

**PAGES  
MISSING**

Featuring—Spring House-Cleaning Lines

# CANADIAN GROCER

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

Vol. XXX

PUBLICATION OFFICE: TORONTO, MARCH 3rd, 1916

No. 9



A window display of Spring Lines which meant not only more business for the retailer, but for the manufacturers whose goods were displayed.

## Mr. Manufacturer!

**W**HOSE goods are most likely to be shown in the grocer's window? Those that are never advertised or—yours that are advertised constantly in the Canadian Grocer?

Is it not reasonable to expect that the grocer and his clerks will be most likely to select for window display the lines about which they have the most information? They will get this from your advertisement in Canadian Grocer. This is the one publication

they read for news and information about the goods they sell and for ideas about window dressing and other methods of increasing sales.

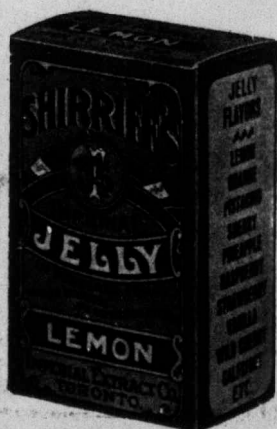
By giving your customers—readers of the Canadian Grocer—information about your goods in the most logical and direct way, that is by informative announcements in their trade paper, your lines will receive increasing attention in their windows and more prominent display inside the store as well.

If interested in greater dealer co-operation,  
get in touch with us.

# Windows Increase Sales

Attractive windows not only increase the sales of the products exhibited, but enable you to sell other lines to the people the window displays bring into the store.

## Shirriff's Jelly Powder



makes an attractive window display, especially if you use the special fixtures and materials we supply.

Shirriff's Jelly Powder is a good line to select for a LEADER. It is sold at a price everyone can afford. There is a good margin of profit for the dealer. And its quality is excellent.

**Imperial Extract Co., Toronto**

## LARGEST MAKERS IN THE WORLD

***Tin Foll***—all descriptions

***Tea Lead***—all gauges and sizes

***Metal Bottle Capsules***—any size,  
color or stamping

***Collapsible Tubes***—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES  
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

# Follow the Line of Least Resistance

Sell



**the largest selling package sugar  
in Canada**

It took a great deal of money to tell the housewives in Canada about Lantic Sugar.

It took infinitely more time and perseverance to convince them of the quality of Lantic Sugar.

It has been, however, worth all the money, the time and the energy spent in accomplishing our object, for to-day Lantic Sugar is not an uncertainty but a great, big, real, live factor in your business.

Give the selling of package sugar a little thought. Figure up for your own information, its possibilities, taking into consideration all the elements that enter into the putting up of a barrel of sugar yourself.

The best proof is to order a case or gunnie of Lantic Sugar through your wholesaler, put up in 2 and 5-lb. cartons, 10 and 20-lb. bags.

**Atlantic Sugar Refineries, Limited**  
**Montreal**



**Oldest and Largest Manufacturers of Shoe Polishes in the World**

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retail 10c.

"DANDY" RUSSET COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" BLACK COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size.) "ELITE" PASTE in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retail for 10c.

Ask Your  
Jobber's Salesman For

*Whittemore's*  
*Shoe Polishes*

**Whittemore Bros. Corp., Boston, Mass., U.S.A.**

**30 Years of  
satisfaction giving**

*that's the proud record behind*

**DR. CASSELL'S TABLETS**

the effective builder up of disordered nerves.

Grocers everywhere are featuring these widely known and popular nerve tablets. By so doing they reap the big benefits accruing from our \$60,000 consumer advertising campaign, and the bigger benefits which increased customer confidence will produce.

Why not secure a share of these profits for your business? By featuring Dr. Cassell's Tablets you lay the foundation of steady future business.

Easy sales invariably follow a "Dr. Cassell's" Display.  
How about a trial order?

**Dr. Cassell's Medicine Co., Limited, Manchester, Eng.**

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





# Every Customer will be a Better Customer

—yes, and every sale will be the forerunner of  
*more* and *larger* ones when you feature the

## BORDEN LINES

Seventy years of *Borden Purity*, *Borden Reputation* and *Borden Advertising* have built up an ever-increasing demand for Borden Products. Dealers everywhere are reaping big returns from this popularity—they find the Borden Lines well worth featuring.

For bigger profits and customer-satisfaction you too will find it best to sell the Borden Brands. "Eagle," "Reindeer," "Challenge" for Condensed, also St. Charles and Jersey Evaporated. Reindeer Brand Coffee and Cocoa are likewise leaders in their respective class.

*Ask your wholesaler.*

**Borden Milk Co., Limited**

"Leaders of Quality."

**MONTREAL**

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



## A Quick Turn-Over

Here is a quick-selling molasses that will prove a winning brand for a quick turn.

### Leacock's Extra Fancy and Extra Choice Molasses

Made in Barbados from pure cane sugar under most scrupulous and sanitary conditions in a modern up-to-the-minute plant. Leacock's molasses are fully guaranteed.

PUT THE NAME "LEACOCK'S" to your next molasses order for quick sales and profit.

**Leacock & Company**  
EXPORTERS OF HIGHEST GRADE OF MOLASSES  
BARBADOS, B.W.I.



**A True  
Canadian Salt  
Windsor  
Table  
Salt**  
*Made in  
Canada*  
THE CANADIAN SALT CO. LIMITED

## This Will Introduce You To

the new trade figure for Windsor Table Salt. Every advertisement deals with this happy, sturdy "Salt." It will grow to be a familiar character on the newspaper page.

### Vigorous Advertising For

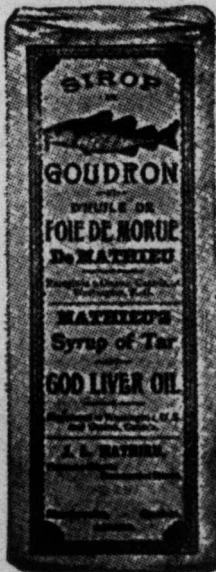
the two leading Salts means money for every dealer who backs up the advertising with his window and counter display.

### "Windsor" and "Regal" Salt

In addition to the "sailor" advertisements, a new and better series of advertisements than ever before has been prepared for Regal Salt. Watch for these ads.

**THE CANADIAN SALT CO., LIMITED**  
WINDSOR, ONT.

## This changeable weather means that colds will be prevalent



and actual statistics show a regular epidemic to be raging throughout Canada.

You can do your share at helping to stop the epidemic of colds, La Grippe and Pneumonia by stocking and pushing

### Mathieu's Syrup of Tar and Cod Liver Oil

It is the most effective preventive and remedy for colds in every stage.

Stock up now and keep it on display where your customers will see it. Recommend Mathieu's Syrup.

**J. L. Mathieu Co., Proprietors**  
SHERBROOKE, QUE.

## CONCORD NORWEGIAN SARDINES

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish, and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling CONCORD? Order from your wholesaler TO-DAY.

#### LIST OF AGENTS:

R. S. Molndoo, Toronto. Watson & Truesdale, Winnipeg.  
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.  
H. C. Janlon, Vancouver, B.C.

# Talk Beans to Your Customer— There's Money In It For You—

White Beans to-day cost the consumer almost 12c. per lb.—raw. Soak them over night—drain—par-boil—add pork—sugar—pepper—salt—molasses and place in a pot in the oven and bake for four hours and you have—Baked Beans.

Sell your customer a Can of Aylmer Canning Co. Beans and the process reduces itself to "Heating the Can for a few minutes and serving while Hot." "Every bean done to a turn."

You will make a sale—you will please a customer—you will boost Canadian Manufactured Goods.

*Write for prices, terms, etc.*

**Dominion Canners, Limited**  
Hamilton, Canada



Plain, or with Tomato or Chili Sauce



# Where Quality Is Appreciated

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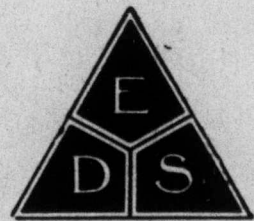
**After the Day's Work  
When the Family  
Gather Round the  
Supper Table**

the eye is always delighted to see E.D.S. Jam ready to be served as a finish to the meal. The anticipation of E.D.S. Jams keeps the appetite keyed up for the finish. No meal could have a more satisfying completion than the serving of wholesome preserves made by E.D.S. from the purest Winona fruits.

A prominent display of E.D.S. products is a reminder to purchasers.

Pleasant memories revive a desire for repetition.

*Made in Canada*



**E.D.S. JAMS**

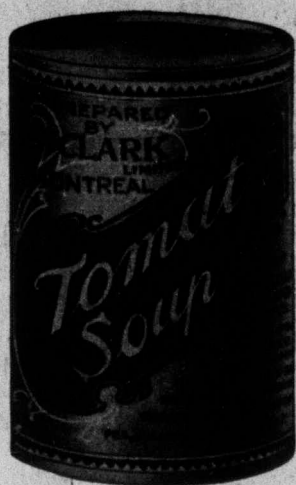
**Put Canadian-Made  
Goods in High  
Repute**

**E. D. Smith and Son, Limited**  
**WINONA, ONT.**

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal;  
Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.

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# CLARK'S



## CONCENTRATED SOUPS

The  
Purest and Finest  
retail

at 10 cents

and give you good margin.

### Varieties:

Vegetable, Pea,  
Mulligatawny,  
Scotch Broth, Ox Tail,  
Mock Turtle, Celery,  
Consomme, Tomato,  
Julienne, Green Pea,  
Mutton Broth,  
Vermicelli Tomato,  
Chicken.



Every can guaranteed:

**W. CLARK, Limited, Montreal**

*Clark's*

## Advance Information

*For the Dealer*—The sale of O-Cedar Polish this spring is going to be something immense. Every housewife will want it. Will she get it from you? Unless you have a big stock of

# O-Cedar Polish

(MADE IN CANADA)

on your shelves you are going to miss many sales. Our National Advertising Campaign is telling every woman of the wonderful merits of O-Cedar. Let her see it in your store or window. Sell her one bottle and she will be a regular customer for it.

*Order From Your Jobber.*

**Channell Chemical Co., Ltd.**

369 Sorauren Ave.

TORONTO

## Your Customers Need

# Sani-Flush

**Cleans Water-Closet Bowls**



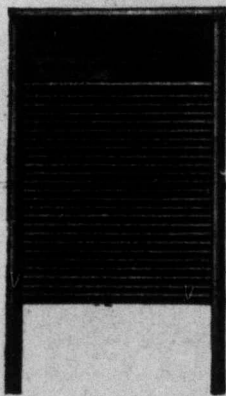
The reason is simple—it provides the only quick, easy and sure way to clean toilet bowls. This work must be done properly or the bowl becomes offensive and unsanitary. The least expensive and the easiest way to do it is with *Sani-Flush*.

Find out for yourself by giving it a trial in your home or store. Then see how it appeals to economical housewives by making a display. Write us for assistance in selling *Sani-Flush*.

**Harold F. Ritchie & Co., Limited**

10-12-14 McCaul St., Toronto

## The New All-Canadian, All Wooden Washboard—A service- able, long-wearing washboard re- tailing at 20c.



A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being

made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day.

**The Wm. Cane & Sons Company**  
Limited

Newmarket, Ont.

HERE ARE A FEW OF

## McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

**DIGESTIVE.**

**SCOTTISH ABERNETHY.**

**ACADEMY CREAMS.**

**CREAMY CHOCOLATE.**

**OSBORNE.**

**RICH TEA.**

**SMALL PETIT BEURRE.**

**BELGIUM.**

**BUNTY CREAMS.**

**BUTTERETTE.**

**ROYAL SCOT.**

"The Premier Biscuit of Britain." Finest wholemeal. The Scottish favourite.

Rich cream-filled short-bread biscuit.

Chocolate biscuit filled with cream.

The standard Old Country biscuit, delightful flavour. Popular Scottish tea biscuit.

Fine butter flavour.

Rich shortcake.

Butterfly shape, cream sandwich, almond flavour.

Light short-eating cracker.

Ideal tea or coffee biscuit.

**McVittie & Price, Limited**

EDINBURGH and London

McVittie & Price of Canada, Limited

Vaudreuil St., St. Paul St. E. Montreal

## RENNIE'S FIRE NOTICE SEEDS

We desire to advise our many customers that although we have suffered a very large loss in Sunday's (February 20th) fire, we have sufficient stocks stored at our warehouse at Long Branch and other warehouses in Toronto to enable us to fill orders complete and to take care of the coming season's trade. We commenced shipping on the 21st at noon, and orders will be handled in our usual prompt manner.

**RENNIE'S SEEDS** HEAD OFFICE:  
TORONTO, CAN.

All our Branches have been supplied with their season's requirements.

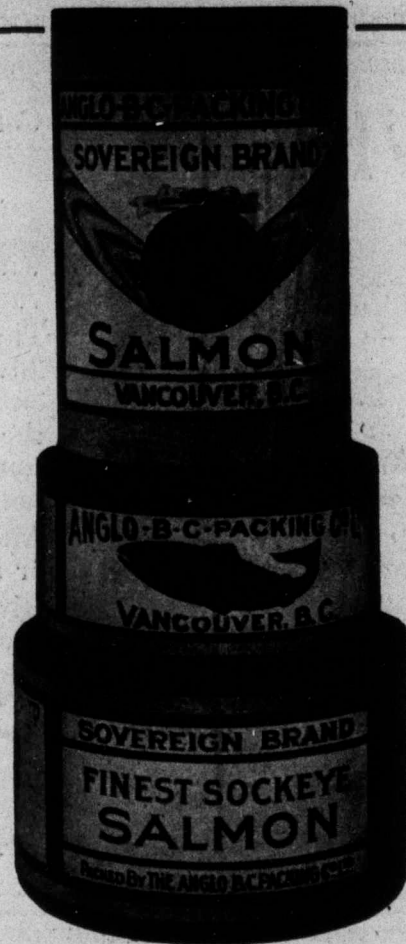
## POTATOES

Car lots Alberta and British Columbia Potatoes.

**BOUGHT AND SOLD.**

INQUIRIES SOLICITED.

**A. J. Macdonell & Company**  
CALGARY, ALBERTA



**Right—Always right**

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

**COW BRAND BAKING SODA**

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

**CHURCH & DWIGHT**  
Manufacturers LIMITED  
**MONTREAL**

**GIPSY**  
**Stove Gloss**  
**the kind they**  
**come back**  
**for every time**

Order from your Wholesaler.

**HARGREAVES (CANADA,) LIMITED,**  
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Lightcap & Grant,  
Winnipeg. For British Columbia & Yukon: Creeden  
& Avery, Rooms 5 & 6 Jones Block 407, Hastings Street,  
West, Vancouver.

# Which?



Compare the appearance of a container sealed with the

## Anchor Cap

with that of another whose seal is of the old-fashioned variety. Which impresses you the more favorably?

The neat appearance of the Anchor Cap is not the only advantage, for back of it is a positive assurance to your customer that this seal covers goods of whose freshness there is no shadow of doubt whatever. The added customer confidence thus created will ultimately mean a marked increase in your sales of bottled goods.

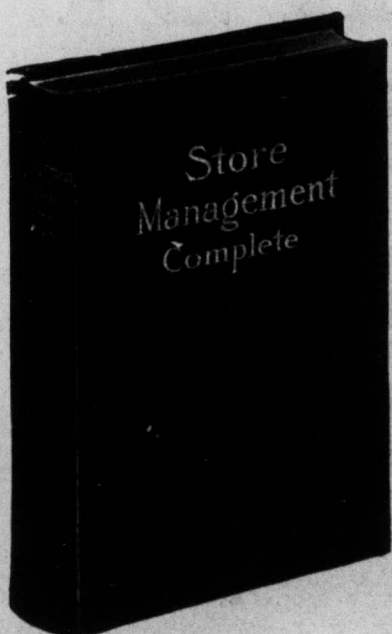
Anchor Caps, too, ensure you against loss through leaking or spoilation of contents.

Give the Anchor Cap a trial. Have your wholesaler supply it on your next order of bottled goods.

## Anchor Cap and Closure Corporation of Canada

Sudbury St. W., Foot of Dovercourt Road, Toronto, Can.

# ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a round-about way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

## STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete"). It tells all about the management of a store. The following is a synopsis of one of the chapters:

**CHAPTER V.—THE STORE POLICY**—What it should be to hold trade. The money back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

**TECHNICAL BOOK DEPARTMENT**  
MacLean Publishing Co.

143-153 University Avenue

TORONTO

CANADIAN GROCER

The finest bit of syrup on the market

*St. Lawrence*

Crystal Diamond Syrup

TRY IT YOURSELF.

**FURNIVALL'S**

FINE  
SEVILLE ORANGE  
MARMALADE

Now Selling  
FURNIVALL-NEW, LTD.

AGENTS

Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal  
—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co.  
Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—  
A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L.  
Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese  
Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

**MR. CLERK** ←  
**YOUR SPARE TIME**

**W**HAT do you do with it? By that we mean,  
is it bringing you any returns in the ways  
that go to assure your future success?

How would you like to know of a plan that will  
bring you in as much (if not more of an income)  
than your regular occupation. **Would you be inter-  
ested?**

We have a plan by which hundreds of clerks  
throughout Canada are greatly increasing their  
weekly incomes. This plan interferes in no way  
with their regular duties. It helps them to become  
of more value to their employers as well. Besides  
it supplies them with extra funds.

Write, and we'll give full particulars concerning  
it. This places you under no obligation, we'll be  
glad to tell you all about it. Drop us a line **To-Day.**

**The MacLean Publishing Co.**

Dept. C.G. 143-153 University Ave.

Toronto

Canada

When buying

**MOLASSES**

do not forget to specify  
that it must be

**DA COSTA'S**  
**EXTRA FANCY**

the leading brand of Bar-  
bados Molasses.

Price is no higher than  
for other brands.

**Tartan**  
**BRAND**

THE SIGN OF PURITY  
Phone Orders at our Expense

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

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

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

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

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

**BALFOUR, SMYE & COMPANY**  
HAMILTON, ONTARIO

They like to come for Symingtons



the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

**SYMINGTON'S**  
*Reg'd Trade Mark*  
**COFFEE ESSENCE**

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

THOS. SYMINGTON & CO., Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



**BETTER CORN BROOMS**

There have been rumors that corn brooms would be poorer in quality this year, owing to the scarcity of green corn. This is not true of

**"NUGGET" BROOMS**

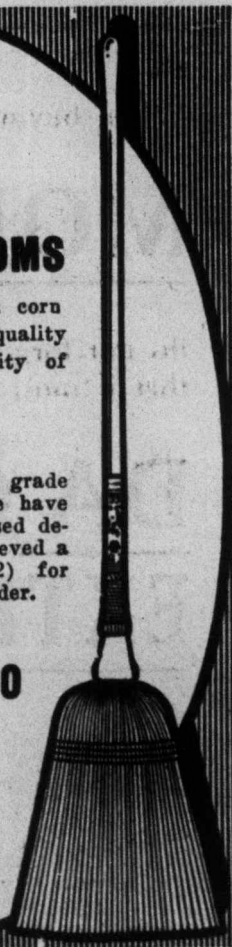
We secured our stock of high grade green corn in ample time. We have all we need to meet the increased demand for a broom that has achieved a reputation—(1) for quality. (2) for lightness. (3) as a business-builder.

Write for prices, etc., to

**STEVENS-HEPNER CO**  
LIMITED

PORT ELGIN, ONT.

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



**How's Business?**

Business in fish sales is exceptionally good these days, and the dealer displaying his stock of cured, frozen, or fresh fish in the

**Arctic Three-Section Fish Display Case**

will find it a big trade attracter and profit producer.

If you do not already sell fish you should begin now while the Lenten demand is at its height. Feature your stock in the Arctic Display Case—then sales will be easy and profits assured.

Ask for our complete catalog.



**Jno. Hillock & Co.,**  
LIMITED

Makers of High-Grade Refrigerators  
and Fish Cases  
TORONTO

# JAPAN TEA



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

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

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it. Ask HIM.

Are you reaping benefit from the Japan Tea advertising which is appearing in Canada's leading papers of national circulation?

Your patrons will welcome the delicious, wholesome flavor of this natural green leaf tea. **ORDER FROM YOUR WHOLESALER.**



# The Effect of the Great World Struggle

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

# The Financial Post of Canada

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

## By-Mail Information Bureau

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

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ANNUAL SUBSCRIPTION \$3.00 A YEAR

WRITE FOR SAMPLE COPY

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JOHN BAYNE MacLEAN,  
President

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

JOHN APPLETON,  
Editor

# THE FINANCIAL POST OF CANADA

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

## A PROPHECY THAT FAILED

Do you remember when Red Rose Tea was introduced in Ontario about 15 years ago? You probably thought the same as did our competitors, that it would not sell; *they said it would go off the market in a year or so like many other package teas.*

Well there was a very important thing overlooked when these predictions were made,—*the quality of the tea.* You know from your own sales that all that is needed is to get your customers to try Red Rose; to break away from some other line long enough to test the quality of Red Rose. You found that they continued using it.

Never in the history of the tea trade has there been such value given the public in tea as in Red Rose. Then that same splendid quality is kept absolutely uniform from year to year.

Have you tried it in your own home? You will like its rich, full Assam-Indian flavor so well you will be pleased to recommend it to your customers.

# RED ROSE TEA

“is good tea”

### Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

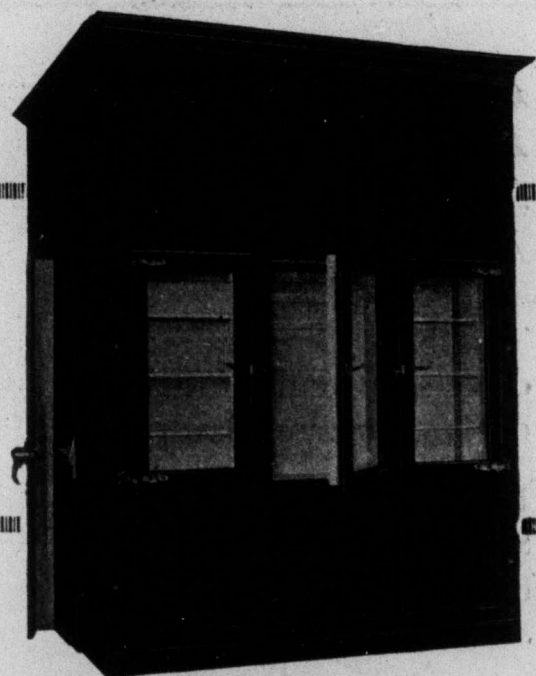


The mere “say so” that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

## CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin-Brereton Co., Ltd., Winnipeg, Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.



### Better Display With Better Security

Our new “SPECIAL” Butcher Refrigerator, here shown, combines absolute security with superior facilities for the effective display of contents.

The many distinctive features which have made the “Eureka” line so popular everywhere are embodied in the latest Butcher Refrigerator. LET US TELL YOU ALL ABOUT IT, AND THE MANY OTHER EUREKA MODELS.

REPRESENTATIVES—James Rutledge, 2808 Waverley St., Montreal, P.Q.; James Lonsgan, Charlottetown, P.E.I.; W. Woods & Co., Winnipeg, Man.; E. M. Dore, 25 Caroline N., Phone 82, Hamilton.

**Eureka Refrigerator Co., Ltd., 31 Brock Ave., Toronto**

# ROBINSON'S "PATENT" GROATS

March hand in hand with

## Robinson's "Patent" Barley

Some customers want one. Other customers want the other.

*Mr. Grocer:—*

We mail booklets (Advice to Mothers) and (Healthy Babies) to any of your customers who make application. Keep a pyramid of Robinson's 'Patent Groats' and 'Patent Barley' always on your counter. Customers will buy them from you instead of going to some other store.

**MAGOR, SON & CO., LIMITED**

30 Church Street, TORONTO

191 St. Paul Street West, MONTREAL

AGENTS FOR THE DOMINION OF CANADA.

*Double Your Biscuit Sales  
During 1916 by Central-  
izing your Efforts on  
Meadow Cream Sodas.*

This brings first sales; repeats come as a result of their delicious, rich, creamy flavor.

Don't stock Meadow Cream Sodas for the sake of handling them, but sell them. *Give them a prominent display.*

*Trial shipment on request.*



**W. J. CROTHERS & CO., KINGSTON, ONT.**

# CANADIAN GROCER

VOL. XXX

TORONTO, MARCH 3, 1916

No. 9

## Definite Results from House Cleaning Goods

A March Campaign That Was Carefully Planned and Which Sold the Goods—An Education For the Store Staff as Well as for the Customers—Personal Salesmanship, Window and Interior Displays, Newspaper Advertising Combined to Get Good Business

*Written for Canadian Grocer by A. H. Harvey*

Fourth of a Series

**N**O campaign in the John Brighton store during 1915 was more successful than that on housecleaning lines during March. Mr. Brighton was very proud of the results secured, in reciting the history of the selling campaign on these goods. He discovered for one thing that not very many of his customers knew that he carried all the housecleaning lines that he did. He therefore introduced several new lines to many customers, which were called for during the remainder of the year—increased turnover and more profits.

"March," he said, "was the signal for the opening of the campaign. I asked the head clerk to make out a list of all possible housecleaning lines and these were augmented by myself and the remainder of the staff. We were indeed surprised at the length of this list, the compiling of which was a little education of itself because it brought to light goods, with some of which we were unfortunately not very familiar. It included such lines as sink and tin cleansers, ammonia powder, liquid ammonia, bluing, chloride of lime, lye, special closet cleansers, stove polish, furniture polish, silver and metal polish, dustless mops, various kinds of brushes, brooms, soaps, soap chips, washing tablets, washboards, clothes pins, etc.—a formidable list, wasn't it?"

John Brighton fully realized the importance of the housecleaning season. He was a married man himself and was therefore well acquainted with the annual spring upheaval in the home, and was even able to prophecy the event long before it actually descended. He knew that, to the housewife, housecleaning is more or less of a festival that comes as regular as that of the Yule-tide season, so he set about to make the most of it and from his description of the campaign his fondest hopes were certainly realized.

### To Attract the Passerby

"So we got this list together, first on paper and then on a table in the warehouse. We did this to make sure that no line would be overlooked. The shelves and warehouse were gone over as with a fine-tooth comb. With a few samples of each line the window trimmer set about to produce a display that would attract the attention of the passerby, whether customer or merely—from our standpoint—a pedestrian. The trimmer who has a mechanical turn of mind about him, set to work to construct a house out of soap, tins of sweeping powder, ammonia powder and other cleansers. This was built squarely in the centre

with veranda, chimney, front gate, etc., and because it was entirely constructed from the goods in stock it received more attention than it otherwise would. The fact that the house was there made the women folk think of home. Then the array of housecleaning lines made them think of housecleaning. With the two ideas connected up artistically they certainly got attention. Throughout the remainder of the window there were pyramids, circles, etc., of various kinds of housecleaning lines. There were also a couple of showcards—one reading 'Savers of Doctor Bills' and the other 'Ammunition for Cleaning up the Home.' In fact we got the ideas from the columns of Canadian Grocer. Inside there was a table set with all kinds of housecleaning lines and there was a small showcard calling attention to housecleaning time and on the counter were a few articles which could be picked up casually by the clerk and suggested to the customer buying at the counter.

### Campaign of Education

"We discovered the first day of the campaign that a great many customers were not acquainted with the uses of the various lines. For instance, apart from cleaning sinks there were women who knew of no other uses for ammonia powder. They were not acquainted with its value in the wash tub. The same with chloride of lime. They did not know how this could be used in sweetening drains in the cellar, in the garbage can and in any place where matter was likely to decay and to germinate disease bacteria. There were brushes for cleaning behind radiators, under stoves, etc., which some of our customers had never seen before. Then there was liquid ammonia, lye, silver, brass, metal and furniture polishes, all the uses of which were very little known. We conducted, as well as a selling campaign, an educational campaign on these various lines and we must say the results were splendid. Our advertising in the newspapers was written with the same point in view.

"For instance, one little idea that got us good business in brass polish was the exhibiting of two pieces of door knobs, one of which was polished and the other wasn't. A little showcard read: 'Before Polishing — After Polishing.' This was an idea that could be carried out with other polishes as well."

John Brighton's ideas on running special campaigns of this character, in addition to getting the regular every-day

business, are among the best I have ever run across. He takes particular pains to study his proposition carefully, so that when the campaign opens there is a definite object in view. It should not be considered that this store confined its attention to house cleaning lines in March. The customer was given every opportunity to order her regular everyday goods; but in addition when her order had been given the sales-staff concentrated on housecleaning lines thus creating demand for goods that otherwise would have remained unsold.

### MONTREAL MEN TALK TO VANCOUVER

On February 15 long distance connections were officially opened between Montreal and Vancouver, a distance by route traversed of 4,225 miles. The occasion was celebrated at Montreal by a gathering of about a thousand of Montreal's leading citizens, at the Ritz-Carlton ball room, each guest being furnished with a receiver. After the general manager of the Bell Telephone Co. and the B. C. Telephone Co. exchanged greetings, then Lord Shaughnessy, president of the C. P. R., spoke to their Vancouver manager, Mr. Peters, but the grocery trade will be interested in knowing that the first call from Vancouver to Montreal was from Robt. Kelly, managing director of Kelly, Douglas & Co., Vancouver, who asked to speak to Wm. H. Dunn, the manager of Borden Milk Co., Limited, Montreal, and obtained from the Eastern man a promise of a visit to the coast early in June.

### ADVANCE IN CONDENSED MILK

On February 25th, the Borden Milk Co. announced a general advance of 15 cents per case on condensed (sweetened) milks. There is no change in Eastern prices on evaporated lines. The reason for the advance, it is pointed out, is the higher price of sugar. An advance of 1 cent per lb. in sugar increases the cost of production of condensed milk by 20 cents per case. When war started, sugar was 4 cents. To-day it is 6 cents, an advance of 2 cents. Therefore, the increase in the cost of production of condensed milk amounts to 40 cents on the sugar basis only, that is without taking into consideration the increased cost of packing. An advance of 25 cents was made in the price earlier in the year, and the company states this second advance of 15 cents covers the total increase in cost on the sugar basis without consideration of other increases in cost of production.

# Savers of Doctor Bills

THE earlier the house is given a thorough cleaning the better. During the long winter, with stoves and furnaces going all the time, dust and dirt accumulates in every nook and corner. In the winter, too, there is usually insufficient ventilation in the home, and disease germs find choice breeding places. Just because they cannot be seen is no indication they are not there—take no chances, but get your supply of house-cleaning necessities at once. Read carefully these suggestions:

#### Powdered Ammonia

Softens the water and eases the work of rubbing the floors and furniture. Blank brand, .. cents per package.

#### Sweeping Powder

Why sweep in clouds of dust when you can prevent it by the use of a little sweeping powder? Use it on the floors, rugs and carpets. Large can, .. cents; small can, .. cents.

#### Chloride of Lime

Nothing better for the closet or for sweetening drains. Every home should always have a supply on hand—one of the finest chasers of disease germs known, and the price of a tin is small, only .. cents.

#### Liquid Ammonia

Some prefer the ammonia in liquid form. Simply moisten the cleaning rag with it and it's ready for use. A good-sized bottle for .. cents.

#### Sink and Bath Tub Cleanser

You know how hard it is to get the dirt off the sides of the sink and bath tub. Blank brand is a powder which does the work with the least amount of rubbing. Per can, .. cents.

#### Lye

Another fine disinfectant is lye—there are few houses which do not keep a plentiful supply on hand. It will take up grease and other dirt from the floors as quickly and easily as anything. Per tin, .. cents.

#### Furniture Polish

To make the chairs, tables, window sills and other furniture clean and bright, use Blank Brand. Just rub it on with a clean cloth and it will produce a bright shine like new. Per bottle, .. cents.

#### Silver Polish

The table silver, no matter how good it is, soon tarnishes. Brighten it up with ————. This is guaranteed to brighten silver and give it a shiny, new appearance. Per bottle, .. cents.

#### Metal Polish

For shining up the brass knobs on the buffet and other furniture, a good metal polish is necessary. Try ———— Brand—it is recommended for pots and all metal fittings about the house. Per bottle, .. cents.

#### Brushes and Brooms

Did you ever think how much time could be saved the year round by brushes that get behind and under the stove and the radiators, and between the spokes of the broom? Why not make your work lighter? A full supply to choose from.

