaches, per lb.	0 27½
Potatoes, Natives, per bbl.	7 00
Onions, Can., 100-lb. bag	7 00
Lemons, Cal., case	12 00
Oranges, Cal., case	7 00
Grapefruit, Cal., case	7 00
Apples, Western, box	4 50
Bananas, per lb.	0 10
Grapes, Malaga, keg	11 00

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Feb. 27.—Six cars of sugar arrived this week which will help to relieve the situation somewhat. Matches are higher by 20 to 40 cents per case. "Two in One" shoe polishes have advanced 5 cents per dozen. Keen's mustard is quoted lower, 5 cents per pound on ½c and 6 cents per pound on ¼s. Sago and tapioca have also declined. Lard is somewhat easier. Cheese is quoted at 29 to 30 cents per pound. New laid eggs are selling at \$21.50 per case. Shredded wheat is again on the market at the old prices. Lemons again advanced and are now quoted at \$8.50 to \$9 per case. Advances have been recorded on Cowan's cocoa, Red Rose tea, coffee, chewing gum, and some lines of biscuits.

Flour, 96s, per bbl.	12 95
Beans, B.C.	7 50
Rolled oats, 80s	4 90
Rice, Siam	12 75
Japan, No. 1	15 50
Tapioca, lb.	0 12
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt	15 35
Cheese, No. 1, Ont., large.	0 29
Butter, creamery, lb.	0 65
Do., dairy, lb.	0 50
Lard, pure, 3s	18 90
Eggs, new laid, local, case.	21 50
Do., No. 1, storage, case.	15 00
Tomatoes, 2½s, standard, case.	4 50
Corn, 2s, case	4 00
Peas, 2s, standard, case.	4 20
Strawberries, 2s, Ontario, case.	10 30
Raspberries, 2s, Ontario, case.	10 30
Cherries, 2s, red, pitted	9 00
Apples, evaporated	0 22½
Do., 25s, lb.	0 25½

Peaches, evaporated, lb.	0 25½
Do., canned, 2s	7 50
Prunes, 90-100s	0 16
Do., 70-80s	0 17
Do., 50-60s	0 20
Do., 30-40s	0 26
Do., 20-30s	0 31
Raisins, bleached Sultanias	0 27
Do., bulk, seedless	0 21
Do., package, 11 os.	0 16½
Filiatras Currants, lb.	0 26
Salmon, pink tall, case	10 25
Do., Sockeye, tall, case	17 50
Do., halves	15 00
Potatoes, Alta., per ton	75 00
Oranges	7 50
Lemons	8 50
Grapefruit	8 00

## VANCOUVER

Continued from page 74

### Sugar Prices

Are Unchanged

#### Vancouver.

SUGAR.—No new developments are noted in the sugar market this week. Supplies are scarce and prices are ruling the same.

### Cereals and Beans

Selling Freely

#### Vancouver.

CEREALS.—All breakfast foods are in active demand and are ruling at firm prices.

### Matches Are

Quoted Higher

#### Vancouver.

MISCELLANEOUS.—All grades of matches are quoted 20 to 60 cents per case higher. Supplies of salt are arriving more freely. There is an indication of soaps becoming scarce.

### Onions Are

\$8.50 Per Sack

#### Vancouver.

VEGETABLES.—The market for vegetables remain unchanged. Potatoes are ruling firm. Onions are quoted at \$8.50 per sack.

Potatoes, Ashcroft	90 00	95 00
Do., Mainland, ton	80 00	85 00
Carrots, per lb.	0 00½	0 00
Beets, per lb.	0 03	0 02½
Turnips, per lb.	0 05	0 05
Cabbage, per lb.	0 05	0 05
Onions, B.C., sack	8 50	8 50
Do., Man., sack	9 00	9 00
Valencia Onions, sack	7 25	7 25
Head lettuce, Cal., case.	0 70	0 70
Do., leaf, per doz.	15 00	15 00
Tomatoes, per case	3 00	3 00
Celery, per dozen	4 25	4 25
Cauliflower	90 00	95 00

### Oranges Are

Quoted Higher

#### Vancouver.

FRUIT.—Oranges and lemons are in good demand. California navels are quoted at \$8.00 per case. Other fruits are steady at unchanged prices.



# PRODUCE AND PROVISIONS

## Fish is Fine All-Year-Round Food

Particularly Desirable in Summer Heat—Extent of the Fisheries of Quebec Province  
—A Universal Food

Written for Canadian Grocer by J. A. PAULHUS, Montreal

**T**HE Province of Quebec has made great strides these past few years in the exploitation of its vast natural resources. It has attained the first place in the Dominion, both in quantity and quality for its cheese and butter industry. The output of mines and forest products has soared up to figures which were only dreamed of a few years ago.

The returns from the farm have shown for the last period of a few years a constant and tremendous increase, both in the acreage and crops. In a word, the old Province of Quebec is passing through a wave of activity and material prosperity, which is attracting the attention of the economical world at home and abroad.

Nevertheless, as promising and as assured may be the advancements of the province in the development of its future interests, it is a fact that one of its primary industries is not receiving the encouragement and is not utilized and exploited as it should be. The fisheries of this province are second to none in the Dominion, both with regard to their extent and wealth, and still the production of this source of income is only tabulated as ranking in the fourth place amongst other provinces. Why we should neglect such an important matter, cannot be easily explained—only by lack of knowledge, ignorance or indifference on the part of our economic educators.

### Fish—A Perfect Food

Fish food is becoming more and more an article of consumption the world over. It is recognized the best substitute, in fact the equal in more than a way to butchers' meat, and from the point of view of hygiene, the most sanitary food that can be procured, containing all the elements necessary to sustain life at its best without impairing the functions of the human organism; in fact, according to men of science, a perfect food.

It has, moreover, the good features of being much more reasonable in price than any other commodity, and particularly at these times of high-priced meats,

butter, eggs, molasses, it should commend itself to the retailer and to the purse of the consumer of this province.

Think of it, for the price of one ton of meat you would at all times secure a quantity of food about five times as much and at that a most palatable food, a most varied one, good at any time of the year, in all seasons, and particularly fitted to be used during the spell of our summer heat. In this province, during



J. A. PAULHUS

Writer of this article on the importance of fish in our diet.

the warm summer months, in our rural districts particularly, meat, beef and pork are almost exceptionally used as daily food. This is a custom which has degenerated into a bad habit, all contrary to common sense.

### An Important Summer Food

In the tropical countries for instance the heat is not more intense at any time during the year than it is in this province during July and August; we never allow meat in the daily diet under the equator, but plenty of fish and fruits.

Meat is heating, fish is refreshing. Fish cools the blood and at the same time nourishes the body, feeds the brain and calms the nerves. The other aspect of the question of fish food is the thrift consideration. For instance, in the case of a farmer producing butter, cheese, meat, etc. By selling a part of these products, which is intended to be kept for his own use, and getting instead the same amount of food in fish product, he will find out by this operation that his bank-book or his purse will swell amazingly and still he will not be stinting himself; on the contrary improving his health and his comfort.

Another reason why Canadians should use more fish as a food, is that our fisheries and particularly our Quebec fisheries, are extensive and rich in all kinds of valuable fish.

The North Shore, Bay, the Chaleurs, the numerous lakes and mighty rivers which flow through the territory of Quebec Province, are all teeming with the best of fish species.

Hudson Bay, this vast inland sea, has not yet been touched as a fishing asset. There is certainly there in store enough fish food to supply the whole province for generations.

It is evident as it has been often said this Province of Quebec has been lavishly endowed by Providence and Nature, and it is for its inhabitants to take advantage of these precious gifts and to exploit these resources intelligently and in a manner to increase the health, the prosperity and the comfort of each and all.

The Marvel Milling Co., J. B. Stringer & Co., proprietors, Chatham, Ont., are putting on the market a new flour called "Flavo-Flour." The company point out this flour is made by the new "Marvel" mill and claim that it retains all the nutriments and at the same time most of the flavor and strength of the grain. It is used for both bread and pastry. They also state that the aromatic oils which contain the flavor are retained on account of the "Marvel" system being a short system in milling.

# Produce, Provision and Fish Markets

## QUEBEC MARKETS

**M**ONTREAL, Feb. 27—Montreal markets are rather unsettled this week with fluctuating prices. Owing to the heavy snowstorms which have considerably hampered the transportation of live stock, a stronger feeling has been created in the market owing to the fact that packers, generally, are short of supplies. Prices are unchanged in the local markets, but the undertone is undoubtedly firmer in both hogs and beef. Cooked meats are firm and prices are maintained. Ham and bacon are steady on an unchanged price basis. Margarine is weaker and prices have slightly declined. Lard is not quite so strong and slight declines are noted this week. Shortening is firming up on account of slow and inadequate supplies. Butter is very unsettled and prices are irregular. All grades have declined about five cents per pound. This is due to the stocks on hand being in excess of the present demands from outside sources. Eggs are quiet. Storage eggs are exhausted and supplies of Canadian new-laid are coming in very slowly. Most of the available supplies are imported from across the line. Little movement is manifest in the cheese market and prices are practically unchanged. Poultry is a fairly good seller considering the season of the year. Prices are unaltered. Undertone is steady and firm. Frozen fish is proving a good seller. Prices on all lines are steady. Some improvement has been shown in the bulk oyster situation and prices are said to be coming down. The season for lobsters opens on the 1st of March and the prospects point to high prices.

### Hogs Are Stronger; Beef Very Firm

**Montreal.**  
**HOGS.**—Owing to the heavy snowstorms of late and the consequent transport difficulties, the receipts of live hogs were considerable lighter, and as packers generally were short of supplies a stronger feeling was created in the market. Prices in the local markets are practically unchanged, but the undertone is undoubtedly firmer.

**BEEF.**—Beef is much firmer. Supplies are said to be very slow for the same reason as given above for hogs, and prices have advanced in some quarters from \$1.00 to \$2.00 per hundred pounds. Local quotations rule without change.

#### FRESH MEATS

Hogs, live (selects) .....	18 50	19 50
Hogs, dressed—		
Abattoir killed, 65-90 lbs.....	23 50	24 50
<b>Fresh Pork—</b>		
Leg of Pork (foot on) .....	0 31½	
Loins (trimmed) .....	0 35	
Loins (untrimmed) .....	0 32	
Bone trimmings .....	0 18	0 21
Trimmed shoulders .....	0 25	
Untrimmed .....	0 23	
Pork Sausage (pure) .....	0 23	
Farmer Sausages .....	0 18	
<b>Fresh Beef—</b>		
(Cows)		(Steers)
\$0 19 \$0 22 ..Hind quarters..	\$0 24	\$0 28
0 12 0 14 ..Front quarters..	0 13	0 16
0 27 ..Loins .....	0 38	
0 22 ..Ribs .....	0 28	
0 12 ..Chucks .....	0 14	
0 18 ..Hips .....	0 19	
Calves (as to grade) .....	0 22	0 28
Lambs, 50-80 lbs. (whole carcass),		
lb. .....	0 28	
No. 1 Mutton (whole carcass), 45-		
50 lbs., lb. ....	0 18	

### Barrelled Meats Rule Very Firm

**Montreal.**  
**BARRELLED MEATS.** — There is little or no change to report in the market. Prices rule firm under an active demand and in view of slow supplies the tendency is higher, rather than lower.

#### BARRELLED MEATS

<b>Barrel Pork—</b>	
Canadian short cut (bbl.), 25-35	
pieces .....	54 00
Clear fat backs (bbl.), 40-50	
pieces .....	55 00
Heavy mess pork (bbl.) .....	52 00
Plate Beef .....	30 00
Mess Beef .....	23 00 28 00
Bean Pork .....	48 00

### Cooked Meats Firm; Prices Unchanged

**Montreal.**  
**COOKED MEATS.**—Cooked meats are firm. Prices are maintained and no definite changes have appeared in the market. Trade is stated to be fairly active, considering the season of the year, and the undertone is firm and steady.

Jellied pork tongues .....	0 46
Jellied Pressed Beef, lb. ....	0 32
Ham and tongue, lb. ....	0 30
Veal and tongue .....	0 23
Hams, cooked .....	0 47
Shoulders, roast .....	0 50
Shoulders, boiled .....	0 43
Pork pies (dos.) .....	0 12
Blood pudding, lb. ....	0 19
Mince meat, lb. ....	0 15
Sausage, pure pork .....	0 18
Bologna, lb. ....	0 15

### Ham and Bacon Remain Unchanged

**Montreal.**  
**SMOKED MEATS.**—Practically no change has been effected in the market this week. During the season of Lent a general falling off of trade is expected, but dealers report a fairly active business in ham and bacon, which are selling on an unchanged price basis.

<b>Hams—</b>	
Medium, smoked, per lb.—	
(Weights) 8-10 lbs. ....	0 36
12-14 lbs. ....	0 36
14-20 lbs. ....	0 35
20-25 lbs. ....	0 30
25-35 lbs. ....	0 28½
Over 35 lbs. ....	0 28½
Boneless (for slicing), 4c advance over above prices.	
<b>Bacon—</b>	
Breakfast .....	0 48
Cottage Rolls .....	0 32½
Picnic Hams .....	0 24

### Margarine Weaker; Prices Decline

**Montreal.**  
**MARGARINE.**—A considerably easier feeling is manifest in the local market this week, and prices have declined slightly. White Nut margarine is selling at about 35c per pound. Dealers state there is little demand for this commodity at the present time.

<b>MARGARINE—</b>	
Prints, according to quality, lb. ....	0 37 0 39
Tubs, according to quality, lb. ....	0 31 0 35
White Nut .....	0 35

### Lower Prices in Lard Market

**Montreal.**  
**LARD.**—All grades of lard have declined one cent per pound and the undertone is not so strong as at this time last week. Trade is stated to be but fairly good.

<b>LARD—</b>	
Tierces .....	0 29½ 0 30½
Tubs .....	0 29½
Pails .....	0 30
Bricks .....	0 32

### Shortening Supplies Are Getting Low

**Montreal.**  
**SHORTENING.** — Dealers complain that supplies of shortening are low at the present time, and although in some quarters prices have shown a slight decline, the market is not really weakening, but stands pretty firm.

<b>SHORTENING—</b>	
Tierces, 400 lbs., per lb. ....	0 29½
Tubs, 50 lbs., per lb. ....	0 29½
Pails, 200 lbs., per lb. ....	0 30
Bricks, 1 lb., per lb. ....	0 32

### Butter Unsettled; Prices Irregular

**Montreal.**  
**BUTTER.**—The butter market is very unsettled and prices are irregular. All grades are selling at about five cents lower than the quotations of last week. This is stated to be due to stocks on

hand being greater than at this time last year and the fact that there are little or no enquiries from outside sources for supplies.

**BUTTER—**

Creamery, prints, qual. storage	0 61	0 62
Creamery, solids, quality storage	0 63	0 64
Dairy, in tubs, choice	0 53	0 55
Dairy, prints	0 55	0 61
Bakers'	0 50	0 52

### Little Movement Shown In Eggs

**Montreal.**  
**EGGS.**—Stocks of storage eggs are now exhausted and the supplies of Canadian new-laid are coming in very slowly. Most of the available supplies are from across the line, and although prices are slightly lower in some quarters, the markets are pretty bare and in consequence the present undertone is firmer.

**EGGS—**

No. 2	0 45
No. 1	0 50 0 52
Selects	0 60
New laids	0 78 0 75

### Cheese Steady And Unchanged

**Montreal.**  
**CHEESE.**—Little movement is manifest in the market this week, although the resumption of buying by the Canadian Export Committee for shipment to the United Kingdom has made the market somewhat more active, and prospects point to a better finish of the season's work than was anticipated some time ago.

**CHEESE—**

New, large, per lb.	0 31
Twins, per lb.	0 30
Triplets, per lb.	0 30
Stilton, per lb.	0 36
Fancy, old cheese, per lb.	0 33

### Good Demand For Poultry

**Montreal.**  
**POULTRY.**—No changes are reported in the market as far as prices are concerned. There is a fairly active demand manifest for poultry at prevailing prices, which are steady and firm.

**POULTRY (dressed)—**

<b>(Selling Prices)</b>		
Chickens, roasting (3-5 lbs.)	0 37	0 40
Chickens, roasting (milk fed)	0 42	0 44
<b>Ducks—</b>		
Brome Lake (milk fed green)	0 46	
Young Domestic	0 42	
Turkeys (old toms), lb.	0 55	
Do. (young)	0 58	
Geese	0 34	0 34
Old fowls (large)	0 34	0 36
Do. (small)	0 28	0 26
<b>(Buying Prices)</b>		
Chickens, light weights	0 19	0 24
Do., heavy weights	0 22	0 27
Ducks, young	0 30	0 34
<b>Geese—</b>		
Young	0 23	0 26-0 28
Old	0 17	0 20-0 21
Fowls	0 18	0 21
Turkeys	0 43	0 48-0 50

### Frozen Fish Good Seller

**Montreal.**  
**FISH.**—With the continuance of the cold and reasonable weather the demand for all lines of frozen fish is very good. Prices are practically unchanged, al-

though some lines appear to be firming up, while others are easier. To explain: As the breaking up of the cold weather approaches, dealers with large stocks on hand will probably quote lower prices in order to unload. On the other hand, lines that are short with a good market ahead are likely to advance. The bulk oyster situation shows improvement and prices are coming down. Season for lobsters opens up on March 1. Prospects are that on account of the severe winter and the large amount of ice packed up in all the bays along the coast, prices will be high.

**PICKLED FISH**

Herrings, Scotch cured, half bbl.	12 00
Do., Scotia, barrel	12 00
Do., half barrel	6 50
Mackerel, barrel	25 00
Salmon, B.C., 200 lbs.	24 00
Labrador Salmon, barrels	26 00
Sea Trout, 200-lb. barrels	22 00
Turbot, 200 lbs.	20 00 22 00
Codfish, tongues and sound, lb.	0 13
Eels, lb.	0 15 0 16
<b>SMOKED FISH</b>	
Haddies, BXs, per lb. (frozen)	0 09 0 10
Do., fresh cured	0 15 0 16
Fillets	0 17 0 18
Bloaters, box	2 50
Kippers	2 15 2 50
Digby Chicks, in bundles, per box	0 24
Boneless Smoked Herring, 10-lb. box, per lb.	0 20
<b>OYSTERS</b>	
Cape Cod, per barrel	16 00
Batouche, per barrel	13 00
Malpeques shell oysters, choice, bbl.	15 00
Do., XXX, bbl.	13 00
Scallops, gallon	4 50
Can No. 1 (solids)	2 50 3 00
Can No. 3 (solids)	7 50 9 00
Can No. 4 (solids)	11 20 15 00

Can No. 1 (selects)	8 50
Can No. 3 (selects)	6 75 10 50
<b>SUNDRIES</b>	
Paper Oyster Pails, 1/2 per 100	1 50
Paper Oyster Pails, quart size, per 100	2 25
Crushed Oyster Shells, 100-lbs.	1 50
<b>FRESH FISH</b>	
Haddock	0 10 0 11
Steak cod	0 11 0 12
Market cod	0 08 0 09
Mackerel	0 15
Flounders	0 10 0 12
Prawns	0 50
Live Lobsters	0 70
Salmon (B.C.), per lb., Red	0 30
Skate	0 12
Shrimps	0 40
Whitefish	0 16
<b>FROZEN FISH</b>	
Gaspereaux, per lb.	0 06 1/2 0 07
Halibut, large and chicken	0 18 1/2 0 19
Halibut, Western, medium	0 20 0 21
Haddock	0 08 0 08 1/2
Mackerel	0 15 0 16
Dore	0 15 0 16
Smelts, No. 1, per lb.	0 17 0 18
Smelts, extra large	0 25
Pike, headless and dressed	0 11 0 12
Market Cod	0 07 0 07 1/2
Whitefish, small	0 12 0 13
Sea Herrings	0 07 0 07 1/2
Steak Cod	0 09 0 09 1/2
Gaspe Salmon, per lb.	0 24 0 25
Salmon, Cohoes, round	0 19 0 20
Salmon, Qualla, hd. and dd.	0 12 1/2 0 23
Whitefish	0 15 0 16
Lake Trout	0 19 0 20
Lake Herrings, bag, 100 lbs.	5 00
Alewires	0 07 1/2 0 08
<b>SALTED FISH</b>	
<b>Codfish—</b>	
Large bbls., 200 lbs.	18 00
No. 1, medium, bbl., 200 lbs.	16 00
No. 2, 200-lb. bbl.	14 50
Strip boneless (30-lb. boxes), lb.	0 20
Boneless (24 1-lb. cartons), lb.	0 18
Ivory (2-lb. blocks, 20-lb. boxes)	0 16
Shredded (12-lb. boxes)	2 40 2 50
Dried, 100-lb. bbl.	15 00
Skinless, 100-lb. boxes	16 00
Pollock, No. 1, 200-lb. barrel	13 00
Boneless cod (2-lb.)	0 23

## ONTARIO MARKETS

**TORONTO, Feb. 27.**—The produce and provision market is reported firm on most lines. Live hogs are quoted at \$19.25 on the fed and watered basis. Pork cuts are in scant supply and one cent per pound has been registered on the best cuts of smoked ham and bacon. Butter and cheese markets are flat with a tendency to decline. A brisk business is noted on fish. Poultry is moving freely and supplies are scarce.