#### Dustless Mops

These mops are working wonders in thousands of Canadian homes. They get into the corners and pick up all the dirt. For your housecleaning campaign this year let the dustless mop help you. Different sizes at .. and ...

#### Soaps

Of course you will not attempt housecleaning without a good supply of soap. It is the ever reliable. We recommend ———— at .. cents per bar.

#### Mops, Washboards and Clothes Pins

A full supply on hand of all kinds of woodenware for the cleaning season. Come in and let us show you our stocks—made by the most reliable manufacturers.

All these lines have been tried and tested. Select your requirements at once from a full stock.

## JAMES BROWN

17 Main Street

Phone 75

Above is tendered as a suggestion for a housecleaning newspaper advertisement. Retailers will fill in the brand names they wish to advertise and their own prices.

## Make the Window a Salesman

Now That Housecleaning Time is Here Again, the Co-operation of the Window Should be Secured—A Well-Balanced Trim.

**T**HE window display is one of the best aids to a successful housecleaning campaign that a retailer has in his possession. To a great many people the window is the eye of the store. If it is carefully attended to, always kept bright and clean, it is bound to make a favorable impression on the passerby. By all means, therefore, every grocer should display in his window housecleaning lines during the present month.

The display shown herewith is a splendid suggestion for a housecleaning trim. It includes many different lines of goods, such as brooms and brushes, mops, wash boards, pan and sink cleansers, washing powders, ammonia powders, liquid ammonia, tins of floor dressing, a row of bottles of furniture polish along the front, large galvanized tubs, soap and other different lines of cleansers. The arrangement of this display needs no description. The reproduction of the window shows exactly how the different lines of goods were arranged. It might be explained, however, that the fence in the background is made by mops hanging from horizontal poles; long ceiling brooms are hung from the ceiling, the broom part of these being visible at the top of the illustration.

Canadian Grocer would appreciate receiving from any reader photograph of this year's housecleaning window trim. If you have a good one, have a picture taken of it and send it along. The editorial department will appreciate it very much.



A Housecleaning window trim, well thought out, that is bound to attract attention and sell goods.

## Wholesalers Dislike Free Cases

Alberta Men Take Matter up With Certain Manufacturers—  
They Claim This Tends to Disorganize Trade.

WHOLESALE grocers of Alberta have been taking the matter of "Free Deals and Freight Allowances" up with certain manufacturers. At a recent meeting of the Wholesale Grocers' Association in Edmonton, it was decided to send a letter to the manufacturers in question pointing out the views of the wholesalers on the questions at issue. This letter speaks for itself.

"Gentlemen:—

"At a recent general meeting of this Association, at which practically the entire wholesale grocery trade of the province was represented, the practice of certain manufacturers to allow to retailers special quantity concessions in the way of free cases or freight allowances, received considerable discussion. While the members of this Association hesitated about tendering unsolicited advice as to how you should conduct your business, it was felt that these special deals are pernicious and objectionable, and should be discouraged so far as possible. I was therefore instructed by unanimous vote of the meeting to convey to you an expression of the views of the members in regard to this matter.

"I am to point out that while the special deals may be of considerable assistance to the salesmen, in the opinion of our members the ultimate result is pernicious and detrimental to the best interests of the trade; that salesmen should not require assistance of this kind; and that any concession in the matter of cost that can be made should be put in the form of a straight price reduction, more or less permanent.

"It is not considered desirable for obvious reasons, that a merchant whose trade demands the purchase of one or two cases, should be persuaded to buy ten for the purpose of getting one free. Experience shows, however, that this is what frequently happens. The whole tendency of the wholesale trade during recent years has been to educate retailers to keeping their purchases down strictly to the demand of their business.

"Then again experience shows that in most, or at least very many cases, the retailer who needs, one, two, or three cases, but who orders ten at say, \$4.40 per case, figures that as he has obtained 11 cases for \$44, he has bought the goods at \$4. per case, and accordingly so fixes his selling price, which cannot be maintained profitably, when he next has to buy at regular price after the free deal has been withdrawn. In such case he is very apt to push the sale of some other line upon which the price has not been so cut.

"There is the further objectionable feature that in many cases keeping track of these free deals involves a lot of trouble to the wholesale house; and in the event of any slight carelessness on the part of the office staff it is easy to

omit to make claim on the manufacturer for some of these free cases. It is not considered necessary, however, to press this point, as the objections mentioned above, and others, which will no doubt readily occur to you, are in the opinion of our members, amply sufficient to condemn the free case or any other form of special and temporary deals.

"I would be glad to receive an expression of your views on this matter for the information of our members."

## Better Eggs for Ottawa

Produce Men There Back Up What Canadian Produce Association Decided Upon at Belleville—"Loss Off" System and "Free Egg Cases"

OTTAWA, Mar. 1, (Special)—A meeting of the Ottawa Branch of the Canadian Produce Association was held on Feb. 24, for the purpose of discussing quality payment of eggs, and for the adoption of free egg cases. The following members were present; A. W. Bayman, of Matthews-Blackwell, Limited, President of the Ottawa Branch of the Association; J. Moyneur and Mr. Lebarge of Moyneur, Limited, John Dover, J. Freedman, Mr. Brown of Swift Canadian Company.

After a general discussion it was unanimously decided to adopt the "Loss off" System, and the "Free Case" System. The free egg case system has been adopted for special reasons:

**First.**—Loss to the cases themselves.

**Second.**—Loss and replacing of fillers.

**Third.**—To do away with all dirty and unsanitary cases.

Therefore on and after March 1, 1916, the Association has decided that all Customers throughout Ottawa and District will purchase their eggs, "Cases Free", the same as they purchase their butter and cheese, so that the cases can be discarded, sold, or destroyed. This, the produce men claim, will relieve the retail dealer as well as the produce merchant of the worry and anxiety of keeping track of cases.

It was also brought forcibly to bear upon the meeting the necessity of maintaining the standard in quality payment of eggs. This system was adopted last year, and worked out to good advantage, with the result that better eggs were placed upon the market, and produce men are looking forward to better results track of cases.

At the annual convention of the Canadian Produce Association held in Belleville, it was unanimously decided by the produce men of Canada to carry out

the standardization of eggs, and not pay for any that were not fit for human consumption. By doing this it not only makes the egg gatherers and the egg purchasers more careful with their eggs, but they are collected and shipped to their destination as soon as possible.

The members of the Ottawa Association earnestly request the farmers and merchants to give better attention to the gathering and packing of eggs, to see they are sent out in clean and sanitary cases, and that the fillers are not soiled in any way. The result will be that they will be able to obtain a better market and better prices.

The members of the association decided to strictly adhere to these rules for the coming season.

### Letters to the Editor

#### BUYS AND SELLS EGG CASES OUTRIGHT

Editor Canadian Grocer.

Dear Sir,—In your Canadian Grocer issue of February 18 I see considerable discussion of the egg case business. The way I do—and I never have any trouble—is this: I buy, say, 3 doz. egg cases complete, and generally pay 35c each, case complete and clean. If they come otherwise, I return them. Then the produce house who buys my eggs has to pay me 35c for each case. That deal is then closed. I find it by far the most satisfactory way. If as sometimes happens in the rush season, I run out of egg cases, I always save the orange boxes and put the fillers in and ship away; for those cases I charge nothing. I have no doubt many others do as I do.

E. J. LE DAIN.

Boissevain, Man., Feb. 22, 1916.

# Much Adulteration in Olive Oil

Last Analysis Made by Inland Revenue Department Shows Necessity of Retailer Protecting Himself by Purchasing Under Protection of the Government Warranty—Pure Olive Oil Does Not Contain Cottonseed Oil, Say Standards

RECENTLY a large number of grocers in various parts of Canada have been fined in police court for offering for sale as pure salad oil, oil that did not come up to the standards defined by an Order-in-Council, on March 28, 1912. In those standards it is declared over the signature of the Deputy Minister of Inland Revenue that oil sold as pure salad oil must be olive oil, a product of the fruit of the olive tree. Cotton-seed oil is also used as a salad oil, and is obtained from the seed of cotton plants and subject to a refining process. Cotton-seed oil may be sold as a salad oil, but when it is offered as such, the fact that the article is cotton-seed oil must be declared on the label. Mixtures of cotton-seed oil with olive oil must also be so declared on the label.

This explanation shows that if a retailer sells a salad oil as "pure" salad oil, it must be the oil from the olive fruit. If it is not, it must be declared so on the label. It appears that many dealers were unknowingly selling as pure salad oil a mixture of cotton seed and olive oil.

## Many Cases of Adulteration

A bulletin, known as No. 328, on salad oil, has just come to hand. Chief Analyst A. McGill points out that since the standards on salad oil were put into effect on May 13, 1912, two other analyses have been made. In December, 1912, and January, 1913, thirty-six samples of olive oil were collected and examined. On the whole, the results of this inspection were satisfactory, only two samples being found adulterated. During the summer of 1914, 114 samples of olive oil and salad oil were examined. Eleven of these samples were found to be adulterated as containing cotton seed oil without declaration of the fact. "Ampic time has been given," declares Mr. McGill, "for manufacturers and importers to make themselves acquainted with the regulations which govern the sale of salad oil; and it is unsatisfactory to record forty-three samples of the present collection, as adulterated, under the Act. In addition to this number, thirty-five samples contain the word cotton in very small type on the label. Section 24 of the Act requires that mixtures should be labelled in conspicuous characters, and it is certain that this requirement is not met in these cases. I have, for the present, judged these samples as doubtful; but it is questionable whether or not I am justified in thus describing them.

Most of these samples are labelled 'Huile Douce,' equivalent to 'sweet oil,' which is identified with olive oil by the Order-in-Council of March 28, 1912.

"Adulteration consists in selling as salad oil an article which consists of, or which contains cotton seed oil, without notification thereof. This violates the requirements of the Order-in-Council quoted above; and constitutes adulteration under the terms of section 3 of the Adulteration Act, which reads as follows:

"Food shall be deemed to be adulterated within the meaning of the Act: (d) if it is an imitation of, or is sold under the name of another article; (g) if its strength or purity falls below the standard, or its constituents are present in quantity not within the limits of variability fixed by the Governor in Council, as hereinafter provided."

Out of the 159 samples examined, 67 met the legal requirements as being olive oil and 14 others met the requirements by declaring the presence of cotton seed oil on the label. Thirty-five samples were judged as doubtful, because they contained the word "cotton" in small type. Forty-three were considered adulterated as containing cotton seed oil without declaration.

## The Retailer's Protection

While it may not appear exactly just to fine a retailer selling olive oil as pure which is marked on the label as such by the manufacturer, yet the law holds the vendor responsible in such a case. This means that every dealer must be careful in his purchases. The Government has given him a protection in the warranty. If a dealer is in doubt at all, all he has

to do is to ask the manufacturer for a warranty that the goods are pure and in accordance with the standards. Once the dealer has this warranty, the manufacturer becomes entirely responsible should the goods be found adulterated and a police court inquiry ensue.

Canadian Grocer has time and again pointed out this fact. Too many retailers, however, are so anxious to purchase goods at a low price that they overlook the necessity of knowing exactly what they are buying. This has resulted in numerous fines in every part of the Dominion. It is going to result in a great many more. Readers of Canadian Grocer have no occasion to be fined. We are continually pointing out the law and urging the necessity of buying good goods and of securing the Government warranty, particularly if the standing and reputation of the manufacturer is not absolutely known to them.

## AFTERMATH OF CO-OPERATIVE STORE FAILURE

Magistrate Dunn, Moose Jaw, Sask., has given an important decision of great interest to employees of the C.P.R. who were interested about two years ago in the movement to form co-operative stores under the National Railway Association, Limited, of Toronto. The case in which the decision was given is that of Henderson vs. the C.P.R. in which the plaintiff sought to compel the railway company to pay him wages held by the company under a garnishee issued in the Ontario courts. Magistrate Dunn ordered the C.P.R. must pay the wages due in this province, ruling that the Ontario laws did not apply, and in case of the failure of the company to pay the plaintiff can proceed against the company in distress. The plaintiff was one of about thirty local C.P.R. employees who was interested in the co-operative store movement and subscribed money to what he and the other employees now state was the capital of the local store, but which later developed to be the stock of the National Railway Association, Ltd. of Toronto. This company was wound up in the Ontario courts, and the liquidator secured judgment in the suit against the local men. They contested the judgments and the liquidator then garnishee their wages. Henderson's was brought as a test case to decide whether the garnishee issued through an Ontario court was valid in Saskatchewan.

## INDISPENSABLE.

MacLean Publishing Co.,

Gentlemen,—Must say I am more than satisfied with "THE CANADIAN GROCER" and find it indispensable in keeping in touch with the grocery market. Your articles concerning the "snags" which grocers come in contact with are certainly a great help to "Country Generals."

M. DOOKER.

Lombardy, Ont.



# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

JOHN BAYNE MACLEAN, *President.*

H. T. HUNTER, *Vice-President.*

H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Canadian Grocer is a member of Audit Bureau of Circulation, the recognized authority on expert circulation examinations.

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### UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

### GREAT BRITAIN

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No. 9

## BEGIN EARLY ON HOUSECLEANING LINES

MARCH is with us again. This is the month which brings us the welcome spring time. It also means a change in many respects in the variety of goods the retail dealer sells over his counter. It is the beginning of the housecleaning season and every dealer should take full advantage of this.

On another page will be observed the selling methods of an old-established grocer who each March puts on a housecleaning goods campaign. It will be seen that he makes a close study of the entire situation, gets the full co-operation of the sales staff, enters the campaign well equipped to make it a success. Every reader should study this article carefully. There will also be found window display suggestions and an advertising suggestion for the local newspaper. When a campaign like this is started it should be entered into enthusiastically. There is money in it if this is done. It should be entered into early. The dealer who waits until half the spring has disappeared before beginning his campaign on housecleaning lines is almost sure to fall short of his ideal. Housecleaning goods too, offer a new source of revenue. They are easily handled and very few of them wear out with age. They carry with them a good profit, which is what every dealer is eventually seeking for.

## WHY FLOUR DECLINES

SIX weeks ago the wheat and flour markets were in a very strong position. About ten days to two weeks ago the wheat situation began to ease somewhat, but usually recovered from its decline. Later the declines traveled faster than the recoveries and the breaks came so rapidly that millers lowered their prices on flour 20c a week ago Tuesday. Later on in

the week another decline of 20c was registered, making 40c per barrel in all.

Apparently the chief cause of this is the tie up in shipping which is preventing wheat and flour going abroad as rapidly as it otherwise would; also the good crops in Australia and the Argentine now being marketed. This means an over-abundance here and an easing off in the market situation. Retailers should follow the wheat and flour situation closely from now on, as a readjustment in shipping facilities might tend again to advance prices.

## FORTY-TWO SAMPLES ADULTERATED

TWO hundred and forty-three samples of maple syrup collected and analyzed in 1915 have just been covered by an Inland Revenue bulletin, No. 325. Out of this number 192 were found genuine, 4 meet legal requirements, 1 was doubtful, 42 adulterated under the Act and 4 were illegal articles.

In studying this analysis one requires the knowledge of just what the standards are. On April 15, 1915, these standards were enunciated and were in effect on May 15, a month later, as follows:

"Maple syrup shall be syrup made by the evaporation of maple sap, or by the solution of maple concrete in water, and contain not more than thirty-five per cent. of water, and an Imperial gallon of maple syrup, measured at ordinary temperature of the air, shall weigh not less than thirteen pounds three ounces. The dry substance of maple syrup shall meet all the standards for maple sugar.

"Provided always that the Governor-in-Council may from time to time vary and change the said standards for maple sugar and maple syrup."

Section 29a of the Amending Act, provides as follows:—

"1. No person shall manufacture for sale, keep for sale, offer or expose for sale, or sale, any article of food resembling or being an imitation of maple sugar or maple syrup, or which is composed partly of maple sugar or maple syrup, and which is not pure maple sugar or pure maple syrup.