### Pork Cuts Are In Scant Supply

**Toronto.**  
**FRESH MEATS.**—The market for fresh meats has shown little change. Dressed beef is quoted at \$24.00 to \$25.00 per cwt. There is practically no spring lamb being offered. Yearling lamb is quoted at 28 to 32 cents per pound. A shortage of fresh pork cuts was reported and consequently quotations were slightly firmer. Live hogs are quoted at \$19.25 on the fed and watered basis.

**FRESH MEATS**

<b>Hogs—</b>	
Dressed, 70-100 lbs., per cwt.	24 00 25 00
Live off cars, per cwt.	19 50
Live, fed and watered, per cwt.	19 25
Live f.o.b., per cwt.	18 25
<b>Fresh Pork—</b>	
Legs of pork, up to 18 lbs.	0 31
Loins of pork, lb.	0 38
Tenderloins, lb.	0 50
Spare ribs, lb.	0 25
Pienics, lb.	0 26 1/2
New York shoulders, lb.	0 28
Boston butts, lb.	0 32
Montreal shoulders, lb.	0 29

**Fresh Beef—from Steers and Heifers—**

Hind quarters, lb.	0 22	0 25
Front quarters, lb.	0 14	0 16
Ribs, lb.	0 24	0 28
Chucks, lb.	0 14	0 16
Loins, whole, lb.	0 32	0 36
Hips, lb.	0 20	0 22
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 22	0 26
Spring lamb, lb.	0 28	0 32
Yearling lamb	0 28	0 32
Sheep, whole, lb.	0 14	0 18
Above prices subject to daily fluctuations of the market.		

### Bacon and Ham Quoted Higher

**Toronto.**  
**PROVISIONS.**—There has been an advance of one cent per pound registered on the best cuts of smoked ham and bacon. Other lines of provisions remain firm at the same quotations.

**Hams—**

Medium	0 34	0 36
Large, per lb.	0 30	0 31
Heavy	0 28	0 29
<b>Bacon—</b>		
Skinned, rib, lb.	0 49	0 50
Boneless, per lb.	0 53	0 56
<b>Bacon—</b>		
Breakfast, ordinary, per lb.	0 40	0 45



Breakfast, fancy, per lb.	0 48	0 52
Roll, per lb.	0 28	0 30
Wiltshire (smoked sides), lb.	0 33	0 35
<b>Dry Salt Meats—</b>		
Long clear bacon, av. 50-70 lbs.	0 27	
Do., av., 80-90 lbs.	0 25	
Clear bellies, 15-30 lb.	0 23	
Sausages in brine, keg, 25 lbs.	7 35	
Fat backs, 16-20 lbs.	0 30	
Out of pickle prices range about 2c per pound below corresponding cuts above.		
<b>Barrel Pork—</b>		
Mess pork, 200 lbs.	42 00	
Short cut backs, bbl. 200 lbs.	50 00	
Picked rolls, bbl., 200 lbs.—		
Heavy	50 00	
Lightweight	60 00	
Above prices subject to daily fluctuations of the market.		

**Cooked Hams Selling; Jellied Meats Also**

**Toronto.**  
**COOKED MEATS.**—The sale of cooked meats is keeping up remarkably well. Hams have advanced one cent per pound. Jellied ox tongue is quoted at 55 to 60 cents per pound. Other lines are steady at prices quoted.

Boiled hams, lb.	0 48	0 52
Hams, roast, without dressing, lb.	0 50	0 52
Shoulders, roast, without dress.		
Head Cheese, 6s, lb.	0 12	0 14
Choice jellied ox tongue, lb.	0 55	0 60
Jellied pork tongue	0 40	0 50
Above prices subject to daily fluctuations of the market.		

**Butter Market Reported Dull**

**Toronto.**  
**BUTTER.**—The market for butter remains in a very flat condition, with a tendency to decline. Fresh creamery prints are quoted at 66 to 68 cents per pound.

<b>BUTTER—</b>		
Creamery prints (fresh made)	0 66	0 68
Dairy prints, fresh, lb.	0 59	
Dairy prints, No. 1, lb.	0 56	

**Fresh Eggs Are In Firm Market**

**Toronto.**  
**EGGS.**—The fresh egg market is inclined to firmness, probably due to the greater consumption during Lent, also the bad condition of the roads, which makes slow delivery of locals. American new-laid are the mainstay of the market. Storage eggs are about cleared up. Very few are being offered.

<b>EGGS—</b>		
No. 1 storage, doz.	0 60	
Fresh	0 74	0 75
Fresh selects in cartons	0 77	0 78
Prices shown are subject to daily fluctuations of the market.		

**Shortening Is Quoted Higher**

**Toronto.**  
**SHORTENING.**—The market for shortening is firm. Quotations this week are one-half cent per pound higher.

<b>SHORTENING—</b>		
1-lb. prints	0 31½	
Tierces, 400 lbs.	0 29	

**Lard Market Ruling Steady**

**Toronto.**  
**LARD.**—There is a good steady demand for lard. Prices are unchanged.

**LARD—**  
 Tierces, 400 lbs., lb. 0 31½ 0 32  
 In 60-lb. tubs, ½ cent higher than tierces, pails ¼ cent higher than tierces, and 1 lb. prints, 2c higher than tierces.

**Margarine Market Reported Quiet**

**Toronto.**  
**MARGARINE.**—The market for margarine is reported quiet. Business in this line has not been as brisk as could be expected in view of the high price of butter. Prices are unchanged.

<b>MARGARINE—</b>		
1-lb. prints, No. 1	0 33½	
Do., No. 2	0 34	0 37
Do., No. 3	0 30	0 34½
Nut margarine, lb.	0 34	0 35

**Cheese Market Is Unchanged**

**Toronto.**  
**CHEESE.**—No new developments are noted in the cheese market this week. Prices are unchanged and the market is very flat.

<b>CHEESE—</b>		
Large	0 30	0 31
Stilton	0 35	0 36
Twins 1c. higher than large cheese. Triplets 1½c. higher than large cheese.		

**Fish Business Reported Brisk**

**Toronto.**  
**FISH.**—Business is very brisk around the fish markets. Dealers state that supplies are going out almost immediately upon arrival. The market is firm at unchanged quotations.

<b>FRESH SEA FISH.</b>		
Cod Steak, lb.	0 11	0 13
Do., market, lb.	0 4½	0 07
Haddock, heads off, lb.		
Do., heads on, lb.	0 09	
Halibut, chicken	0 15	0 20
Do., medium		0 19

Fresh Whitefish	4 80
Fresh Herring	10 50
Flounders, lb.	17 00
Oysters, glass jars, 13 oz., doz.	15 75
Do., No. 3 can	14 00
Do., No. 5 can	
Blue Point oysters, 800s	
Do., 1000s	

<b>FROZEN FISH</b>		
Salmon, Red Spring	0 24	
Do., Cohoe	0 20	0 22
Do., Qualla	0 10	0 11
Halibut, chicken	0 15	
Do., medium	0 19	
Do., jumbo	0 19	0 20
Whitefish, lb.	0 13	
Herring	0 12	0 13½
Mackerel	0 10	0 11
Flounders	0 17	0 18
Trout	0 14	0 15
Pickrel, dressed	0 15	0 16
Smelts	0 15	0 16
Spanish Mackerel	0 08	0 09
Pike, round	0 08	0 09
Do., headless and dressed	0 09	

<b>SMOKED FISH</b>		
Haddies, lb.	0 13	
Fillets, lb.	0 18	
Kippers, box	2 40	
Bloaters, box	2 25	
Ciscoes, lb.	0 20	

**Fresh Poultry In Active Demand**

**Toronto.**  
**POULTRY.**—There is an active demand for all lines of poultry. Fresh killed chickens are sold immediately upon arrival.

<b>Prices paid by commission men at Toronto:</b>			
	Live	Dressed	
Turkeys, old, lb.	0 35	0 45	
Do., young, lb.	0 35	0 48	
Roasters, lb.	0 30	0 30-0 36	
Fowl, over 5 lbs.	0 33	0 36	
Fowl, 4 to 5 lbs.	0 30	0 30	
Fowl, under 4 lbs.	0 25	0 28	
Ducklings, 3½ lbs. up	0 30	0 32	
Geese	0 25	0 26	
Guinea hens, pair	1 25	1 50	
Spring chickens, live	0 24-0 26	0 34	
Prices quoted to retail trade:—			
		Dressed	
Hens, heavy		0 34	
Do., light		0 28-0 32	
Chickens, spring		0 28-0 35	
Ducklings		0 34-0 35	
Geese		0 28-0 33	
Turkeys		0 50-0 58	

**WINNIPEG MARKETS**

**WINNIPEG, Feb. 27.**—Very few changes are reported in the produce and provision markets. The demand in most lines has been active and supplies are adequate. The best hogs are quoted at \$18.50. Butter has declined one cent per pound. Eggs are in scant supply. The lard market is slightly easier. There is a brisk demand for fish.

**Hog Market Is Inclined To Be Steady**

**Winnipeg.**  
**FRESH MEAT.**—The hog market has been fairly steady for some days. Quotations remain about the same, selects selling at \$18.50, heavies at \$16.50 and lights at \$14.50.

**Butter Drops Another Cent**

**Winnipeg.**  
**BUTTER.**—Creamery butter is slightly easier. Market shows another drop of one cent per lb. all round. Dairy butter is reported very scarce. Very limited quantities are being received from country shippers. There is a big inquiry for dairy butter.

<b>BUTTER—</b>	
Finest creamery, 1s	0 65

Do., solids	0 64
Do., choice	0 64
Do., solids	0 64
Dairy, finest, No. 1, prints	0 44-0 45
Do., solids	0 50
Margarine, 1s	0 39

**Eggs Are In Scant Supply**

**Winnipeg.**  
**EGGS.**—Eggs are in very scant supply; some jobbers have withdrawn prices. Storage eggs are moving freely.

<b>EGGS—</b>		
Fancy, in cartons, per doz.	0 65	
Candled, per doz.	0 50	
Strictly fresh from farmers	0 75	0 85

**Lard Shows Slight Decline**

**Winnipeg.**  
**LARD.**—Lard generally is firm, while the market shows a slight decline of

½c per lb. The market is very firm. Supplies are said to be somewhat short, with a heavy demand. Prices are:

PURE LARD—	
1 lb. Bricks .....	0 34
No. 3 Pails, 20 to case .....	19 20
No. 5 Pails, 12 to case .....	19 13
No. 10 Pails, 6 to case .....	19 50
20-lb. Wooden Pails, each .....	6 70
Tierces, per lb. ....	0 31

## VANCOUVER MARKETS

**VANCOUVER, Feb. 27**—The market for produce and provisions is ruling firm at unchanged prices. Beef steers are selling at \$22.00. Pork is quoted at \$33.00. Cheese is quiet and quoted at 32½ cents per pound. Butter is in a declining market and eggs remain steady.

### Fresh Meats

#### Selling Freely

Vancouver.

**FRESH MEATS.**—The market for fresh meats remains firm at unchanged prices. Beef steers are quoted at \$22.00, lamb at \$40, mutton at \$38, and pork at \$33.

### Egg Market

#### Ruling Steady

Vancouver.

**EGGS.**—No change in the egg market is reported this week. Supplies are coming along fairly well. New-laid eggs are quoted at 65 cents per dozen.

### Fish Remains

#### Still Unchanged

Winnipeg.

**FISH.**—Fish prices remains very steady. There has been little change for some weeks past. Supplies are good.

### Butter Market

#### Is Unsettled

Vancouver.

**BUTTER.**—The market for butter is unsettled. Quotations this week have declined one cent per pound. Fresh creamery butter is quoted at 70 cents per pound.

### Lard Quoted

#### At 36 cents Per Pound

Vancouver.

**LARD.**—There is a good demand for lard. The market is steady at unchanged prices. Quotation this week on pure lard is 36 cents per pound.

between the two interested countries was the only solution to the difficulty.

It is interesting to note that the halibut weighing ten to one hundred-fifty pounds and sometimes more are caught with hook and line. The old method of catching halibut by short line trolls from dorries has been discarded by the fishermen. During the past year, the long line trawl was used, consisting of a single troll extending a considerable distance behind the fish boat, and connected with which, at regular intervals, are a number of lateral lines. At the ends of the small lines are the large halibut hooks baited with fresh or frozen herrings.

### WHY GREEKS GETS FRUIT BUSINESS

A retailer asked another one the other day why it was that Greeks and Italians could come in here and take business away from our own established grocers.

The second retailer thought for a moment and replied:

"I'll tell you why. You go past a Greek or an Italian fruit store at any time and what do you see? You see the windows attractively trimmed with fruit, apples nicely polished and everything clean and arranged in rows that actually create an appetite. You will notice the color scheme is one that attracts attention and you simply cannot get away from it. You will also find that the windows themselves are always carefully cleaned, so that the passer-by can see through the glass. You never see a conglomeration of articles in one window. If it is a fruit window you see nothing but fruit. If a confectionery window you will see nothing but nicely arranged boxes of confectionery. This is the case with few exceptions.

"I have noticed a great many grocery windows exactly the opposite. You will see, for instance, fruit, soap, canned goods, beans, brooms and many different lines of goods in them so that they do not attract attention. The glass is so dirty you can scarcely see inside."

Is this the answer? What do you think?

## Halibut Sales Are Increasing

The Value of the Halibut Caught in 1919 Was \$2,000,000—  
Protecting the Halibut From Poachers

**T**HE most featured fish in all the fish markets is the halibut. A few years ago this fish was practically unknown, but it ranks at the top as to number of pounds sent to the consuming centres and is easily the most favored fish with the public. The greater majority of halibut sold in Canada are caught in the vicinity of Vancouver and Prince Rupert.

### A Valuable Factor in the Fish Industry

The season of 1919 was the most successful in the history of halibut fishing. Some 212,388 cwts. of halibut were shipped from these ports at a value of \$2,000,000. It is no uncommon sight to see a train of ten cars of halibut leaving Prince Rupert almost every day for the Eastern markets. A feature of the halibut fisheries is that fish are becoming increasingly difficult to catch, resulting in the boats going greater distances and in more intense fishing. The fishermen state that the halibut caught are of a smaller size than formerly. This slight depletion at the present time is no cause for alarm as there is no immediate danger of their depletion.

### Protecting the Halibut from U. S. Poachers

The halibut will be protected by a close season during the spawning season

with the enforcement of the provisions of the halibut treaty negotiated between Canada and the United States last September and which comes into effect this next fall.

The halibut banks, both spawning and breeding grounds, are located in the open sea, generally some three or four miles from land, and it is plainly to be seen that to prevent the extermination of the halibut that a reciprocal arrangement

## The Tendency for Cheese is for a Declining Market

Exporting of Cheese at a Standstill—Large Stocks Are Held in Canada

**T**HE cheese market shows every indication of declining. This is very welcome news in so far as the consumer is concerned, but on the other hand the cheese merchant stands a fair chance of losing a considerable amount of money. The Export Cheese Committee has suspended the purchase of cheese by order of the Ministry of Food in Great Britain owing to the adverse position of the sterling exchange. There is no restriction, however, to prevent exporters here selling their cheese on the English market providing they sell at

the price set by the British control. Holders of cheese maintain that the price set by the British control is a virtual restriction, and at the present rate of exchange, in order to supply Great Britain's requirements of cheese would mean a distinct loss of 6 cents per pound to the exporter. Then, again, the cheese factories will resume operations on the first of May, which is another indication of a declining market unless in the meantime the large stocks of cheese held in Canada are disposed of.



## Davies Pure Lard

is a product you can recommend  
with confidence to your customers

**G**IVE this HIGH-GRADE PRODUCT a prominent place in your store. Feature it. Let it build up for you a profitable business and a worth-while reputation—just as it is doing for hundreds of other Canadian Merchants.

Here is a pure, white lard of even consistency, and day in and day out quality—a lard that will meet the needs of your domestic trade, and give the highest satisfaction to your customers.

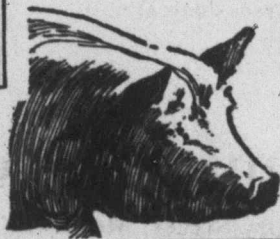
For family use Davies Pure Lard is sold in 1-lb. sanitary cartons, and in 3-lb., 5-lb. and 10-lb. attractive blue, white and gold pails.

Place your order with our salesman, or write us to-day for quotations.

THE **DAVIES** COMPANY  
WILLIAM LIMITED  
TORONTO

MONTREAL

CHICAGO



# *The Value of the Business Press to Business Men*

"Business men do not realize the value which trade journals and technical magazines may have for them in increasing the efficiency of their factories and in giving them a broad and comprehensive view of their business.

"Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from the business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

*"Our trade journals and technical papers are the best in the world, and they should be supported and encouraged by our business men.*

"Copies should be placed where employees can see them and they should be urged to read and study them.

"These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole.

*"If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."*

—Edward N. Hurley, formerly Chairman of the Federal Trade Commission, in "The Awakening of Business."

The following is list of the MacLean publications. Every publication is a leader in its field. Write us for any information you may desire with regard to the field covered, advertising rates, etc.

	<b>TRADE NEWSPAPERS</b>	
Hardware and Metal	Canadian Grocer	Dry Goods Review
Men's Wear Review	Bookseller and Stationer	Sanitary Engineer
	<b>TECHNICAL PAPERS</b>	
Canadian Machinery	Canadian Foundryman	Marine Engineering
Power House	Printer and Publisher	Can. Motor, Tractor and Implement Trade Journal
	<b>MAGAZINES</b>	
MACLEAN'S MAGAZINE	FARMERS' MAGAZINE	
Financial Post—Weekly Commercial Newspaper		

## **The MacLean Publishing Company, Limited**

153 University Avenue, Toronto

Southam Bldg., 128 Bleury Street, Montreal

1207 Union Trust Bldg., Winnipeg, Man.



A small sample order will show you just what an excellent selling line they will make in your meat department.

## Guaranteed Quality

Schneider's Sausages are guaranteed by us to give absolute satisfaction. Send for a trial order to-day—if they fail to win approval from both you and your customers we'll gladly take them back. It's a safe offer for us.

## SCHNEIDER'S PURE MEAT SAUSAGE

are made from fresh pork, delicately seasoned with pure spices. They possess an exquisite flavor that is altogether different from the general run of sausages.

**J. M. Schneider & Son, Ltd.**  
KITCHENER - ONTARIO

*Drop us a card for Sausage and Smoked Meat quotations.  
Satisfaction guaranteed on all mail orders.*

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**"The Greatest Seller of Its Kind in the World"**

**MORRIS & COMPANY, Chicago, U. S. A.**

CANADIAN DISTRIBUTORS:

**THE BOWFS COMPANY, LTD.**  
Toronto and Ontario  
Winnipeg and Manitoba

**JAS. DALRYMPLE & SON**  
Montreal and  
Province of Quebec



Have No Hesitation  
in choosing  
**'Bluenose' Butter**

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

SOLE PACKERS.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax - N.S.

SMITH & PROCTOR : HALIFAX, N.S.

57

57



Heinz Pickles in bottles are especially cultivated cucumbers, cured when fresh from the vines and preserved in fine old Heinz vinegar.

A half century of pickling experience is embodied in every bottle of Heinz Pickles.