"2. Any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule to this Act, or, if such standard is changed by the Governor-in-Council, to such standard as the Governor-in-Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"3. The word 'maple' shall not be used, either alone or in combination with any other word or words, or letter or letters, on the label or other mark, illustration or device on a package containing any article of food, or on any article of food itself, which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

The standards referred to above as obtaining for maple sugar, and involved in the definition of maple syrup, are as below:—

"Maple sugar shall be entirely the solid product resulting from the evaporation of maple sap, or of maple syrup, and contain not more than ten per cent. of water; and yield not less than six-tenths of one per cent. of ash, reckoned on the dry matter of the sugar when incinerated in such a way as to assure the earths being present as salts and not as oxides and not less than twelve one-hundredths of one per cent. of ash, insoluble in water, employed as described below and yielding a lead number not less than one and seven-tenths when worked by the Canadian method, nor less than one and two-tenths when worked by the Winton method.

"Minute traces of substances such as gelatine, albumen, isinglass, etc., which may have been employed as refining or clarifying agents in manufacture shall not be regarded as adulterants."

Retailers should remember that they are not now allowed by law to sell anything but pure maple products, not even if the label states the article is a compound or mixture.

#### NO TAX ON MAIL ORDER HOUSES

A FEW weeks ago it was announced in these columns that the Manitoba Legislature was figuring on legislation to tax mail order houses. As predicted at that time, there has been a great deal of opposition to this legislation. Not only farmers have opposed it, but the Provincial Executive of the Retail Merchants' Association, Saskatchewan Branch, met recently and among other things discussed this im-

portant problem. They decided to protest against it. They base their contention, according to a press report, on the ground that such a step means legislating against efficiency and might tend to make farmers and other buyers pay more for their necessities which they claim was not in accordance with the policy of the retailer.

CANADIAN GROCER'S Western representative learned that the Provincial Treasurer has withdrawn the clause relating to the tax on mail order houses and that the bill for providing new revenue had been reprinted without it. This was done on account of the heavy pressure brought to bear on it from country districts. It is quite evident, therefore, that there will be no legislation in Manitoba taxing mail order houses at the present time.

#### VALUE OF THE SOCIAL FUNCTION

IN this week's issue are reports of social functions held by the Ottawa Retail Grocers' Association and by the Toronto grocers. The value of these functions lies in getting those who attend intimately acquainted with one another. Years ago the grocers in the majority of cases were not very familiar with each other. One considered his neighbor not only as a competitor, but as a very unfair one who was out to "do" him if at all possible. The association is changing all this. To-day men in the same trade meet around the banquet board and the table in the association hall and discuss matters of interest to the entire trade. They shake hands with one another, tell each other their troubles and swap remedies.

So the banquet is performing a mission worth while. It cements friendships, removes animosities and helps men to see their competitors in a true light. Let there be more of these social functions.

#### EDITORIAL NOTES

TUESDAY, March 7, is Pancake Tuesday. The dealer who points this out to his customers is going to get good business in pancake flour and maple syrup.

\* \* \*

PROFITS are reaped only after you have paid yourself the same salary you would receive from somebody else, taken care of your pay roll, operating expense, and overhead expenses, set aside a replacement fund and realized a fair interest upon your investment.

\* \* \*

FISH HAVE been too long neglected as an article of diet, not through any fault of the fish itself but through a lack of appreciation of their food value by the consumer. It is not because that food value is hard to perceive. It is that this fact is too rarely pointed out by the people who are interested in pushing the sale of fish.

# Cardwriting Made Easy

By R.T.D. Edwards

## LESSON NO. 14.

**M**ERCHANTS in every line of business are using more show cards now than at any previous time. The value of self-advertising goods is being realized. Appropriate cards and price tickets make merchandise self-selling. They save the clerks' time and the customer can see at a glance that certain articles are selling at such and such prices.

The old idea of using cards only on goods being cleared out at bargain prices is rapidly being discarded and tickets now appear wherever they will draw attention to the merchandise. Suggestion is half the art of selling.

Display cards and price tickets always attract, and in attracting suggest. The store with an adequate number of tickets always has the appearance of liveliness.

Appropriateness and neatness go hand in hand or, in other words, they are the essential point to remember when making cards. Whether the card is small or large the same care should be exercised and uniformity should mark every letter. When these few rules are kept in mind the

card will doubtless be executed with an appreciable amount of attractiveness.

The accompanying samples of show cards were not written altogether, with the idea of the merchant copying them, but simply to show the number of letters of certain sizes fit certain sized cardboards. For instance the "V" shaped card would not do for a motor car salesman to use with the following words: "Only \$400 for this beautiful automobile." The word automobile would come at the bottom or smallest end of the card. The samples are simply for suggestions, showing the various styles of letters and the way in which they are formed.

In most cases it is well to use the same kind of lettering for all cards and tickets in the store. This is by no

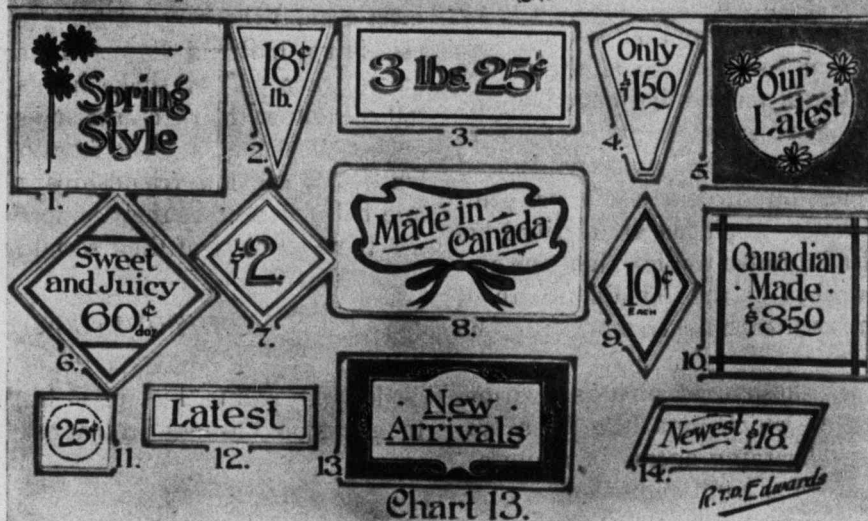
means an infallible rule but will prove helpful to the novice card writer. He will learn the strokes of one style of letter quicker than he will the strokes used in more than one style. Besides this it will give the appearance of uniformity.

### Round Pen Writing

The round pen is, as explained in a former issue, much easier to handle than a brush for making small letters. With the pen you can obtain either a hair line or a very heavy stroke. This is impossible with the brush. The

steel pen will always give a much finer line and will spread according to the artist's desire. In the accompanying chart, No. 13, suggestions will be found for small card suitable for many lines of merchandise. All the letters used in this chart are of the style upon which instruction was given in the last lesson.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ?



Instructions for preparing the above cards are given in the accompanying article.

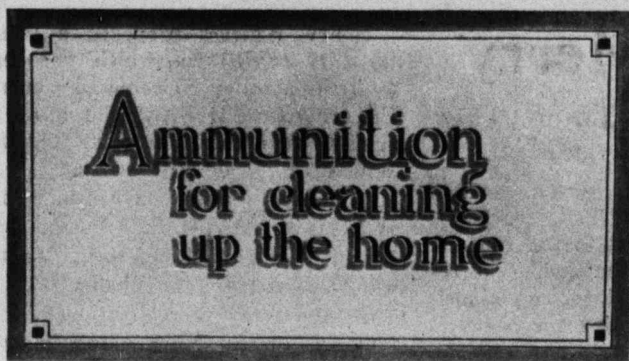
### The Cards in Detail

Card No. 1 is 4 inches by 5 inches and has a white background. The

lettering is shaded with pale green. The floral decoration in the corner is appropriate for the coming Spring trade. The flowers were drawn with a stub pen. The artistic effect of card could be enhanced by coloring the petals either pale pink or blue, using transparent colors.

The "V" shaped card, No. 2, is one which may be used in nearly any store and is especially useful when the card is required to be stuck into the goods on display. The size of this card is 4 inches long by 2½ inches wide at the top.

Card No. 3 is perhaps a more suitable style for most stores than style No. 2. This card is 2½ inches by 5½ inches. When the letters are shaded with pale grey or



Spring house-cleaning season will soon be here—above is suggestion for card for window trim.

pale green the plainness is eliminated. The heavy ruling around the card is done with the same size pen as used for the lettering.

Card No. 4. This card is similar in shape to card No. 2. The lettering in this case was done with a No. 2 steel nib and the border was done with a stub nib.

Card No. 5, which is 4 inches square, is made on white cardboard. In making this card, first find the exact centre and then with the aid of a compass draw the circle. Next proceed to sketch the flowers with a pencil. After this ink in the flower. Use black waterproof ink for this purpose. This will be best done with the aid of a stub pen. Then finish the circle with the broken line for the flowers. Color the outer background with a heavy opaque pale green color. This must be applied with a brush. Note that a narrow margin is left between the black ink work and the pale green background. Color the petal of the flowers with a delicate shade of pink. The interior of the circle may be used for any lettering or numerals the merchant may desire.

The letters on Card No. 6 were made with a No. 2 nib and the figures with a No. 1 nib. The ruling was executed with a No. 6 brush. This is a 4 inch square card turned cornerwise.

Card No. 7 is a popular style amongst all classes of merchants. It is a square card and like No. 6 it is turned cornerwise. The figures were done with a No. 1 nib and the border was drawn with a fine pointed pen.

Designs after the style of Card No. 8 are first sketched on thin paper and after being perfected are transferred on to the cardboard by means of carbon paper. The outline should be made with black ink using a fairly fine pen. When this is dry fill in with a transparent ink using a color suitable to the display. If the words "Made in Canada" are to be used, a red ribbon will be quite appropriate. This card is 3½ inches by 5½ inches, a size which cuts economically into the full size sheet cardboard.

Card No. 10. The diamond shaped card is always attractive and can be used for many lines of goods. The

heavy border on this card was drawn with the same nib used for the figures. The fine inner line was made with a stub pen.

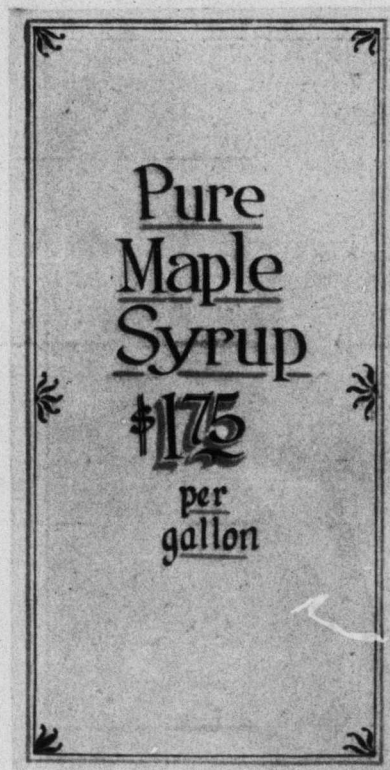
The border on Card No. 10 was drawn with a stub pen and filled in with red ink. The main point in making this border is to get the effect desired by the overlapping corners. The lettering on the card was done with a No. 2½ nib.

No. 11. This is a card, which may be used in large numbers by the merchant in almost any line of business, is easy one to make. It is simply a square card with the circle first drawn by aid of a compass and then blacked in. The figures are done with a nib. One advantage about these cards is that they can be made in spare time. They always come in useful. The size of the sample is 1¾ inches square.

Cards after the style of No. 12 are considered very attractive. They may be used in many instances where new goods appear for the first time or where slight alterations have been made. They show that the merchant is keeping abreast with the times.

Card No. 13 shows a unique design worked up on a pen lettered card. This is drawn after the same method as card No. 5. The background may be colored to suit any display.

The last card in the sample list is an attractive shape, popular amongst some classes of businesses and of late has been used in nearly every line of trade. Its size is 4 inches by 1½ inches. The lettering and figures were executed with a No. 2 pen. The outline or border is usually done with a pen, though the sample was done by means of a brush.



Suggestion for an appropriate show card at present time.

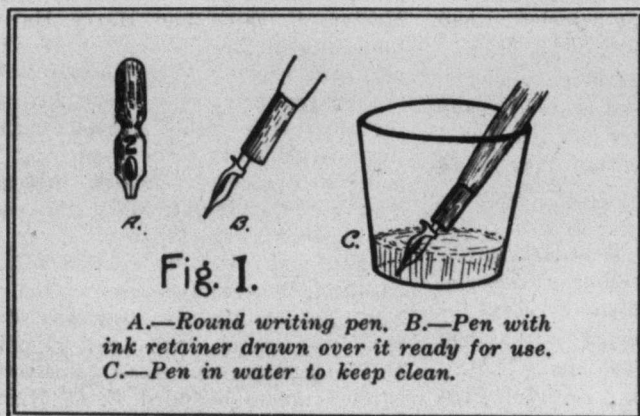


Fig. 1.

A.—Round writing pen. B.—Pen with ink retainer drawn over it ready for use. C.—Pen in water to keep clean.

**New Style of Letters**

Chart No. 13 shows a different style of round writing pen-lettering to that illustrated in the last lesson. This is a much quicker letter to make and is termed "unfinished." The name is perhaps very suitable as there are no spurs or finishing strokes. This letter may not be quite so readable as the former style, but it serves as a good variety.

It is hardly necessary to enter into detailed description of the formation of this alphabet. Follow the directions of the arrows and work the pen from left to right and from top to bottom and there will be little difficulty in mastering the style.

(Continued on page 39)

# Ottawa Grocers Make Merry

With Friends in Other Sections of the Grocery Trade, They Unite About Banquet Board—Many Speeches and Stories and a Profitable Time

**A**BOUT 240 were present at the banquet of the Ottawa Retail Grocers' Association, Wednesday evening of last week. It proved to be one of the most enjoyable functions the grocers of the capital city have had for a long time. Not only retailers, but wholesalers and manufacturers and commercial travellers, were present to partake of the pleasures. Many addresses were delivered, and the evening proved to be a most profitable as well as

fortunate ones were a loss to the grocers, and yet they had to be fed. The retailers are doing their duty, he claimed, without Red Cross meetings or parades, and, while sometimes it may not be philanthropy, yet more often it is, because they feel they owe a duty to their fellow-men. Addresses were also given by A. Mossum, Toronto, Canadian representative of the Oxo Co., who declared that the feature of business was to understand competition. There was a time when competition meant to undersell; now it is different, he maintained.

A. W. Green, president of the Dust-bane Mfg. Co., referred to the fact that manufacturers were spending thousands of dollars in advertising in newspapers and magazines, and at its best this money was practically wasted unless they had the co-operation of the retail dealer.

T. Bowman moved the toast to the commercial travellers, and this was responded to by Jack Wright, of Toronto.

Henry Watters proposed a toast to the City of Ottawa, which was replied to by Controller Nelson and Controller Fisher. John Hewitt, Toronto, sales agents for the Canadian Shredded Wheat Co., was still another speaker. Mr. Hewitt is always a welcome visitor at Ottawa. Also O. S. Johnston, of the Atlantic Sugar Refineries, Montreal, who referred to the change that has come about in the realization of manufacturers of the selling power of the retail grocer. A. G. Johnston, an Ottawa grocer, referred in a short address to the power of advertising. Alex. Phillips, president of the association, was the toast-master of the evening, and looked after his guests in a very efficient manner. N. Hurteau, the secretary, stated that it was the object of the association to serve the public, and that the banquet had been held in the public's interest. During the evening telegrams were read from H. J. Dill, Galt, Ont.; Geo. H. Campbell, Red Rose Tea Co., Toronto; A. M. Piper, secretary of the Moncton Retail Grocers' Association, and W. C. Miller, Ontario secretary of the Retail Merchants' Association and provincial secretary of the Ontario Grocers.



ALEX. PHILLIPS,  
President of the Ottawa R.G.A., who presided  
at the banquet.

enjoyable one. The speakers included A. E. Fripp, K.C., M.P., who made a stirring and patriotic address. He jocularly remarked that he first learned the art of oratory years ago from Duncan Dell, an old Ottawa grocer, who stood him on a soap box and had him make a speech. H. C. Ellis, a past president of the association, replied to the toast to the manufacturers. He said he had a keen interest in the grocery trade, and referred to the early days of the association and its efforts, as well as the co-operation of the wholesalers in making it a success.

A. E. Provost maintained that the retailers were doing their bit in this world's great war. "If the men present would name all their business secrets, they could tell of many people whom they are carrying along. These unfor-

## Pleasant Social Evening

Toronto Grocers Have Entertainment, Speeches, Luncheon and Progressive Euchre—Many Visiting Grocers There.

**T**HE Grocers' Section of the Retail Merchants' Association, Toronto branch, held a pleasant entertainment Wednesday evening of last week, in their rooms, corner of Yonge and College Streets. The members were invited to bring along a grocer friend, and about 100 in all were present. The fore part of the evening was spent in music, songs and addresses, and the latter in progressive euchre. Sandwiched between the two was luncheon. F. C. Higgins presided as chairman of the section, and gave a forceful address, pointing out the benefits of belonging to the Retail Merchants' Association, and referring to good work the association had accomplished in the past. The Trading Stamp Act was mentioned particularly. He urged retailers who were already members to attend every meeting, for it was only in that way that they could see the good results accruing from organization.

W. J. Nicol and D. W. Clark, president of the Retail Merchants' Association, Toronto Branch, also addressed the meeting. Mr. Nicol reviewed what had been done with regard to placing R.M.A. goods on the market, and contrasted the prospects of the association with results

that had been accomplished by the trade unions. He said that since the R.M.A. brand of soap was placed on the market 800 boxes of this had been sold in Toronto, also that 25,000 lbs. of R.M.A. tea had been sold in Toronto since August last, D. W. Clark told of how the association was bringing actual monetary advantages to him. Through the Credit Reporting Bureau he had collected last year three accounts which would pay for his annual subscription fee of \$6 many times over.

Mr. Raney presided at the piano, and songs were sung by Mr. McInnis, of the McLaren Imperial Cheese Co., and by Masters Romaine and Harry Harrington. Russell Clark, son of D. W. Clark, also sang a solo. The musical part of the programme was a real treat. For the progressive euchre contest the tables were divided into three rows, each row being in a separate contest. About an hour after midnight, when the smoke had cleared away, the results were announced and prizes distributed. Donald Nicolson, Roncesvalles Avenue, not only won first in his row, but was "high man" all round, with over 60 points. D. W. Clark, Avenue Road, came second. Other winners included F. C. Higgins, W. J. Nichol, and Mr. Haffey.

# Produce Sold on Graded Basis

What Alberta Has Done to Bettering Quality of Eggs and Butter and Towards Increasing Production—Advances Made in Mixed Farming in Past Five Years—Our Duty to Motherland

By A. S. Duclos, Pres. Alberta Produce Association

**T**HE message I give from the Alberta Produce Association to the Canadian Produce Association is a message of co-operation for the advancement of a higher grade of farm produce to be placed on the consumer's table.

Alberta started fifteen years ago mixed farming, and only since the last five years has it shown any progress that is worth while mentioning. And you will notice by the figures that I am giving you below, the rapid increase in production of creamery butter, eggs, cheese and poultry; and this rapid increase is due to the grading system which has been introduced in our Province by our dairy Commissioner, C. C. Marker, of whom we are proud.

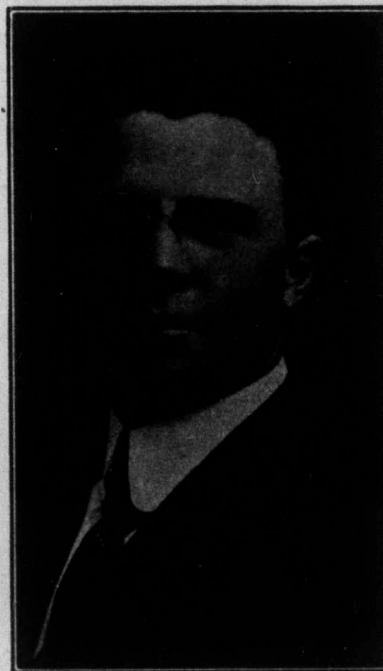
The grading system of butter and cheese by our Provincial Government under the direction of the Hon. Duncan Marshall, has opened the eyes of the farmers of Alberta and the merchants of our Provinces to such an extent that last year Alberta butter was shipped to Australia, and several cars were also shipped to Montreal and Toronto, with the Government certificate attached, assuring the shipper that the bill of lading will be taken up and his draft paid; also assuring the purchaser that he is getting the graded article that he purchased.

## Eggs Bought on Graded Basis

In reference to eggs, I am pleased to say that the Association here accepted in March, 1914, the Canadian Produce Merchants' Association Egg Grading Schedule, and that the eggs purchased in Alberta were purchased under that grading, which turned out entirely satisfactorily; so satisfactorily that the Alberta Produce Merchants have petitioned the Hon. Minister of Agriculture at Ottawa requesting him that he make this grading schedule a law and see that the law is enforced so that everybody in Canada purchase eggs on the same basis. If this is granted by the Hon. Minister, it will be one of the biggest steps ever taken to the improvement of the egg industry in the Dominion. It is greatly needed, as Canada, although she is exporting a few eggs at the present, will, within a very short time, become a principal egg exporter, and the foundation cannot be laid down too strong to support its future development.

Having introduced the grading system, we in Alberta find a remarkable

mark of improvement in the produce brought to the marketing centres. And we can see on the horizon that the produce business is becoming a pleasure and not a bore. To obtain this improvement in our Province with the help of our Government, the produce merchants have done a great deal of what you would call "advertising"; that is, they have issued circular letters to the farmers and store-keepers instructing them how to take care of produce and the benefit of prompt and careful marketing. This year we are looking forward to great improvement as we have with us a resident of Alberta, Mr. Benson, whose reputation needs no explanation as he has proven it, capable of handling the job in an excellent manner. He is in the Province of Alberta to revolutionize the Poultry and Egg Industry, and we only trust that our friend, the Live Stock Commissioner at Ottawa, John Bright, will see his way clear to have Mr. Benson remain in Alberta for a period of three years, as he has done in the past for Prince Edward Island; and if this is done, when you hear mentioned the words "Alberta Eggs", that will mean "enough said."



A. S. DUCLOS, Edmonton, Alta., President Alberta Produce Merchants' Association, and Managing Director of the Edmonton Cold Storage Co. Mr. Duclos gave an informative address at the Belleville convention on Alberta produce conditions.

## Better Transportation Facilities

Our transportation facilities are getting better and better every year, and railroads are extending further and further into the country, making it much easier for the farmers to market their produce. The railway companies have also awakened up to the fact that the produce business is an important branch of their traffic department, and our co-operation in every way possible to assist them so that the goods may be carried and marketed in a proper shape that the highest price may be obtained. The Railway Companies have gone so far in Alberta through their Superintendents of Divisions—which our Association personally interviewed, as to point out the wrong-method of handling eggs, and comparing it to the right methods, and I must say that they met us with open arms. Cold storage car facilities of weekly service are at our disposal, and railways have gone so far as to make the agent at the shipping point responsible for any breakages from shipments from his station, and pointing out to him—the agent that he must not accept shipments of eggs in orange boxes, lemon boxes, or any other box but the regular egg case. And that the said egg case must be fit for carrying that shipment to the destined point without falling to pieces. By this the merchant is more careful in selecting his egg cases, and does not ship his eggs in any old case; that alone has helped a great deal in the losses while in transit.

The Association from time to time, has taken up the freight rate questions and has been successful in having them adjusted and in a great many cases reduced so as Alberta would be placed on the same basis as other shipping points of the same distance marketing at the same place.

Another message that I bring from Alberta, is a message to the producer,—that more eggs and butter, cheese and poultry, be produced in Canada and of the highest grade that can be obtained, so as to enable the increase of our exportation to the Mother Country of which at the present time we all well know the War conditions. Canada has before her at the present moment the opportunity of her life time for procuring and supplying the food products to the Mother Country market, and let us all put our shoulders to the wheel and let the password be for 1916: "More farm pro-

# A Puzzling Advertisement

ducts for the Mother land", and if this is followed out the wealth in this country will be unspeakable.

### Increase in Mixed Farming

I have prepared a few figures, pointing out to you what the Province of Alberta has done in the past two years. Alberta's population is 300,000.

Alberta has 13,500 dairy farmers and operates 15 central creameries and 43 local creameries, making a total of 58 creameries. We also have 13 cheese factories in operation, while in 1914 we only had 5 cheese factories. The above factories are all buying their products from the farmers on a strictly graded basis and paying on graded prices. This grading, which has been introduced by the Hon. Duncan Marshall, and our Dairy Commissioner, C. C. Marker.

The following are the figures of butter, eggs, cheese and poultry produces in Alberta in 1914 comparing with 1915:

1914.		
Eggs .....	cs. 61,000	\$ 396,500.00
Butter .....	lbs. 5,450,000	1,362,500.00
Cheese .....	lbs. 70,587	10,235.12
Poultry .....	lbs. 665,000	79,800.00
		\$1,849,035.12
1915.		
Eggs .....	cs. 96,000	\$ 621,000.00
Butter .....	lbs. 7,400,000	1,961,000.00
Cheese .....	lbs. 372,000	57,767.41
Poultry .....	lbs. 887,000	110,873.33
		\$2,750,640.74

An increase over 1914 of total production of \$901,605.62 while our creamery industry shows an increase over 1914 of 195,000 lbs. or 35.78 per cent.

We are all busy increasing the production of our fields and producing food for our own people and expecting within a year or so to export more to the Mother Country. Alberta is doing her share towards the Mother Country in these trials of War. It must be remembered that Alberta has a population of about 300,000, and up to the present time, she has sent her sons, the bread-makers of Alberta in the neighborhood of 37,000 men, a little over 10 per cent. of her population, and we are given to understand that our chief, the Hon. General Sam Hughes, expects us to recruit 39,000 more men.

And it must be remembered that we, the produce merchants of Canada are what is termed in the financial world "The clearing house for the producer and storekeeper"; that we play a very important part in this Dominion in building up the marketing of agricultural products, and it is for us to go very carefully into each matter.

### ALL SHOULD READ IT

MacLean Publishing Co.,

Dear Sirs.—Enclosed please find \$2 for Canadian Grocer for 1916.

I would miss it very much. Every merchant should be a subscriber. Campbellville, Ont.

C. A. ELSEY.

**T**AKE a look at the enclosed advertisement clipped from a Canadian daily paper. Our Montreal representative has passed it along apparently with the supposition that we are fond of solving puzzles. Read it over yourself and let us know to what class of trade it refers.

The Montreal editor—who by the way has not yet found it advisable to venture into the ranks of the benedicts—has an idea that it is for the married men only, and that he is not supposed to know.

Let us analyze this little advertisement, and probably we can then determine to what it refers. Take the first line, for instance. "Hard to Beat." This may have some reference to Jess Willard, the British Navy, or possibly it refers to the Canadian troops in the trenches. But the last line smashes this theory. The article, it says, is to be

heroine. Also it is "satisfying." Might it be a cooling beverage? This is the first ray of sunshine through the cloud. Certainly beverages are sold by grocers.

Again, "Once Tried, Never Forgotten." This sounds as if someone had tried to jump on to the pavement from a ten-storey window. "Supreme" would indicate that there is a throne mixed up in the mystery.

It is too "Best for All," "Refined in Texture," "Extra Good," "Appetizing" and "Delicious." There you have it "appetizing." It must be something to eat. Can it be a fruit, something in a can, a confection, or is it a dessert? Yet we are in the dark.

What is it? It looks as if we would have to give the puzzle up. But, ah, here we have it. We almost overlooked that it is "fresh every sunrise." Can it be our old friend the Staff of Life?

### HARD TO BEAT

Absolutely dependable  
Rare in quality  
Rarely equalled  
Incomparable  
Satisfying  
Once tried  
Never forgotten  
Supreme

Best for all  
Refined in texture  
Extra good  
Appetizing  
Delicious

### FRESH EVERY SUNRISE

Ask Your Grocer or Phone Mount 386-392

Puzzle—What is being advertised here?

found "at your grocer's." The second line says it is absolutely dependable. There are many things that are absolutely dependable. In fact, every manufacturer under the sun sends out goods only that come under this category.

"Rare in Quality" is the third characteristic. This, if we were not advised to get it at the grocer's, might cause one to think it had reference to some Oriental carpet or drapery; or it might be an atmosphere in some Southern winter resort.

Then we are told that it is "rarely equalled." Might it be the moonlight among the Rockies, or would it have reference to the height to which some modern aviator ascended?

It is also "incomparable." That is a strong statement. In fact, it is a sweeping statement. There is nothing in the world to compare with it. This sounds like a novelist's reference to the amorous characteristics of "the hero and the

### PEPPER MARKET STILL ADVANCES

A Canadian spice manufacturer writes a Canadian Grocer as follows:—"As far as we can make out the spice situation is getting more serious every day. We have for the last two days been trying to buy a little lot of black pepper in New York, and rather unwisely made an offer below the price quoted. The parties advanced on their first quotation a half cent. In the meantime we had got another offer and thought it only fair to make an offer an eighth under other parties. The holders wired in reply asking another half cent. In other words there was a rise of a cent in twenty-four hours. We do not believe that you can write any too strongly on the serious position of the market.

Kenneth McKenzie, formerly with Peter Clark, grocer, Sarnia, Ont., has enlisted with the battalion at Edmonton for overseas service.



## CURRENT NEWS OF WEEK

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



### Quebec and Maritime Provinces

W. H. Halford of the Furuya and Nishimura Company has just returned from a trip through the Canadian West and reports conditions there as being very good.

Wiley Smith, one of the wealthiest and most widely known of Halifax merchants, died February 28th. Mr. Smith was president of the Acadia Sugar Refining Company, and a director of the Royal Bank.

The Canadian Oriental Produce Co., of Montreal, manufacturers of Turkish Delight and other confectionery lines are moving to a new and modern plant at 150 St. Urbain street. They are installing new machinery, and will manufacture various confectionery supplies.

### Ontario

John A. Halliday, grocer, Merlin, Ont., sustained a fire loss recently.

T. B. Cramp, Limited, grocers, Orillia, Ont., have obtained a charter.

Rolson Rinker, who up till about eight years ago conducted a grocery business in Kincardine, died February 22.

H. M. Foy, Eganville, Ont., has disposed of his general mercantile stock and business to John Reeves.

From the first of March, Wednesday afternoon closing will be observed by all stores in West Toronto, with the exception of druggists.

R. Gauthier, of Cochrane, Ont., is moving from his present quarters and taking over the grocery store of S. Leger, of that place on March 1st.

James M. Chislett, who for the past fifteen years has conducted a general store at Rednerville, Ont., died while visiting friends in Pennsylvania.

John Steele, who has had charge of the Aylmer Condensed Milk Company's store, Ross street, St. Thomas, Ont., has accepted a position with Silverwood's Ltd., London, and will assume his duties there in the near future.

T. J. Reed, general merchant, Providence Bay, Manitoulin Island, was a visitor in Toronto this week. Mr. Reed who is an old subscriber of Canadian Grocer called at the Toronto office of this paper before returning. He states that business last year was never better in his district.

The new premises being erected by the Harding wholesale grocers, on St. Catherine street, St. Thomas, Ont., are near-

ing completion. The new building is three-storey with a large basement. All the latest improvements are being installed including a modern elevator. Mr. Harding expects to move from the premises now occupied by them on Talbot street in the course of a week.

The stork presented W. J. Scott, Northern Ontario representative of Jersey Cream Factories Limited, Hamilton, with a leap year boy on Feb. 29.

The Retail Merchants' Association have organized a branch in Oshawa, Ont. An oyster supper was held on the occasion of the reorganization and addresses were delivered by Provincial Secretary W. C. Miller and M. Moyer, organizer. The president of the Oshawa Association is J. E. Beaton, a grocer. Some 25 members have already been enrolled. Among the towns and cities which are being organized by the Retail Merchants' Association are Dunnville, Hamilton, Weston and Port Perry.

### Western Canada

The stores in Brandon held a Dollar day last week.

Short's Grocery, Edmonton, has moved to a new location at 9953 Jasper Ave.

W. Stark, general merchant, Terence, Man., is succeeded by Stewart & Palmer.

W. C. Hemenway, general merchant, Carman, Man., has sold to S. J. Staples & Son.

R. J. Barber, general merchant, Tregarva, Sask., has sold to Stewart & Steele.

The B.C. Milk Condensing Co., of South Sumas, B.C., have sold out to a Chicago company.