**H. J. HEINZ COMPANY**  
Pittsburgh Toronto Montreal

57

57

*It's Profitable Because—*



Better to sell this branded, bottled vinegar than the bulk article. No waste—no loss—no deterioration. Easily handled—makes fine display. Quality guaranteed.



RETAILS  
15c and 25c

WELL ADVERTISED

Write us or ask your jobber for trade prices.

**"FISH"**

We have a full stock of Lake Superior herring in kegs and other pickled fish, also a quantity of frozen Georgian Bay trout, B.C. halibut and qualla salmon.

**LEMON BROS.**  
Owen Sound, Ont.



**OAKLEY'S  
"WELLINGTON  
KNIFE POLISH"**

The original and only reliable preparation for cleaning and polishing Cutlery, etc.

**John Oakley & Sons, Ltd.**

Manufacturers of

Emery, Black Lead, Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, S.E.1., Eng.

Agents:  
F. Manley, 42 Sylvester-Willson Bldg.,  
Winnipeg.

Sankey & Manson, 539 Beatty Street,  
Vancouver.

# LENT—the big Pancake Season is here

and grocers should stock up well with White Swan (Self-Rising) Pancake Flour for this extra selling.

*"The Mustard with the Kick"*



## White Swan Mustard

is an all-Canadian brand that is stronger and better flavored than any imported lines. This excellent seller is attractively labelled and packed in

¼ pounds . . . \$2.25

½ pounds . . . 4.00

## White Swan Pancake Flour

is the "peer" of all Pancake Flours. Self-Rising and ready for instant use by simply stirring with milk or water. It makes delicious gems, muffins and pancakes.

## White Swan Spices and Cereals,

Limited

TORONTO, CANADA

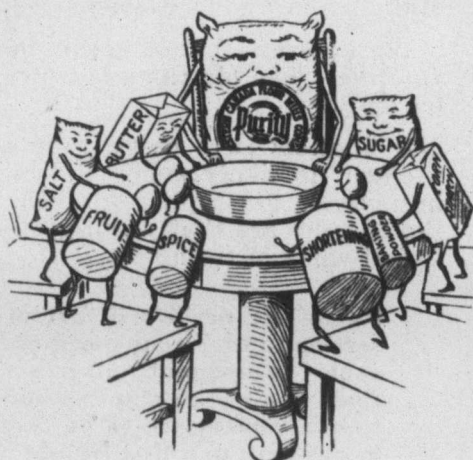
# Flour Comes First

Count up the number of times flour appears in some form or other on the daily bill of fare—bread, toast, biscuits, pies, cakes, puddings, thick soups, gravies and sauces and a host of other dishes. The grocer who sells

## PURITY FLOUR

has first chance of selling his customer all these other supplies. Broaden your sales by selling the popular

## PURITY FLOUR



## Western Canada Flour Mills Co., Limited

Head Office: - Toronto, Ont.

Branches at: Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, St. John, N.B., Courtenay, B.C.

# SHORT OF HELP TOO BAD!

Yet the man you need is somewhere—probably behind a counter or desk, and in the grocery business, wholesale or retail. He'll go to you if the call is loud enough.

Perhaps you can get him with a whisper. Never can tell what makes some men restless.

It's clearly up to you to use a dollar or two to advertise. Use CANADIAN GROCER—2 cents a word. If you know any better paper, use it.

All we know is that CANADIAN GROCER gets into 5,600 grocery stores and establishments all over Canada. No one daily newspaper—no other publication—can make, truly, the same statement.

The chances are that you'll find the man you want in a grocery store or office. If he's there now, and you get him, he'll probably be a trained man, and you'll get value out of him from the start.

Don't rest on one insertion. It isn't experience to get what you're after the first crack out of the box. The best men are hardest to budge. Make your advertisement explicit.

Make it brief. Use a box number if you like. The big thing is to try, and try and try.

Our business is to carry your advertisement to likely men. It isn't our business to get replies for you. Yet the chances are that you'll get replies—first week of trying.

**Rates—2c per word first insertion, and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent in our care to a Box Number. Invariably in advance.**

## CANADIAN GROCER

143-153 University Avenue  
TORONTO

## QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$2.20  
PER INCH EACH INSERTION PER YEAR

**JAMS**  
**DOMINION CANNERS, LTD.**  
Hamilton, Ont.

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

Screw Vac. Top Glass Jars, 16 oz.	
Strawberry	\$5 15
Currant, Black	5 05
Pear	4 40
Peach	4 40
Plum	4 20
Apricot	4 50
Cherry	4 85
Gooseberry	4 50

**"AYLMER" PURE ORANGE  
MARMALADE**

	Per doz.
12 oz. Glass, Screw Top, 2	
doz. in case	3 15
16 oz. Glass, Screw Top, 2	
doz. in case	3 85
16 oz. Glass, Tall, Vacuum,	
2 doz. in case	3 85
2's Tin, 2 doz. per case	5 95
4's Tins, 12 pails in crate,	
per pail	0 95
5's Tin, 8 pails in crate, per	
pail	1 18
7's Tin or Wood, 6 pails in	
crate	1 64
30's Tin or Wood, one pail in	
crate, per lb.	0 23

**PORK AND BEANS  
"DOMINION BRAND"**

	Per doz.
Individual Pork and Beans,	
Plain, 75c. or with Sauce,	
4 doz. to case	\$0 85
1's Pork and Beans, Flat,	
Plain, 4 doz. to case	0 92½
1's Pork and Beans, Flat,	
Tom. Sauce, 4 doz. to case	0 95
1's Pork and Beans, Tall,	
Plain, 4 doz. to case	0 65
1's Pork and Beans, Tall,	
Tomato or Chili Sauce, 4	
doz. to the case	0 97½
1½'s (20 oz.) Plain, per doz.	1 25
Tomato or Chili Sauce	1 27½
2's Pork and Beans, Plain,	
2 doz. to the case	1 50
2's Pork and Beans, Tomato	
or Chili Sauce, Tall, 2	
doz. to case	1 52½
2½'s Tall, Plain, per doz.	2 00
Tomato or Chili Sauce	2 35
Family, Plain, \$1.75 doz.; Family,	
Tomato Sauce, \$1.95 doz.; Family,	
Chili Sauce, \$1.95 doz. The above	
2 doz. to the case.	

**CATSUPS—In Glass Bottles**

	Per doz.
½ Pts., Aylmer Quality	\$1 90
12 oz., Aylmer Quality	2 85
	Per jug
Gallon Jugs, Aylmer Quality	\$1 62½
	Per doz.
Pints, Delhi Epicure	\$2 70
½ Pints, Red Seal	1 45
Pints, Red Seal	1 90
Qts., Red Seal	2 45
Gallons, Red Seal	6 45

**BORDEN MILK CO., LTD.**  
180 St. Paul St. West,  
Montreal, Can.

**CONDENSED MILK**

Terms—Net 30 days

Eagle Brand, each 48 cans	\$10 25
Reindeer Brand, each 48 cans	9 80
Silver Co, each 48 cans	9 35
Gold Seal, Purity, each 48 cans	9 20
Mayflower Brand, each 48 cans	9 20
Challenge Clover Brand, each	
48 cans	8 70

**EVAPORATED MILK**

St. Charles Brand, Hotel, each	
24 cans	\$7 15
Jersey Brand, Hotel, each 24	
cans	7 15
Peerless Brand, small, each 24	
cans	3 15
St. Charles Brand, tall, each 48	
cans	7 25
Jersey Brand, tall, each 48	
cans	7 25
Peerless Brand, tall, each 48	
cans	7 25
St. Charles Brand, Family, 48	
cans	6 25
Jersey Brand, Family, each 48	
cans	6 25
Peerless Brand, Family, each	
48 cans	6 25
St. Charles Brand, small, each	
48 cans	3 30
Jersey Brand, small, each 48	
cans	3 30
Peerless Brand, small, each 48	
cans	3 30

**CONDENSED COFFEE**

Reindeer Brand, large, each	
24 cans	6 75
Reindeer Brand, small, each 48	
cans	6 50
Cocoa, Reindeer Brand, large,	
each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 50

**HARRY HORNE & CO.**  
Toronto, Ont.

	Per case
Cooker Brand Peas (3 doz.	
in case)	4 20
Cooker Brand Popping Corn	
(3 doz. in case)	4 20

**COOLMAN'S OR KEEN'S  
MUSTARD**

	Per doz. tins
D.S.F., ¼-lb.	\$2 00
D.S.F., ½-lb.	5 30
D.S.F., 1 lb.	10 40
F.D., ¼-lb.	Per jar

Durham, 1-lb. jar, each	\$0 60
Durham, 4-lb. jar, each	2 25

**CANADIAN MILK PRODUCTS,  
LIMITED.**  
Toronto and Montreal

**KLIM**

8 oz. tins, 4 dozen per case	\$12.50
16 oz. tins, 2 dozen per case	11.50
10 lb. tins, 6 tins per case	25.00

Prices f.o.b. Toronto.

**THE CANADA STARCH CO., LTD.**  
Freight allowances not to exceed  
50c per 100 lbs., to other points, on  
5-case lots or more.  
Manufacturers of the  
Edwardsburg Brands Starches  
Laundry Starches—

	Cents
40 lbs., Canada Laundry	30 10
100-lb. kegs, No. 1 white	10 ¼
200-lb. bbls., No. 1 white	10 ¼
30 lbs., Edwardsburg Silver	
Gloss, 1-lb. chromo pkgs.	12
40 lbs., Benson's Enamel	
(cold water), per case	3 25
Celluloid, 45 cartons, case	4 70
	Culinary Starch.
40 lbs., W. T. Benson & Co.'s	
Celebrated Prepared	11 ¼
40 lbs. Canada Pure or	
Challenge Corn	10 ¼
20 lbs. Casco Refined Potato	
Flour, 1-lb. pkgs.	16 ¼
(20-lb. boxes, ¼c higher, except	
potato flour.)	





HE above is a photograph of the general store operated by Connors Bros., famous packers of Brunswick Brand fish foods, at Black's Harbor, N.B.

By conducting this general store they are enabled to study their products both from the viewpoint of packers and retailers. This greatly assists them in producing Brunswick Brand Fish Food Products that will sell well and win lasting dealer and consumer satisfaction.

*This is the 8th of a series of advertisements depicting the most-up-to-date method employed by Connors Bros., Ltd., in preparing Brunswick Brand Celebrated Fish Foods.*

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



## The year-round drink

Marsh's Grape Juice has proven itself a popular year-round seller. Grocers everywhere selling Marsh's Pure Concord Grape Juice report excellent sales and profits.

The delicious, rich Concord flavor so apparent in Marsh's will turn your casual grape juice orders to constant repeats. Try a small sample order and prove to yourself its great sales ability.

**The Marsh Grape Juice Company**  
 NIAGARA FALLS, ONT.

Agents for Ontario, Quebec and Maritime Provinces:  
**The McLaren Imperial Cheese Company Limited**  
 Toronto and Montreal

# Even One Half Hour

spent reading your trade paper is time well spent. Then pass it on to your assistant, and let it help him to help you.

### CROWN BRAND CORN SYRUP

2-lb. tins, 3 doz. in case.... 5 45  
 5-lb. tins, 1 doz. in case.... 6 95  
 10-lb. tins, 1/2 doz. in case.. 5.75  
 20-lb. tins, 1/4 doz. in case.. 5.70  
 (Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs. .... 9 00 1/2  
 Half bbls., about 350 lbs.... 9 00 1/2

### LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case.... 3 95  
 5-lb. tins, 1 doz. in case.... 6 55  
 10-lb. tins, 1/2 doz. in case.. 6 25  
 20-lb. tins, 1/4 doz. in case.. 6 20  
 (6, 10, and 20-lb. tins have wire handles.)

### GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz... \$1 75

### INFANTS' FOOD

#### MAGOR, SO N & CO., LTD.

Robinson's Patent Barley— Doz.  
 1-lb. .... \$4 00  
 1/2-lb. .... 2 00  
 Robinson's Patent Groats—  
 1-lb. .... 4 00  
 1/2-lb. .... 2 00

### BLUE

Keen's Oxford, per lb..... 0 24  
 In cases, 12 12-lb. bxs to case. 0 25

### NUGGET POLISHES

Polish, Black, Tan, Toney Red and Dark Brown ..... \$1 15  
 Card Outfits, Black and Tan. 4 25  
 Metal Outfits, Black and Tan 4 25  
 Creams, Black and Tan..... 1 25  
 White Cleaner ..... 1 25

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

Black Watch, 10s, 1/2 lb..... \$1 20  
 Bobs, 12s ..... 1 15  
 Currency, 12s ..... 1 15  
 Stag Bar, 9s, boxes, 6 lbs. ... 1 00  
 Pay Roll, thick bars ..... 1 30  
 Pay Roll, plugs, 10s, 6-lb. 1/4 caddies ..... 1 25  
 Shamrock, 9s, 1/2 cadd., 12 lbs., 1/4 cadd., 6 lbs. .... 1.25  
 Great West Pouches, 9s, 2-lb. boxes, 1/2 and 1-lb. lunch boxes ..... 1 30  
 Forest and Stream, tins, 9s, 2-lb. cartons ..... 1 44  
 Forest and Stream 1/2s, 1/2s, and 1-lb. tins ..... 1 60  
 Master Workman, 2 lbs. .... 1 25  
 Master Workman, 4 lbs. .... 1 25  
 Derby, 9s, 4-lb. boxes ..... 1 30  
 Old Virginia, 12s ..... 1 70  
 Old Kentucky (bars), 9s, boxes, 5 lbs. .... 1 25

### COCOA AND CHOCOLATE

#### THE COWAN CO., LTD., Sterling Road, Toronto, Ont.

**COCOA**  
 Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.....\$5 80  
 Perfection, 1/4-lb. tins, doz... 1 60  
 Perfection, 1/2-lb. tins, doz.... 3 00  
 Perfection, 10s size, doz..... 1 15  
 Perfection, 5-lb. tins, per lb... 0 42  
 Supreme Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box, doz. .... 3 25  
 Soluble Cocoa Mixture (sweetened), 5 and 10-lb. tins, per lb. .... 0 25

### UNSWEETENED CHOCOLATE

Supreme Chocolate, 12-lb. bxs, per lb. .... 0 45  
 Supreme Chocolate, 10c size, 2 doz. in box, per box..... 2 25  
 Perfection Chocolate, 10c size, 2 doz. in box, per box..... 1 90

### SWEET CHOCOLATE

Eagle Chocolate, 1/4s, 6-lb. boxes ..... 0 36  
 Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case.... 0 36  
 Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case 0 36  
 Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case 0 36  
 Diamond Crown Chocolate, 28 cakes in box ..... 1 25

### CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. .... 0 47  
 Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb.... 0 47  
 Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb. .... 0 47  
 Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb. .... 0 47  
 Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb.... 0 47  
 Milk Croquettes, 5-lb. boxes,

No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.... 0 47  
 Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 No. 1 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 No. 2 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 No. 1 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 No. 2 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, per lb.... 0 43  
 Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.... 0 60  
 Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.... 0 60

### NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per box..... 2 25  
 Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 36 boxes in case, per box..... 2 25  
 Fruit and Nut or Nut Milk Chocolates, lbs., unwrapped, 6-lb. box, 5 div. to cake, 24 boxes to case, lb. .... 0 47  
 Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box..... 2 45  
 Fruit and Nut Milk Chocolate Slabs, per lb. .... 0 47  
 Milk Chocolate Slabs, with Assorted Nuts, per lb..... 0 47  
 Plain Milk Chocolate Slabs, per lb. .... 0 47

### MISCELLANEOUS

Maple Buds, fancy, nearly 1 lb., 1/2 doz. in box, per doz... \$6 00  
 Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz..... 3 20  
 Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz. .... 6 00  
 Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz. .... 8 20  
 Chocolate Ginger, full 1/2 lb., 1 doz. in box, per doz. .... 4 25  
 Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz. .... 4 25  
 Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per box ..... 2 66  
 Triumph Chocolate, 1/4s, 4-lb. boxes, 35 boxes in case, per box ..... 2 66  
 Triumph Chocolate, 1/2-lb. cakes, 4 lbs., 35 boxes in case, per box ..... 2 00  
 Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross ..... 1 15  
 120-1c Milk Chocolate Sticks, 60 boxes in case..... 0 30

### W. K. KELLOGG CEREAL CO.

Kellogg's Toasted Corn Flakes, Waxtite ..... 4 15  
 Kellogg's Toasted Corn Flakes, Ind. .... 2 00  
 Kellogg's Dominion Corn Flakes ..... 4 15  
 Kellogg's Dominion Corn Flakes, Indiv. .... 2 00  
 Kellogg's Shredded Krumbles, 3 50  
 Kellogg's Shredded Krumbles, Ind. .... 2 00  
 Kellogg's Krumbled Bran .... 1 31

### BRODIE AND HARVIES

XXX Self-Raising Flour, 6 lb. packages, do. .... 0 60  
 Do., 3 lbs. .... 3 05  
 Superb Self-Raising Flour, 6 lb. .... 5 30  
 Do., 3 lbs. .... 2 05  
 Crescent Self-Raising Flour, 6 lb. .... 5 90  
 Do., 3 lb. .... 3 00  
 Perfection rolled oats (55 oz.) 3 00  
 Brodie's Self-Raising Pancake Flour, 1 1/2 lb. pack., doz... 1 50

### BLACKWOODS' BAKING POWDER

Per doz.  
 6-oz. tins, 4 doz. to case.... \$1 50  
 12-oz. tins, 4 doz. to case.... 2 25  
 16-oz. tins, 4 doz. to case.... 2 50  
 Qt. Sealers, 1 doz. to case... 5 20  
 2-lb. tins, 1 doz. to case... 6 50  
 5-lb. tins, 1 doz. to case... 10 50

### CORDIALS

Black Cherry St. Julian Claret  
 Mondago Port Grape Wine  
 Hot Todd Ginger Wine  
 Sloe Gin Orange & Mentha  
 Packed 1 doz. qts. to case.  
 Per case ..... \$4 50  
 Bulk, per gallon ..... 1 25

# "Riteshape"

## SAVE AND SERVE

Take a look at the factory packed foods on your shelves.

The packer took his product seriously and gave it a handsome package that reflects quality and class.

Do you think that much of your own food lines—those bulk foods you buy and sell?

If you do, you use the **Riteshape** for every ounce of food that you sell in bulk.

For the bulk foods alone are known as your food lines. Your customer knows only that he bought them from you.

Your reputation is involved in every bulk food sale. Make that reputation mean quality and distinction.



**Do it in the Riteshape.**

*Ask Your Jobber*

**VICTORIA PAPER & TWINE CO.**

*Wholesale Distributors*

**MONTREAL**

**430 Wellington Street West, TORONTO**

**HALIFAX**

**THE OVAL WOOD DISH CO. — MANUFACTURERS — TUPPER LAKE, N.Y. U.S.A.**

Have A Big Lenten Season

# CHICKEN (LILY BRAND) HADDIES

REGISTERED



Chicken Haddies sell fast. Those who try them once always return for more. ☞ Your wholesaler can supply you.

PACKED AT CANSO, N.S., BY THE

**MARITIME FISH CORPORATION, LIMITED**

Head Office and Sales  
Department: MONTREAL

Plants at  
CANSO and DIGBY, N.S.

*Packers of the celebrated MAPLE LEAF Canned Codfish Flakes*

# Diamond Crystal

We have just received the following letter from the Diamond Crystal Salt Co. of St. Clair, Mich.

“In order to assist our Canadian friends in avoiding the high exchange rates between the two countries at this time we are arranging to accept payment on all Canadian accounts in Canadian funds, to accumulate these funds in the Bank of — and as they accumulate to purchase Canadian Government Bonds, and if necessary to use these bonds as collateral against loans in this country until the exchange rate improves.”

You will observe that these people appreciate the serious exchange situation and are willing to directly assist in rectifying this unsatisfactory condition. We would also like the trade to know that this offer came to us unsolicited. This action of theirs will enable us to materially reduce prices of the finest salt produced on this continent, and now quote:-

Bbls. Diamond Crystal,	120-2½s,	7.65
“ Diamond Crystal,	75-4s,	7.55
“ Diamond Crystal,	60-5s,	7.25
“ Diamond Crystal,	24-12s,	7.45
“ Diamond Crystal,	75-2s and 37-4s,	7.70
Bags Diamond Crystal, Dairy,	28s,	.65
“ Diamond Crystal, Dairy,	56s,	1.15
Shaker Salt, Case 2 dozen,		2.95 per case

Send us a trial order.