J. A. Munro of the Codville Co., Winnipeg, has been made office and credit manager of the Brandon branch.

Jas. Ramsay head of Jas. Ramsay, Ltd., Edmonton, has left for Europe, and will call at eastern points enroute.

A. J. Bell, supt. of the Government liquor warehouse, Saskatoon, has obtained a commission in the army, and has resigned his position.

A fire broke out in the store of Kenneth Smith, Seal Cove, Prince Rupert, B. C. on Wednesday, Feb. 9th, which completely destroyed the store.

E. Nicholson of Nicholson & Bain, commission brokers, who underwent an operation in the General Hospital, Win-

nipeg, recently, is reported to be improving.

Frank Price, Brandon, Man., has been down East for a few weeks, and stopped off at Winnipeg on his way West.

The store of Bert Freed, 101st street, Edmonton, Alta., was slightly damaged by fire February 16th.

J. Jackson, general merchant and post master, Brackendale, B.C., sustained a fire loss a short time ago.

James Bruce, who has been associated with the Credit Men's Association for 14 years, will open a store at Warner, Alberta.

J. E. Sheirlock's fruit and confectionery store, at Golden, B.C., together with contents, was totally destroyed by fire last week.

A packing plant which will specialize in pork and beans, sausages, corned beef and smoked hams, will be opened at Regina in the spring.

A despatch from Red Deer, Alta. says that the J. C. Boyle Pork Packing plant will be located in that city, and not Calgary as recently stated.

D. G. McNair, who has been in charge of the grocery department of D. G. Craig's store, Wolseley, Sask., for the past two years, has left to take a position with the Campbell, Wilson & Strathdee Co., of Regina, as traveller, with headquarters at Outlook.

The city of Winnipeg has been considering a daylight saving scheme the idea being to put the clocks one hour ahead so that people will rise in the morning and retire one hour sooner, thus getting the benefit of more daylight during the summer months. The same idea is being considered by Saskatoon, and has been tried out in past years by Regina.

Among those in attendance at the conference of the Western representatives of the A. Macdonald Co., in Winnipeg last week, were the following: F. H. Semmens, of Saskatoon; A. F. Ritchie, Battleford; W. A. Blair, Moose Jaw; J. D. Sullivan, Port Arthur; J. Downey, Edmonton; A. Marshall, Lethbridge; M. S. Snyder, North Battleford; and W. H. Kennedy, Yorkton.

The Saskatchewan Provincial branch of the Retail Merchants' Association has behind it a successful year's work for 1915, and can now boast of a membership of about 2,000 from all parts of the Province. In addition to that it has play-



## CANADIAN GROCER



ed no small part in the bringing about of legislation and amendments to various Acts for the benefit of the merchants of the province. The annual convention of the association is to be held in Regina, on May 9, 10, and 11, and a special committee at Regina, in conjunction with the provincial office in Saskatoon, is strenuously working on the arrangements for the convention.

**Matheson & Jacobson, Model Grocery,** announce that they have acquired the grocery business lately conducted by Guhr & Co., Columbia street, Sapperton, British Columbia.

**Wm. MacKay,** formerly of the W. W. Cooper Co., and **Mr. John Law,** formerly of Bertin's, Ltd., have purchased the grocery business of N. E. Petch, Swift Current, Sask., and will take charge immediately, going under the name of **Law & MacKay.**

The apple growers in the Kootenay district, B.C., are looking forward to one of the largest crops next year ever harvested in the history of the valley. During the past years the growers have made considerable strides in the handling and shipping of the fruit to market.

A Saskatoon, Sask., despatch says: An application will be made at the next session of the Legislature for an act to incorporate a company to be known as the Retailers' Trust Company with power to conduct a mortgage, loan and trust business.

How the soft fruit has come through the cold spell is still a matter of much speculation in the Okanagan Valley, B. C. Several ranchers recently reported that the heavy frosts had cracked the bark on many of their cherry trees. This is, of course, fatal to the trees. It is not believed that the damage from this source is by any means general.

**W. A. Blair,** secretary of the Vancouver Board of Trade, is of the opinion that the extra duty on imported apples will be the making of the apple industry in British Columbia. With the bars up against outside fruit, he thinks the British Columbia product will now find a more ready sale on the local markets. The former duty of 13½ cents a box on apples was not sufficient, he claims to prevent slaughtered goods reaching Vancouver market. On Friday nights, Seattle brokers, he says, looking over their stocks, often found that they could and dumped them on the Vancouver market.

Mr. Runciman for the British Government has made a provisional list of goods to be affected by proposed embargo on the import of what are termed as "luxuries and semi-luxuries" to Great Britain. This list includes apples and fruit of all kinds except bananas, other articles not affecting the grocery trade are mentioned.

**C. E. W. Yelland.**—As a token of the esteem in which they hold him, the fellow-workers of C. E. W. Yelland, head bookkeeper of Carter's Tested Seeds, Inc., Toronto, presented him with a gold wrist watch on the occasion of his leaving to train for active service. He is joining the artillery.

**J. Matthew Peebles,** who has been an employe in the accounting department of Balfour-Smye & Co., wholesale grocers, Hamilton, Ont., has enlisted. The company and the employes presented him with a leather money belt, well filled, and a wrist watch. Accompanying the presentation was an address of appreciation of his worth from the company and expression of good wishes for his future success as a soldier of the King.

**M. Bull,** managing director of Royal Crown Soaps, Ltd., Winnipeg, received word last Saturday that his son, Lieut. Bull, had been wounded at the front.

**Norman A. Magor,** vice-president of Magor, Son & Co., Ltd., 191 St. Paul Street, Montreal, has left for the front, and will join his brother in England. Both are sons of J. H. Magor, president of the firm, and both have certificates in the aviation service, having completed their course recently at Augusta, Georgia. These young men are attached to the Royal Navy.

**G. S. Blackwell,** son of George Blackwell, general merchant, Holland, Man., is "somewhere in France" doing his bit. He is attached to the 4th Infantry Brigade as telegraph operator. Another son of Mr. Blackwell, Robert — and one of twins — has enlisted with the Southern Manitoba Battalion under Lieut.-Col. Lightfoot.

**Salada Tea Co.**—The following employes of this company have volunteered for active service with his Majesty's over seas:—

From Toronto—**A. S. Dean,** Royal Canadian Navy; **P. J. Cloekling,** 3rd Battalion (missing, April, 1915); **F. Chenery,** 3rd Battalion; **R. E. Brown,** 3rd Battalion (killed in action, October, 1915); **T. W. Pardey,** 1st Battalion Div. Sig. Corps; **G. R. Larkin,** C.A.S.C.; **A. Thomson,** 35th Battalion; **W. F. Robertson,** 30th Battery; **W. J. Wiggins,** 84th Battalion; **A. L. Pole,** 84th Battalion; **J. Burgin,** 81st Battalion; **F. M. Brown,** Royal Canadian Dragoons; **W. Fairborn,** 126th Battalion; **L. Dawson,** 126th Battalion; **F. Bedford,** 12th York Rangers;

**A. L. MacDougall,** 34th Battery; **F. Lawson,** 124th Battalion; **C. Snelling,** 95th Battalion; **R. Hughes,** 75th Battalion; **J. Reid.**

From Montreal—**W. Morrison,** Royal Victoria Rifles; **G. Boland,** 5th Royal Highlanders (prisoner); **D. Whitton,** Canadian Engineers; **T. Liddell,** 38th Battalion; **A. Reid,** 42nd Highlanders; **R. McLaughlin,** 14th Battalion (wounded); **E. Paine,** C.A.S.C.; **A. Ashe,** C.A.M.C.; **J. Douglas,** C.A.M.C.; **H. D. Donaldson,** C.A.M.C. (wounded); **J. McQuade,** 5th Canadian Mounted Rifles; **W. M. Robinson,** 60th Battalion; **M. Mason,** 73rd Highlanders; **W. J. Dixon,** 148th Battalion; **J. Liddell,** 148th Battalion.

From London, England—**H. Claridge,** Prince of Wales' Own.

### CARWRITING MADE EASY

(Continued from page 25)

#### Keep the Pen Clean

Too much cannot be said about the proper care of pens. If the pen is to give satisfaction it must be kept clean. It must be washed with the same care that the brush requires. If the ink is allowed to remain on the pen it will dry and corrode, and in that condition it would not allow the ink to flow properly when next time it is in use.

Figure 1C shows a good method for keeping the pen in working order. Keep an ordinary tumbler with just enough water to cover the lower part of the pen nib. This will prevent the ink in the retainer from drying out. Change the water in the glass often. If the pen nib should become dry or corroded, remove the retainer and wash thoroughly. A light solution of lye and water will be found excellent for this purpose.

"A" shows the round writing pen and "B" shows the pen with the ink retainer drawn over it ready for use. There are eleven sizes in this style of pen. No. 1, 1½, 2 and 2½ will be found the most useful sizes, and will prove a good assortment.

### HAVE OPENED MEAT DEPARTMENT

**Robert Kirby,** grocer, Sarnia, Ont., opened on March 1st a fresh meat department. In announcing this to the trade, he said: "We will carry a full line of fresh, salt and cooked meats of every kind. This addition to our grocery department should receive your kind patronage. We would appreciate a visit from you." The department will be in charge of **Jas. A. Liddon,** while **Mr. Kirby** will look after the grocery department. This store, besides handling groceries and fresh meats, also sells chinaware, flour and feed, fresh fish and oysters, ice cream, confectionery, small wares, etc.

# Dearer Tapioca Coming: Sugar Firm

Freight Situation's Effect Upon Sago and Tapioca Worse and Worse—Tea Firm in London—  
Rumors of More Duty There and in East — Condensed Milk Higher — Split Peas  
Down a Trifle—Nutmegs and Peppers Getting Firmer.

Office of Publication, Toronto, March 2, 1915.

**N**EWs that will be welcome to the public and not at all unwelcome to the trade is the decline which took place in flour this week. This dropped 20c a barrel and together with the last week's drop of similar size the price of flour has decreased 40c within the last two weeks. This column stated a couple of weeks ago that a quietness in the market was not at all unexpected and when this materialized into a definite easement in prices, the trade was not surprised. The fact of the matter is flour market has been a victim, as it were, of a number of complicating influences. The matter of ocean freights has got steadily worse. Notwithstanding the exceptionally high prices which have been demanded by shippers for room on ocean-going vessels, this room was by no means always available. In fact reservations which have been made sometimes six weeks or two months before the date of shipping have been cancelled on the exporter at last minute. Naturally this reacted on the export demand for goods, which ceases when importers overseas can't procure supplies of flour ordered. English importers cannot be certain of just when they will get them or whether they would reach here at all. Overseas buyers are just as anxious as ever they were for flour and wheat but they naturally, even in a time of war, want to be as sure as possible of when they may expect arrival. So that export demand, owing to the tie-up in freight, has slackened. Also the Argentine and Australia have both been exporting supplies of wheat, as both of them had exceptionally large crop surpluses.

The wheat market in Canada during last week or ten days has tumbled extraordinarily. Drops of 3 and 4 or 4 and 5c a day have been noted, although at time of writing there seems to have been a check and partial recovery. The outlook at present shows no sign whereby one may be safe in either predicting an advance or further decline.

New-laid eggs have now gotten down to a price where consumption has become much more free and there is great demand, a better demand than deliveries can take care of. Nevertheless, prices still continue to show a slight decline and probably will for some time. Inasmuch as the American market is exceptionally supplied with new-laid eggs. These can be laid down in Eastern Canada at present at a price of 26½c per dozen and so long as that condition remains, the price of new-laid in Canada cannot very well go much above what it now is. In other words, the excess of new-laid in America, which is exportable, is a sort of sword of Damocles hanging over the heads of Canadian eggmen. Supplies of Canadian new-laid continue to come more and more easily and should gradually reach up to the condition where they can adequately take care of demand. At present, however, this condition does not exist and prices are firm, though owing to conditions mentioned above, it is not likely they will go higher.

## Quebec Markets

Montreal, March 2.—During the week general upward trend of the grocery markets has continued, with particular emphasis on imported lines, where there are several advances in prices recorded. Conditions in ocean transportation continue without improvement; in fact, on

other hand, uncertainty regarding threats of the Germans to extend their submarine campaign on March 1 has been an additional factor for apprehension in relation to arrivals. Although up to present there has been really no famine as regards more important staples, at same time there is scarcely a week passing that does not see exhaustion of supplies of certain small items which disappear from price lists, and will probably not be seen again until end

## Markets in Brief

### QUEBEC MARKETS.

#### GENERAL MARKETS—

Sugar market strong.  
Tapioca prices advancing.

Condensed milk up 15 cents.

#### FLOUR AND CEREALS—

Flour declines another 20c.

Rolled oats down 20c.

Feeds are steady.

#### PRODUCE AND PROVISIONS—

Lard declines slightly.

Hogs are off 25c.

Fresh eggs firmer.

Western demand for honey.

Poultry is higher.

#### FRUIT AND VEGETABLES—

Spys and Greenings up.

Potatoes decline 10 cents.

Lemons again decline.

Boston and curly lettuce easier.

#### FISH AND OYSTERS—

Good demand for fish day.

Advent of Lent good factor.

Scarcity of frozen fish.

Haddies are scarce.

Number of advances in price.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Decline in flour; 20c.

Several cereals easier.

Feeds in good demand.

Flour export trade hit.

#### FISH AND OYSTERS—

Fish day trade good.

Whitefish in demand.

Oysters slow sellers.

Tie-up in cod supplies.

#### FRUITS AND VEGETABLES—

Celery higher again.

Turnips and spinach selling.

Navels stiffen in price.

Onions in same case.

Grapefruit good seller.

#### PRODUCE AND PROVISIONS—

Lard prices trifle lower.

New laids getting cheaper.

American situation peculiar.

No change in cheese.

Dressed chicken higher.

Butter levels firm.

#### GENERAL GROCERIES—

Tea firm in London.

Strong situation in dates.

Sugar may be higher.

Peas down a little.

Spice list strong.

Condensed milk up.

### MANITOBA MARKETS.

#### FLOUR AND CEREALS—

Flour weakens with wheat.

First patents now \$6.00 bbl.

Rolled oats much easier.

Oatmeal declines in sympathy.

Feeds firmer; better demand.

#### FRUIT AND VEGETABLES—

Potatoes still at high price.

B.C. box apples take jump.

Mushrooms advance to 90c.

Squash and pumpkins gone.

Red Globe onions higher.

#### FISH AND POULTRY—

Few quotations changed.

Better demand for fish.

Poultry receipts still poor.

#### PRODUCE AND PROVISIONS—

Egg market changing.

New laids at 33 to 38c.

American eggs coming in.

Bigger receipts of live hogs.

Lard market steady.

#### GENERAL GROCERIES—

Many lines of spices advance.

Rios and Santos are higher.

Splits steady at \$6.15 for 98's.

Evaporated apples cheaper.

Dearer tapioca and sago coming.

Sugar firm at high figure.

# CANADIAN GROCER

of the war. As result of the conditions referred to, there has been an added firmness in such lines as teas, sugar, rice, etc., as well as actual advances in spices, tapioca, and minor items.

A feature of the domestic market has been a further decline of 20c in the quotation for spring wheat flour, the basis now being \$6.90. This weakness has developed in sympathy with a marked decline in wheat.

On February 25 the Borden Milk Company announced a general advance of 15c per case on condensed (sweetened) milks. There is no change in Eastern prices of evaporated lines. The reason for the advance is the higher price of sugar. An advance of 1c per pound in sugar increases the cost of production of condensed milk by 20c per case. To-day sugar is 2.61c above time when war started. Therefore, increase in the cost of production of condensed milk amounts to 40c on the sugar basis alone, that is without taking into consideration the increased cost of packing. An advance of 25c was made in the earlier portion of the year, and this second advance of 15c covers the total increase in cost on the sugar basis without consideration of other advances in the cost of production. Sundry brands have not yet advanced, but it is expected that such a step will not be long delayed.

Ice cream salt has advanced 10c per bag of 140 pounds, and is not quoted at \$1.10. Roquefort cheese has taken another increase of 2c, and is now quoted at 58c. Limburger cheese has also advanced from 23c to 26c. Cod liver oil is 10c higher, which is now quoted at \$3.50 to \$3.75 per gallon.