**H. P. ECKARDT & CO**  
**WHOLESALE GROCERS**

CHURCH STREET & ESPLANADE TORONTO



# CURLING BROOMS

Ours is in a class by itself, made very select for the curlers.

Selected basswood handles.

Selected corn.

Closely stitched.

Well balanced.

*Tough, Fine Corn  
Can Ship from Stock.*

**J. C. SLOANE CO.**  
Owen Sound Canada

<b>LIQUORS</b>		Sw. Gherkin, 2 1/2-lb. tins..... 4 50	
H. T. Special	Ginger	Dills, 2 1/2-lb. tins..... 2 50	
Creme de menthe	Black Cherry	Kraut, 2 1/2-lb. tins..... 1 90	
Hot Todd	Port	<b>PICKLES IN BULK</b>	
Grape	Claret	Spring Top Gallen Jam	
Sloe Gin	Trench Rum	Sr. Mix .....	\$1 10
Packed 1 doz. qts. to ca.	Per ca..	Chow .....	1 20
Bulk, per gallon.....	2 50	Sw. Mix .....	1 40
<b>CONCENTRATED FRUIT CORDERS</b>		Dills .....	1 10
Orange	Cherry	Pails 1 gal. 5 gal. 5 gal.	
Peach	Loganberry	Sr. Mix.....	\$1 40 \$2 00 \$4 00
Lemon	Strawberry	Chow .....	1 45 2 25 4 90
Grape	Raspberry	Sw. Mix .....	1 70 4 25 6 50
	Blackberry	<b>RELISHES</b> Per doz	
Packed 24, 2 1/2-lb. tins to case.	\$7 20	House Radish, 10-oz. bottle....	\$2 40
Apple, pkd. 24, 2 1/2-lb. tins to ca..	7 40	English Pickled, 8-oz. ....	2 25
<b>EXTRACTS</b>		<b>RASPBERRY VINEGAR, HEAVY SYRUP</b> Per doz	
Blackwoods' Government Standard.	All flavors. Per doz.—	Packed 1 doz. Qts. to case....	\$5 50
2-oz. 2 1/2-oz. 4-oz. 8-oz. 16-oz.	\$1 75 2 00 3 25 5 75 11 25	Packed 2 doz. Pts. to case....	3 25
Heather Brand. Fifty per cent. over Government Standard. Per doz.—	2-oz. 2 1/2-oz. 4-oz. 8-oz. 16-oz.	Packed in bbls., 6 doz. Qts....	5 25
\$2 25 2 00 4 25 7 50 14 00		Packed in bbls., 10 doz. Pts....	3 00
<b>OYSTER COCKTAILS</b> Per doz		<b>BRAMBLE BRAND RASPBERRY VINEGAR</b> Per doz	
Pimento Stuffed, 24, 8 oz. to ca.	3 00	Packed 1 doz. Qts. to case....	\$4 00
Packed 5-doz. 4-oz. botts. to ca.	\$9 25	Packed 2 doz. Pts. to case....	2 50
<b>OLIVES</b> Per doz		Packed in bbls. 6 doz. Qts....	3 25
Queens, packed 24, 8 oz. to ca.	\$2 20	Packed in bbls., 10 doz. Pts....	2 25
Queens, packed 24, 16 oz. to ca.	3 25	<b>SAUCES</b> Per doz	
Pimento Stuffed, 24, 16 oz. to ca.	4 50	Gravy Sauce, 1/2-pt. bottles....	\$2 50
<b>BLACKWOODS' DE LUXE PICKLES</b>		B.B. Sauce, 1/2-pt. bottles....	2 25
Ons. 10 16 18 20 Qts.		Worcester, 1/2-pt. bottles....	1 40
Sr. Mix. .. 2.25 3.15 3.35 3.75 4.65		Worcester, pt. bottles .....	2 00
Chow ..... 2.55 3.25 3.40 3.85 4.90		Mustard, 4-oz. bottles.....	0 90
Onions .... 3.45 .....		<b>TOMATO BOUILLON</b>	
Gherkins .. 3.50 .....		Packed 1 doz. qts. to ca.	Case. \$12 00
Sw. Mix. .. 2.50 3.35 3.60 4.00 5.15		<b>VINEGAR</b>	
Sw. Onions 3.75 .....		<b>BLACKWOODS' NO. 1 BROWN AND WHITE SPIRIT VINEGAR</b> Per doz	
Sw. Gherkin 3.75 .....		Packed 2 doz. Qts. to case....	\$2 25
F.o.b. Jobbing points add the fol. F.o.b. Winnipeg.		Packed 2 doz. Pts. to case....	1 50
lowing freight per dozen:—		<b>BULK</b>	
10 oz., 10c; 16 oz., 15c; 16 oz., 20c; 20 oz., 25c; qts., 30c.		50 O.P. Spirit, per gallon..	\$0 52
<b>PICKLES IN TENS</b> Per doz.		Proof Spirit, per gallon....	0 37
Sr. Mix, 2 1/2-lb. tins.....	\$3 25	Spirit, per gallon .....	0 28 1/2
Chow, 2 1/2-lb. tins .....	3 40	Cider, per gallon .....	0 45
Sw. Mix, 2 1/2-lb. tins.....	3 50	Artificial Proof, per gallon. 0 28	
Sr. Gherkin, 2 1/2-lb. tins.....	4 25	Artificial, per gallon.....	0 22
		<b>ARTIFICIAL HONEY</b>	
		Packed 2 doz., 8-oz., per doz....	\$2 50

Owing to the high freights prevailing

CONTINUE TO IMPORT supplies of

**SPRATT'S**  
DOG CAKES  
POULTRY FOODS  
CANARY & PARROT MIXTURES  
Etc.,

through **SPRATT'S**  
PATENT (AMERICA) LIMITED  
NEWARK, NEW JERSEY

**SPRATT'S PATENT LIMITED**  
24-25 Fenchurch St., London, E.C. 3, Eng.

## What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

**Pet Brand Sunkist Navel  
Oranges**  
**Pet Brand and Greyhound  
Lemons**

**Stripes Brand  
Florida Grape Fruit**

The best in their respective Lines

**Also Florida Cabbage  
Florida Celery  
Cauliflower, Lettuce, etc.**

**Fancy Boxed Apples**

**WHITE & CO., Limited**  
*Fruits de Luxe*  
**TORONTO**

# FISH

## for LENT

We have arranged for a good supply of all varieties of frozen and cured fish, and will be able to interest you both in quality and in price.

Let us have your order for—  
**Qualla Salmon—Halibut—Haddies—Filletts—Smelts—Ciscoes—Kippers—Fletcher—Bloaters—Lake Herring (Pickled and Frozen)—Oysters (Bulk and in Glass).**

 *"The House of Quality"*

**HUGH WALKER & SON, Limited**  
ESTABLISHED 1861  
GUELPH ONTARIO

# Vinegar

and

# Syrup

# Pumps

**WALTER WOODS & CO.**  
Hamilton and Winnipeg



**Purity**  
TABLE  
**SALT**

In sanitary cotton bags and handy free-running packages.

You cannot recommend a better salt to any housewife than Purity. For table or dairy use there is no better salt—a fact good housewives are quick to appreciate. You'll get a good margin of profit on every sale of Purity.

**THE WESTERN SALT CO., LIMITED**  
COURTRIGHT  
ONT

**PURITY**  
BRAND  
FREE RUNNING  
TABLE  
SALT  
THE WESTERN SALT CO.  
COURTRIGHT ONTARIO



# WANT MORE PEANUT BUTTER

Superior quality and excellent profits, combined with an advertising campaign that is daily reaching over two million probable purchasers, are three reasons why wise grocers everywhere throughout Canada are selling Wantmore Peanut Butter.

In the world of peanut butter there is none better. Made only from carefully roasted peanuts by a process that preserves all the delicious flavor, Wantmore Peanut Butter is truly

It's easy to prepare a nourishing, strengthening, wholesome lunch for boy or girl or man or woman with

## Wantmore PEANUT BUTTER

Here you have the old time Peanut Butter vastly improved. Every can contains quantity, quality and economy. You'll like "Wantmore" better every time you use it.

Your Dealer has it and also "Wantmore" Salted Peanuts.

R. L. FOWLER COMPANY LIMITED  
CALGARY SASKATOON REGINA

### "The Finest Spread for Bread"

You can ring up handsome profits if you line up with this big campaign. Keep your stock well displayed, get up an occasional Wantmore Peanut Butter window display and use one of our free electros (similar to the above) in your local advertising. We'll gladly send you them at once.

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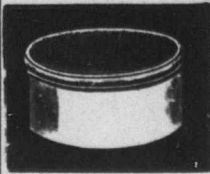
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# BUYERS' MARKET GUIDE

## Latest Editorial Market News



**STONEWARE JARS**  
Place order for crocks before the season opens. They are going to be hard to get later. Our Catalogue shows complete line of Butter Jars, Meat Tubs, Jugs, Churns, etc.  
**The Toronto Pottery Co. Limited**  
Dominion Bank Bldg.  
Toronto, Canada

We are now located in our new and more spacious warehouse at  
**60-62 JARVIS ST.**  
**TORONTO SALT WORKS**  
GEO. J. CLIFF

**WHITE-COTTELL'S**  
*Best English Malt Vinegar*  
**QUALITY VINEGAR**  
White, Cottell & Co., Camberwell, London, Eng.  
Agents:  
W. Y. COLCLOUGH, 592 Kingswood Road  
Beach 2170 Toronto  
J. E. TURTON, Board of Trade Building,  
[Montreal]  
**OPPENHEIMER BROS., LTD.**  
Vancouver, B.C.  
**BAIRD & CO., Merchants, St. Johns**

Order from your jobber to-day.  
**"SOCLEAN"**  
the dustless sweeping compound  
**SOCLEAN, LIMITED**  
Manufacturers TORONTO, Ontario

**Olivier's Cream Toffee**  
5 cent bars

**O.K.—Almond—Cocanut**  
The finest made

Brokers  
Man. & Sask. - Watson & Truesdale  
Calgary - Clarke Brokerage  
B.C. - Robt. Gillespie & Co., Vancouver

**G. F. OLIVIER (the toffee man)**  
MEDICINE HAT

### TEAS AND THE RUPEE EXCHANGE

A local importer of teas has received a cable from Calcutta stating that Assam and Pekoe Souchongs are quoted at six shillings to seven shillings per pound. The cable also shows a fall of the rupee from two shillings, eleven and three-quarter pence to two shillings, eight pence. This fall in the exchange no doubt is caused by India being put on a gold basis instead of a silver basis, as has hitherto been the case.

The above extraordinary high prices will preclude doing any business in Calcutta for some time to come.



**CLIMAX PAPER BALERS**  
ALL STEEL-FIRE-PROOF  
"Turns Waste into Profit"  
12 SIZES  
Send for Catalogue  
**CLIMAX BALER CO.**  
Hamilton, Ont.

## FOR SALE

Selected eggs, creamery butter, fancy dressed poultry. It will pay you to buy your supplies from

**C. A. MANN & CO.**  
LONDON, ONT.

Phone 1577



**The SARNIA PAPER BOX CO., Ltd.**  
SARNIA, ONT.

Manufacturers of:  
Ice Cream Cartons, Parafined.  
Butter Cartons, Parafined.  
Egg Cartons; Special Egg Fillers.  
Folding Candy Boxes; also handy Parafine boxes for bulk pickles, Mince-meat, etc.

## BEANS

Handpicked or Screened

Ask for quotations

**Geo. T. Mickle, Ridgetown, Ont.**

30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
3/4-INCH CUSHION FILLERS  
CORRUGATED FLATS

**The TRENT MFG. CO., LTD.**  
TRENTON - - ONTARIO

**Fidelity Collection Agency Ltd.**

Canadian Bank of Commerce Bldg., Winnipeg

Collections and Adjustment

"We collect anything anywhere"

References: Can. Bank of Commerce and Molsons Bank

These one-inch spaces only \$2.20 per insertion if used each issue in the year.

# Wanted

## Classified Advertising

### SITUATIONS WANTED

DOES ANY LARGE TEA HOUSE REQUIRE representation. Ten years' experience in wholesale bulk trade and well known to buyers in Quebec and Ontario. Box 70, Canadian Grocer, 153 University Ave., Toronto, Ont.

### FOR SALE

FOR SALE OR RENT—LARGE BRICK STORE with fixtures, at Conestogo, Waterloo County. General business established sixteen years. H. H. Bowman, 10 Ernest Ave., Toronto, Ont.

PARTNER IN THRIVING GENERAL STORE and feed business wishes to sell. \$3,500 would handle proposition. Apply Box 60, Canadian Grocer, 153 University Ave., Toronto.

WANTED—A GROCERY BUSINESS WITH OR without stock, in the rural district preferred. Box 62, Canadian Grocer, 153 University Ave., Toronto.

FOR SALE—IN NOVA SCOTIA—A GENERAL store, small stock, new building, small village on railroad, thirty miles from city. Apply Box 52, Canadian Grocer, 143 University Ave., Toronto, Ont.

FOR SALE — DAYTON SCALE, BARREL shape; computing capacity 24 lbs.; A1 condition, recently inspected. A. P. Wright, Whitby, Ont.

FOR SALE—GROCERY AND CONFECTION-ery business, also handle stationery, crockery, and ice cream. Best location in town; big turnover. Good reasons for selling. Apply Box 36, Beamsville.

### WANTED

ADVERTISER IS OPEN TO ENTERTAIN PURCHASE of a first-class grocery business which will stand thorough investigation; give full particulars first letter, cash required, turnover, net profits; towns or cities in Western Ontario considered. Box 50, Canadian Grocer, 153 University Ave., Toronto, Ont.

PARTNER WANTED—\$8,000 CASH BUYS HALF interest in growing general store business, including buildings, located in heart of prosperous farming community in Western Ontario. Turnover last year \$30,000. Increasing every year. For further particulars apply Box 54, Canadian Grocer, 153 University Ave., Toronto.

WANTED — NATIONAL CASH REGISTER. Either one or two drawer, in first-class condition. B. E. Duncan, Marshville, Ont.

### HELP WANTED

CLERK WANTED—FOR HIGH CLASS GROCERY store, Toronto, must be a hustler and thorough worker, experienced in window dressing and stock keeping; highest wages paid. Write stating experience and references. Confidential. Box 72, Canadian Grocer, 153 University Ave., Toronto.

## Baker's Cocoa and Chocolate



REGISTERED TRADE-MARK

MAKE AND KEEP GOOD CUSTOMERS

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.

MADE IN CANADA

WALTER BAKER & CO. Limited

Montreal, Can. Dorchester, Mass.

Established 1780

ESTABLISHED 1849

## BRADSTREET'S

Offices Throughout the Civilized World  
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.
St. John's, Nfld.	

Reputation gained by long years of vigorous, conscientious and successful work.

C. A. B. Brown General Manager  
Western Canada  
TORONTO

### AGENCIES WANTED

COMMISSION AGENT CALLING ON THE mining and lumbering business in the Cobalt and Porcupine District wants a few good lines. Box 131, Canadian Grocer, 153 University Ave., Toronto, Ont.

MANUFACTURERS' AGENTS, MONTREAL. are looking for agencies in connection with grocery and candy trade. 250 open accounts in Montreal. A.B.C. Canadian Grocer, Southam Bldg., Montreal.



To Smoke and Cure Meat  
Better than the old smoke house method.

## Parke's Smoke Essence

A liquid, easy to use, just apply it with a brush.

Retails 35c and 75c

35c size, enough for about 100 lbs. is packed in compartment corrugated cases, 36 bottles in each. Price, \$8.40 per case. 75c size, enough for about 300 lbs., is \$6 per dozen.

Parke & Parke Limited

MACNAB ST. AND MARKET SQ.  
Hamilton, Ontario

### AGENCIES WANTED

MONTREAL IMPORTER VISITING ENGLAND in spring is open to act as buying or selling agent for Canadian manufacturers. Strong connection on candies and grocery lines in England. Can undertake care of exhibits at Canadian Exhibition in London. D. F., Canadian Grocer, Southam Bldg., Montreal.

TO MANUFACTURERS—COMMERCIAL TRAVELLER. Canadian, with experience in selling packers' products and groceries, is taking up residence in England May first and would like to handle a few good Canadian lines in that country. Personal interview can be arranged. Apply Box 36, Canadian Grocer, 153 University Ave., Toronto

### AGENCY WANTED

To handle ready-made shirts and overalls on the Gaspé Coast. All connections with all customers. Apply Box 42, care of Canadian Grocer, 143 University Ave., Toronto, Ont.

## COLLECTIONS

By a competent organization which is wideawake to the necessity of having these leakages stopped.

We can handle this proposition in a proper business like manner and guarantee satisfaction to all concerned.

Nagle Mercantile Agency  
Laprairie (Montreal) Que

EVERYWHERE  
NO  
COLLECTION  
NO  
CHARGE  
EFFICIENT  
RELIABLE



# Sell LANKA

Leading Canadian dealers push Lanka for these good reasons:

First—Because it is the best value the world produces—the finest tea blended to the perfection which suits British tastes.

Second—It is popular priced—retailing at 75 cents a pound. This suits pocketbooks as well.

Third—Lanka is known everywhere because of a powerful selling campaign which is reaching the city and country homes of Canada.

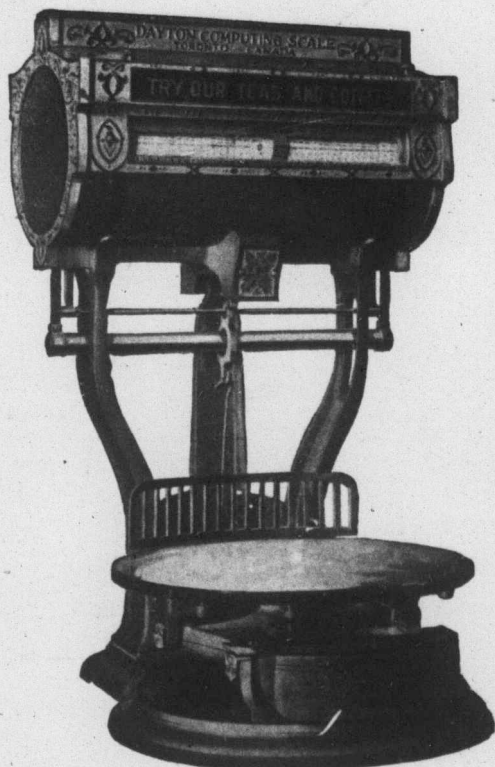
Magazines, newspapers and farm papers have carried the Lanka message into more than a million homes, not once but many times repeated.

Thus there is an overwhelming demand, and assured permanency by Lanka quality. Dealers sell Lanka because it is a profit maker which satisfies their customers and gives them the inevitable prestige of handling this super-fine product. Order from your jobber today.



Lanka is imported and packed by  
**WM. BRAID & COMPANY, Vancouver, Canada**  
 S. H. Moore & Company, Ontario Agents  
 704 Excelsior Life Bldg., Toronto

# Measure up



The path to success in business—even in a grocery business—is the path of common-sense.

And profits don't just "happen!" Even though the dollars come rolling over your counters, don't hand back more than you should in return. Take into your business as a silent partner a Dayton Computing Scale to measure up every ounce of all you sell. It's the ounces and fractions that count.

The "Dayton" is the silent partner to be sure, but none the less a loyal and worthy friend.

Ready and willing from early morning on through the rush time where mistakes would crop up if weights were measured by human eyes and prices figured by the human brain, on into the late evening, tireless, keen, alert, accurate, honest. The "Dayton" never fails to Measure Up.

We have an illustrated catalogue that will help you pick your partner, waiting for your address. Write for it to-day.

## Dayton Computing Scales

Royce and Campbell Ave.,  
Toronto

FRANK E. MUTTON,  
Vice-Pres. and Gen. Mgr.

Offices in all  
Principal Cities

DIVISION INTERNATIONAL BUSINESS MACHINES CO., LTD.  
Also makers of International Time Recorders and Hollerith Electric Tabulators