**SUGAR.**—In sympathy with strong position of raw market, whole situation in sugar is firm on recent advance; and, while there is no talk of an immediate advance, a change, if made, would be more likely to be up than down in view of the conditions prevailing. Chief factor in situation continues to be the difficulty in securing sufficient deliveries in New York, but there is some difference of opinion as to whether this is altogether due to shortage of tonnage, or whether the Cuban producers may be taking advantage of conditions, and their strengthened financial position as result of recent high prices, to hold supplies with idea of manipulating the market. Recently there have been further advances in freight rates, and New York reports increased strength. Wholesalers bought in good volume prior to last advance, which was largely discounted by them, and, as purchases by retailers have not been heavy, there are still fair stocks available.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 00
Extra Ground Sugars—	
Barrels	7 10

50 lb. boxes	7 30
25 lb. boxes	7 50
Yellow Sugars—	
No. 1, 100 lb. bags	6 35
Dark yellow, 100 lb. bags	6 15
Bright yellow, bbls. only, cwt.	6 60
Powdered Sugars—	
Barrels	6 90
50 lb. boxes	7 10
25 lb. boxes	7 30
Paris Lump—	
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Crystal Diamonds—	
Barrels	7 35
100 lb. boxes	7 45
50 lb. boxes	7 55
25 lb. boxes	7 75
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 15

**DRIED FRUITS.**—While quotations on dried fruits remain generally unchanged, market shows firmness in all lines, and is especially strong as regards California figs. Owing to exceptionally good demand, and difficulties in getting supplies of Turkish figs, there was a sharp advance in California primary market; following announcement of opening prices there was a sharp advance, and quotations were promptly withdrawn. Should these conditions continue in primary market logical development will be higher prices locally. Some California firms are quoting prices on new prunes, but at this time quotations appear to be more speculative than anything else. Although primary market for currants has recently shown advances, wholesalers do not appear to be increasing quotations to the trade, as level reached already is so high that consumption is being encouraged rather than to allow the accumulation of heavy stocks to be carried through the summer; a readjustment of last week's advance is made on this account.

EVAPORATED FRUITS.		per lb.
Apples, choice winter, 25-lb. boxes	0 11 1/2	
Apples, choice winter, 50-lb. boxes	0 11	
Apples, choice	0 14	
Nectarines, choice	0 11 1/2	
Peaches, choice	0 08	
Pears, choice	0 13 1/2	

DRIED FRUITS.		
Candied Peels—		
Citron	0 22	0 23
Lemon	0 20	0 21
Orange	0 19	0 20
Currants—		
Filiatras, fine, loose, new	0 11 1/2	
Filiatras, packages, new	0 12 1/2	
Dates—		
Dromedary, package stock, old, pkg.	0 09	
Fards, choicest	0 12 1/2	
Hallowee, loose, new	0 07 1/2	
Hallowee, 1-lb. pkgs.	0 07 1/2	0 08
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 09 1/2	
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	1 50	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11 1/2	0 11 1/2
40 to 50, in 25-lb. boxes, faced	0 11 1/2	0 11 1/2
50 to 60, in 25-lb. boxes, faced	0 10 1/2	0 10 1/2
60 to 70, in 25-lb. boxes, faced	0 10	0 10
70 to 80, in 25-lb. boxes, faced	0 09 1/2	0 09 1/2
80 to 90, in 25-lb. boxes, faced	0 09	0 09
90 to 100, in 25-lb. boxes, faced	0 08	0 08 1/2
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75	0 09
Muscadels, loose, 3-crown, lb.	0 08 1/2	0 09
Muscadels, 4-crown, lb.	0 09 1/2	0 10
Cal. seedless, 16 oz. pkgs.	0 10	0 11
Fancy seedless, 16 oz. pkgs.	0 09 1/2	0 10
Choice seedless, 16 oz. pkgs.	0 09 1/2	0 10
Valencias, selected	0 11	0 11 1/2
Valencias, 4-crown layers	0 11 1/2	0 12 1/2

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

**MOLASSES AND SYRUPS.**—Local market is quite strong at present quotations. There has been no improvement

shown since last report in conditions regarding transportation facilities, and as time passes, difficulties in connection with deliveries become more acute. The Canadian West India Association, composed of importers and wholesalers, is approaching the Government with a view of securing at least a temporary concession as regards importation of molasses, which would assist in solving the present difficulty. It is pointed out that whereas the tariff regulations require that shipments be brought in through a Canadian port, other products from the South come through New York and still enjoy British preferential tariff. At present difficulty is in getting sufficient tonnage to Halifax and St. John; could the change in regulations referred to be secured it would mean an advantage in securing supplies and of about 3 cents in price as compared with bringing shipments through New York under the existing conditions. There is always a possibility, however remote, of a ship being secured to bring in a special shipment, and no doubt efforts are being made in this connection, although there is nothing to indicate success.

	Price for	
	Fancy.	Choice.
Barbadoes Molasses—		
Punchons	0 53	0 45
Barrels	0 58	0 48
Half barrels	0 58	0 50
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2	
Pails, 8 1/2 lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 90	
Cases, 20 lb. tins, 1/4 doz. in case	2 80	
Cane Syrups—		
Barrels, lb., 4 1/2c; 1/4 bbls.	0 06	
Cases, 2 lb. tins, 2 doz. in case	3 60	

**SPICES.**—Most important news received this week in connection with spice market is in regard to nutmegs. It seems from cables it is impossible to state definitely what advance is, but it is undoubtedly a very considerable one. Present quotations in local market are not affected for time being, but undoubtedly the change will be reflected in the future. Generally speaking, situation continues to be erratic in its movements, and result is that there is a wide range of prices quoted with many figures only nominal—this appears to be largely influence of available old stocks as against the present market cost of importation. It is safe to say that there has been no improvement as regards primary situation since last report, but rather the contrary. In view of unsettled conditions prevailing some readjustments in quotations are made to cover the increasing range in prices.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins lbs.
Allspice	0 16	0 19	0 23
Cassia	0 24	0 28	0 29
Cayenne pepper	0 28	0 32	0 35
Cloves	0 30-0 32	0 32	0 35
Cream tartar—55 to 60c.			
Ginger, 'schin	0 22	0 25	0 29
Ginger, Jamaica	0 25	0 30-1 00	0 31
Mace	0 30	0 30	1 00
Nutmegs	0 40-0 60	0 40	0 75
Pepper, black	0 22-0 25	0 25-0 30	0 28
Peppers, white	0 32-0 35	1 15-1 30	0 37

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Pastry spice .....	0 22	0 95-1 20	.....	0 29
Pickling spice .....	0 16-0 18	.....	.....	.....
Turmeric .....	0 21-0 23	.....	.....	.....
Lower prices for pails, boxes or ballers when delivery can be secured.				
Cardamom seed, per lb., bulk.....	2 00	2 50	.....	.....
Caraway—				
Canadian .....	.....	0 13	.....	.....
Dutch .....	.....	0 20	.....	0 22
Cinnamon, China, lb. ....	0 14½	0 16	.....	.....
Mustard seed, bulk .....	0 19	0 23	.....	.....
Celery seed, bulk .....	0 36	0 46	.....	.....
Shredded coconut, in pails .....	0 18½	0 22	.....	.....
Pimento, whole .....	.....	12-15	.....	.....

**RICE AND TAPIOCA.**—As has been reported for some weeks past, rice market is in strong position, but there does not appear to be any prospect of an immediate advance. Transportation conditions are controlling this market almost entirely at present, and there seems to be no hope of any improvement for some time to come. It is generally thought that when a bigger demand for rice develops with warmer weather that prices will advance. The market for tapioca is strong, and it is pointed out that the cost of importation is to-day about 8 cents. Whereas some wholesalers are still selling at 7½c cents, others have advanced seed about half a cent and pearl a cent.

<b>Rangoon Rices—</b>		<b>Per cwt.</b>
Rangoon, "B" .....	.....	4 20
"C.C." .....	.....	4 10
India bright .....	.....	4 35
Lustre .....	.....	4 40
<b>Fancy Rices—</b>		
Mandarin, Patna .....	.....	4 30
Pearl .....	.....	4 75
Imperial Glace .....	.....	4 40
Sparkle .....	.....	4 00
Crystal .....	.....	5 00
Snow .....	.....	5 20
Ice drips .....	.....	5 30
Java Onyx .....	.....	5 50
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 30c for half-pockets (12½ lbs.).		
<b>Imported Patna—</b>		<b>Per lb.</b>
Bags, 25 lbs. ....	.....	0 05½
Half bags, 112 lbs. ....	.....	0 05½
Quarter bags, 56 lbs. ....	.....	0 08
Velvet head Carolina .....	.....	0 09
Sago, brown .....	.....	0 05½
<b>Tapioca—</b>		
Pearl, lb. ....	.....	0 07½
Seed, lb. ....	.....	0 08

**NUTS.**—Soft shelled Tarragona almonds are a little easier, and quotations have declined 1c to 1½c—now being quoted at 16c to 16½c. Marbots also are a little easier, and are quoted at 13½c to 14c. Some filberts are selling at less than our quotation of 34c, spread being 32c to 34c. Peanuts have advanced about 1c for large roasted Americans, and are now quoted 8¼c to 12½c. New Brazil nuts will be coming in next week; they are said to be of good quality, and will sell at 14c to 15c. There will be more coming in April, and these will be a little cheaper.

Almonds, Tara, new .....	0 16	0 16½
Grenobles .....	0 16	0 16½
Marbots .....	0 13½	0 14
Shelled walnuts, new, per lb. ....	0 35	0 36
Shelled almonds, 28-lb. boxes, per lb. ....	0 40	0 42
Sicily filberts .....	0 14½	0 15
Filberts, shelled .....	0 32	0 34
Pecans, large .....	0 17½	0 18½
Brazils, large, washed .....	0 20	0 21
Peanuts, American, roasted .....	0 08½	0 12½

**TEA.**—There appears to be a general and gradual strengthening of the tea market. Indications are that there are plenty of supplies available, but difficulty is in getting delivery. One wholesaler points out that teas he ordered three months ago are not here, and there is no intimation as to when to expect them. Under these conditions, although

spot stocks may appear to be quite sufficient, there is a disposition on part of holders to conserve their holdings. There is considerable uncertainty in regard to the future, as, with threat of wider submarine activity on part of the Germans, it is just possible that transportation may be further interfered with.

**COFFEE.**—There are no new features as regards the situation in coffee market this week. Business is good and quotations remain firm. There is no improvement in regard to the conditions surrounding the difficulties of transportation.

**DRIED VEGETABLES.**—Demand has improved for all lines of dried vegetables during past week. Buyers are careful, but business has picked up considerably. There are still a lot of cheap dried white beans of poor quality coming from Ontario—about 7 and 9-lb. pickers.

<b>Beans—</b>			
Canadian, 3-lb. pickers, per bushel...	4 20	4 35	
Canadian, hand-picked .....	4 80	5 00	
Canadian, 5-lb. pickers .....	.....	4 00	
Yellow eyes, per bushel .....	.....	4 20	
Lima, per lb. ....	0 08	0 08½	
Peas, white soup, per bushel .....	3 00	3 25	
Peas, split, bag, 56 lbs. ....	.....	6 00	
Barley, pot, per bag .....	.....	3 00	
Barley, pearl, lb. ....	0 04½	0 05	

## Ontario Markets

Toronto, March 2.—Several specialty lines show advances. Notable among them, is condensed milk, on which prices have been advanced owing to big supplies having been exported to England. Price of sugar, too, has been a factor. Cod liver oil, another line which interests grocers, has also advanced slightly. The continued high state of the cheese market is reflected in Roquefort and other fancy cheeses, which also show an increase in cost.

Now that we have gotten over the time of wondering whether or no there was going to be a tax on tea in this country, the case of England may be considered. Mincing Lane talks of another 6d. a pound. Twelve cents additional tax when present one is 24 cents is "some" tax. A house here with a London branch has a letter which says, in part: "There is a slightly easier market (this was written on the Feb. 16) and if it were not for war risk, I would certainly advise waiting now. As usual before the Budget comes down there are the customary rumors of increased duty, and it certainly appears that another sixpence a pound may be imposed. This should certainly cause a big drop in the market, but then that result was imagined at the time the last tax went on, instead of which the market went up."

It is hard to say what effect a further tax would have on the London market. Consumption continues to grow amazingly, demand for the soldiers being an

important factor. Russia also still buys very heavily and shows no sign of decreasing her consumption, France also is drinking more tea than ever before. On other hand—if they could only get out—there are heavy supplies in the East, where the crops have been so good. The trouble is they can't be sent forward speedily enough. Also, for the most part, good quality stuff is shy.

Freights continue to affect almost every line adversely. The situation in tapioca is complicated by them to such an extent that sharp advances are predicted and we have already had a taste of them. Spices and some fruits are in the same case. So are coffees. So far as our end of it is concerned, export business from Canada is more and more knocked on the head. Boats simply can't be found to carry the stuff over, even though exorbitant rates are charged. St. John, Montreal, Portland, Boston—all these are congested with goods awaiting vessel room. Net result to the retailer, is of course, as to the broker and wholesaler, higher prices, which must be made good by higher prices to the public.

**SUGAR.**—Locally there is a strong, healthy position; raw market is strong, and higher prices are looked for. Demand is good for the time of year, and from present conditions and healthy trade, it looks as if the first change in price will likely be upward. New York, consistently strong, took on enhanced firmness on Wednesday. At present what looks like a deadlock exists; lack of pressure of raws is noticed, but refiners at present are not keen on paying prevailing prices. Nevertheless, shippers feel that refiners eventually must pay the price. Meanwhile, Cuba has stacks of sugars accumulating for lack of transportation. This does not displease Cuba. The pre-war days and to-day are very different for the Cuban. Then, he had not too much "ready," and was eager to sell. Now, after the last two years, his pockets are lined, and he can afford to hold. Then, the refiner sitting in New York, was calmly indifferent and bought at his price. Now 'tis the Cuban who is indifferent, for he can sell at his price—or hold, which he is well able to do. No decline in prices is looked for.

<b>Extra Granulated Sugars, Montreal Refined—per 100 lbs.</b>	
100 lb. bags .....	6 81
50 lb. bags .....	6 91
25 lb. bags .....	6 96
2 and 5-lb. cartons .....	7 10
Nova Scotia refined, 100-lb. bags .....	6 71
New Brunswick refined, 100-lb. bags .....	6 75
<b>Extra Ground Sugars—</b>	
Barrels .....	7 21
50 lb. boxes .....	7 41
25 lb. boxes .....	7 51
<b>Powdered Sugars—</b>	
Barrels .....	7 01
25 lb. boxes .....	7 41
<b>Crystal Diamonds—</b>	
Barrels .....	7 36
100 lb. boxes .....	7 46
50 lb. boxes .....	7 66
Cartons (20 to case) .....	8 11
Cartons (50 to case) .....	9 01
Crystal Dominoes, carton .....	8 46
<b>Paris Lump—</b>	
100 lb. boxes .....	7 46
50 lb. boxes .....	7 66
25 lb. boxes .....	7 66

# CANADIAN GROCER

Yellow Sugars—	
No. 1	6 41
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**MOLASSES AND SYRUPS.**—There is little new in molasses. Inquiries are only fair, and orders hand-to-mouth only at present. Higher prices reign, of course, and trade may be holding off. But this market never displays as much interest in molasses as Montreal. Syrups evince a hand-to-mouth demand at reigning levels.

<b>Corn Syrup—</b>		
2s, per case 2 doz.	2 60	2 73
5s, per case 1 doz.	3 00	3 08
10s, per case ½ doz.	2 90	2 96
20s, per case ¼ doz.	2 91	2 97
½ barrels, per 100 lbs.	4 40	
<b>B. C. Cane Syrups—</b>		
2-lb. tins, 2 doz. to case, per case	3 15	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, ½ doz. to case, per case	3 30	
20-lb. tins, 3 tins to case, per case	3 25	

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

<b>Molasses—</b>	Per gal.
Barbadoes, ½ bbls.	0 57
New Orleans, ¼ bbls.	0 36

**TEA.**—Cables from London indicate that Monday's market on Ceylon was firm, though no advance was registered. Mincing Lane is busy discussing the rumored increased tax on teas in England, and also an export duty said to be going to be imposed on teas leaving Ceylon and India. Locally, market shows a fair demand, with a feeling in some quarters of uneasiness at movements of international importance. Generally speaking, tea would appear to be a good buy at present. From what one may learn, possibilities of a tax caused comparatively little speculation locally, and retailers appear to be slightly stocked. There has been a noticeable brisking up in demand recently, which would bear this out. Tea is not considered a good line at any time in which to speculate to any extent, as holding for any length of time means deterioration.

**DRIED FRUITS.**—There is a sudden firmness noted in Fard dates, due to conditions abroad. Locally, demand for these is fairly even, showing little feature; but New York and London conditions are interesting, because sooner or later they will affect us here. The small shipment, due to reach New York on the 4th, on the "Forerick," has all been eagerly snapped up. Importers report the cargo oversold, and gave out that orders would, therefore, have to be cut down. As there are no more Fards due to reach New York till April, this will probably affect local market, where stocks are by no means heavy, and where replenishments were looked for from the "Forerick." Prices on Fards here, then, are strong. London advices report continued strength in Persians, too, and since our last writing New York has advanced prices once, reporting that still further increases may be necessary.

Prunes have strengthened here, following primary markets' lead. California has been heavily exporting same on British and French de-

mand—1915 crop stuff is much firmer at the Coast. Locally, demand is good and stocks are not too heavy. Fifties are reported short at the Coast and higher in price; 1916 crop stuff has not displayed much activity; there is more talk than anything else.

Raisins have firmed up a little, on a better demand. These have not shown much interest latterly. Foreign buying is strengthening the situation in California.

Currants, for once, display a slight easiness, local trade taking little interest at the moment. There is an easier feeling in Amalas in New York.

Peaches and evaporated apples and apricots are all good buys at present, which fact seems to be appreciated by the trade, who are buying well.

Peels are dull, with only fair demand.

Apples, evaporated, per lb.	0 10	0 14
<b>Apricots—</b>		
Std., 25's, faced	0 12	0 12 ½
Choice, 25's, faced	0 13 ½	0 14
Extra choice, 25's, faced	0 14 ½	0 15
Fancy, 25's, faced	0 15 ½	0 16
<b>Candied Peels—</b>		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 22 ½	0 23 ½
<b>Currants*</b>		
Filistras, per lb.	0 12 ½	0 13 ½
Amalas, choicest, per lb.	0 13 ½	0 14 ½
Patras, per lb.	0 13	0 14
Vostizias, choicest	0 13 ½	0 14 ½
Cleaned, ½ cent more.		
<b>Dates—</b>		
Fards, choicest, 12-lb. boxes	0 09 ½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09 ½
Package dates	0 07 ½	0 08
Hallowees	0 07	
<b>Prunes—</b>		
30-40s, California, 25-lb. boxes	0 13	0 13 ½
40-50s, 25-lb. boxes	0 10 ½	0 11
50-60s, 25-lb. boxes	0 09 ½	0 10
60-70s, 50-lb. boxes	0 08 ½	0 09 ½
70-80s, 50-lb. boxes	0 08 ½	0 09 ½
80-90s, 50-lb. boxes	0 08 ½	0 09 ½
90-100s, 5-lb. boxes, ¼ cent more.	0 07 ½	0 08
<b>Peaches—</b>		
Choice, 50-lb. boxes	0 06 ½	0 07
Std., 50-lb. boxes	0 07	0 07 ½
Choice, 25 lbs., faced	0 07 ½	0 08 ½
Extra choice, 25 lbs., faced	0 07 ½	0 08 ½
Fancy, 25 lbs., faced	0 08 ½	0 09
<b>Raisins—</b>		
Valencia, Cal.	0 08	0 08 ½
Seeded, fancy, 1 lb. packets	0 10	0 10 ½
Seeded, choice, 1 lb. packets	0 09 ½	0 10 ½
Seeded, choice, 12 oz.	0 11 ½	0 12
Seedless, 16 oz. packets	0 11 ½	0 12
Seedless, 12 oz. packets	0 11	0 11 ½
Raspberries, black, dried, 25-lb. boxes	0 40	0 42

**NUTS.**—All lines are in only fair demand. There is no special feature.

<b>in Shell—</b>		
Almonds, Taragona	0 15 ½	0 16 ½
Brasilis, medium, new	0 18	0 19
Brasilis, large, washed, new	0 20	0 22
Chestnuts, peck	1 75	2 00
Filberts, Sicily, bags 100 lbs.	0 14	0 14 ½
Peanuts, Jumbos, roasted	0 13 ½	0 14 ½
Peanuts, hand-picked, roasted	0 11	0 11 ½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 14 ½	0 15 ½
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 12 ½	0 13 ½
<b>Shelled—</b>		
Almonds	0 45	0 46
Filberts	0 35	0 36
Peanuts	0 11	0 11 ½
Pecans	0 60	0 65
Walnuts, new, halves	0 31	0 40
Broken	0 31	0 32

**BEANS.**—Good beans are still hard to get. There are supplies coming, but for most part they are inferior, and not worth high prices called, which are necessary because of scarcity of A1 stuff. Peas are coming along more plentifully now, and price has been shaded a little. We now quote 6c to 6 ¼c for split peas, which is down about a quarter of half cent.

Beans, choice primes, bush	4 25	4 50
Beans, hand-picked, bushel	4 75	4 75
Peas, blue, bushel	3 25	3 50
Split, lb.	0 08	0 08 ½

**SPICES.**—Firm market all round. Good demand exists for black and white peppers, cream of tartar, and cassia particularly. High freight rates and scarcity of shipping operate to keep market high. Peppers are shy in New York; there is little afloat, and Europe is reported bare. Cassias are scarce on spot, and in New York, both markets awaiting the "Daylight" with further supplies. Price is up a couple of cents in Toronto. Nutmegs also are higher, and we quote 35c to 40c for brown, and 37c to 42c for ground. Whole range of spices is very strong, and any and all are good buys at present.

<b>Spices—</b>	Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 15-0 18
Allspice, whole	0 10	0 15
Arrowroot	0 15-0 20	0 15-0 20
Bay leaves	0 10-0 20	0 10-0 20
Bicarb. soda	0 10-0 20	0 10-0 20
Caraway seeds	0 10-0 20	0 10-0 20
Cassia, whole	0 10-0 18	0 10-0 18
Cassia, ground	0 10-0 18	0 10-0 18
Cayenne	0 10-0 18	0 10-0 18
Cayenne seed	0 10-0 18	0 10-0 18
Cayenne, Jap. chillies	0 10-0 18	0 10-0 18
Celery	0 10-0 18	0 10-0 18
Celery salt	0 10-0 18	0 10-0 18
Celery pepper	0 10-0 18	0 10-0 18
Cinnamon, Batavia	0 10-0 18	0 10-0 18
Cloves, whole	0 10-0 18	0 10-0 18
Cloves, ground	0 10-0 18	0 10-0 18
Coriander seed	0 10-0 18	0 10-0 18
Cream of tartar	0 25-0 30	0 25-0 30
Curry powder	0 10-0 18	0 10-0 18
Ginger, Cochina, ground	0 15-0 21	0 15-0 21
Ginger, Jamaica, whole	0 15-0 21	0 15-0 21
Ginger, African, ground	0 14-0 18	0 14-0 18
Mace	0 10-0 18	0 10-0 18
Mustard, pure	0 10-0 18	0 10-0 18
Mustard seed	0 10-0 18	0 10-0 18
Nutmegs, brown, 64s, 65c, 80s, 45c; 100s	0 35-0 40	0 35-0 40
Nutmegs, ground, bulk, 30-35c; 1 lb. tins	0 37-0 42	0 37-0 42
Pastry spice	0 10-0 18	0 10-0 18
Paprika	0 10-0 18	0 10-0 18
Peppers, black, ground	0 14-0 18	0 14-0 18
Peppers, black, whole	0 14-0 18	0 14-0 18
Peppers, white, ground	0 19-0 24	0 19-0 24
Peppers, white, whole	0 19-0 24	0 19-0 24
Pickling spice	0 10-0 18	0 10-0 18
Sage	0 10-0 18	0 10-0 18
Saltpetre (chill)	0 10-0 18	0 10-0 18
Thyme	0 10-0 18	0 10-0 18
Turmeric	0 10-0 18	0 10-0 18

**COFFEE.**—Demand here continues hand-to-mouth, and situation locally shows little feature. All grades continue firm, because in other markets difficult factors act to produce an upward tendency. Freight rates continue to get higher and higher; even when big rates are paid, bottoms are not readily forthcoming. Activity which the Germans threaten has sent war risk to 2 per cent. as compared with a little above 1 per cent. before English steamers were captured at all. All this has a strengthening effect upon tone of market; while we do not feel it here as yet, we shall do when stocks have to be replenished.

<b>Coffee, Roasted—</b>		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 34
Maracaibo, lb.	0 27	0 31
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 38
Rio, lb.	0 17	0 20
Santos, lb.	0 21	0 25
Chiocory, lb.	0 13	0 14

**RICE AND TAPIOCA.**—The outlook for sago and tapioca is more and more for higher levels. Stocks on the continent are reputed to be very light, and if the present tie-up continues, it will be difficult to fill them, as New York itself is certainly bare. The freight situation is complicating tapioca excep-

tionally. Here, the street is said to be short, and present quotations are very firm, being liable to change at any moment. Tapioca is a good thing to buy at present.

Rice—		
Rangoon "B," per cwt.	4 28	
Rangoon "OC," per cwt.	4 15	
Rangoon, fancy, per cwt.	4 38	6 58
Patna, fancy	0 07 1/2	0 09
Tapioca—		
Pearl, per lb.	0 08	0 08 1/2
Seed, per lb.	0 08	0 08 1/2
Sago, brown, per lb.		0 07

## Manitoba Markets

Winnipeg, March 2.—Interest is centred this week in flour market, where two declines of 20c per barrel occurred on almost succeeding days. There is also a distinct weakness in rolled oats market, and 80's are being offered as low as \$1.95 where taken in carload lots. It is only three weeks since the market was firm at \$2.35. In the case of flour, this is, of course, due to a weakening of wheat market, and if prices continue to drop as they did last week-end, there will be still cheaper flour. Oatmeal declined as well in sympathy with rolled oats, being quoted now at \$3 for 98 lbs.

Another market which has been undergoing considerable change during week is coffee. Most local jobbers have advanced quotations on green and roasted Santos and Rios. The latter especially is big seller out West, and quotations are about two cents per lb. higher.

SUGAR.—Following the 10c advance made by Eastern refiners and the further advance made by B. C. sugar refiners in the Province of Manitoba, the market continues firm, with a fairly good demand. It is difficult to state what is going to take place in sugar. In view of big crop in Cuba, there should have been a decline instead of an advance at this time of year, but owing to transportation difficulties, there are indications of a strong market still.

Sugar, Eastern—	Per cwt.	
Standard granulated	in sacks.	7 45
Extra ground or icing, boxes		8 30
Extra ground or icing, bbls.		8 10
Powdered, boxes		8 10
Powdered, bbls.		7 60
Hard lump (100-lb. case)		8 40
Montreal, yellow, bags		7 05
Sugar, Western Ontario—		
Sacks, per 100 lbs.		7 40
Halves, 50 lbs., per cwt.		7 80
Bales, 20 lbs., per cwt.		7 50
Powdered, 50s		8 15
Powdered, 6s		8 45
Icing, barrels		8 10
Icing, 50s		8 25
Cut loaf, barrels		8 20
Cut loaf, 50s		8 45
Cut loaf, 25s		8 70
Sugar, British Columbia—		
Extra standard granulated		7 55
Bar sugar, bbls.		7 70
Bar sugar, boxes		7 85
Icing sugar, bbls.		7 90
Icing sugar, boxes		8 15
H. P. lumps, 100-lb. boxes		8 40
H. P. lumps, 25-lb. boxes		8 65
Yellow, in bags		7 15
Quotations in B.C., Alta., and Sask., 20c lower.		

DRIED FRUITS.—While retailer may find that demand for seeded raisins is slightly off at this time, it must not be

assumed that there is a possibility of lower prices on this line; certainly not, until there are bigger supplies visible than at the present. On other hand, there are those who believe there is not much danger of them advancing just now, but will continue steady. Prune market continues firm. Nearly all local jobbers have advanced quotations on currants 1/4c all round. An important fact in connection with dried fruit market is that evaporated apples are weakening, reason being that New York State prices were dropped so low, it was possible to bring them into Canada, paying the duty, and underselling Canadian apples; thus it was necessary to drop price of the latter, but it is hardly expected they will go much lower. Total decline amounted to about one cent per pound, and lower prices to retail trade should go into effect within week or so.

Dried Fruits—		
Evaporated apples, choice, 50's	0 11 1/4	
Evaporated apples, choice, 25's	0 11 1/4	
Pears, choice, 25's	0 12 1/2	
Apricots, choice, 25's	0 13 1/2	
Apricots, choice, 10's	0 14 1/2	
Peaches—		
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 08 1/2	
Currants—		
Dry clean	0 11	0 11 1/4
Washed	0 11 1/4	0 12
1 lb. package	0 11 1/4	0 12 1/4
3 lb. package	0 23	0 25
Dates—		
Hallowee, loose, per lb.	0 08	
Hallowee, 12-oz. pkgs.	0 08 1/2	
Fard dates, 12-lb. boxes	1 25	
Raisins, California—		
16 oz. fancy, seeded	0 10 1/4	
12 oz. choice, seeded	0 09 1/2	
12 oz. fancy, seeded	0 08 1/4	
12 oz. choice, seeded	0 08 1/4	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09 1/4	
3 crown, loose, 50's	0 08 1/4	
Raisins, Sultanias—		
California, 50's, fancy bleached	0 16 1/4	
California, 25's, fancy bleached	0 17	
16-oz. pkgs.	0 17 1/2	
Raisins, Valencia—		
4-cr. layers, 25-lb. boxes	4 10	
4-cr. layers, 8-lb. boxes	1 08	
Fancy selected, 14-lb. boxes	1 90	
Raisins, Cal. Valencia—		
4-cr. layers, 25-lb. boxes	0 09	
4-cr. layers, 50-lb. boxes	0 09 1/4	
Prunes—		
80 to 100, 25s	0 08 1/4	
80 to 90, 25s	0 08 1/4	
70 to 80, 25s	0 08	
60 to 70, 25s	0 09 1/4	
50 to 60, 25s	0 10 1/4	
40 to 50, 25s	0 11 1/4	
30 to 40, 25s	0 12 1/4	

RICE AND TAPIOCA.—Judging from prices being asked of local jobbers for future delivery on tapioca and sago which prices are equal to those being paid by retailers to-day, we can certainly look for higher prices on these two lines some time in the future. While advance in primary rice market has not been so marked as above, prices for future delivery are high, and it is almost certain that rice will bring higher figure before very long. Price of rice ground in this country would have been considerably higher but for fact that when Siam gets too high, Japan becomes an important factor on market. Japan rice has not been advancing anything like Siam.

Rice and Tapioca—		
No. 1 Japan, per lb. 100-lb. bags	0 05 1/4	
No. 2 Japan, per lb., 100-lb. bags	0 04 1/4	
Siam, per lb., 100-lb. bags	0 04	
Patna, per lb., 100-lb. bag	0 06 1/4	
Carolina, per lb., 100-lb. sacks	0 08 1/4	
Sago, pearl, lb.	0 06	0 06 1/2
Tapioca, pearl	0 06 1/4	0 06 3/4

SPICES.—The following advances are reported in number of lines in primary

market, and higher prices may be expected by retail trade before long. Whole Jamaica ginger is up 2c in New York. Pickling spices have advanced 2c per lb. Mustards are up 2 1/2c per lb. Cayenne pepper and nutmegs up 1 1/2c-2c per lb. Cloves are up 2c per lb.

Allspice, ground	0 11 1/4	0 14 1/4
Cassia, ground	0 17 1/4	0 20 1/4
Cream of tartar, 98% guaranteed	0 50	0 55
Cloves, whole		0 24
Cloves, ground	0 27	0 28 1/4
Ginger, Jamaica, ground	0 22 1/4	0 23 1/4
Nutmegs, ground	0 23 1/4	0 25
Pepper—		
Ground, black	0 19 1/4	0 23 1/4
Ground, white	0 28 1/4	0 32 1/4

COFFEE.—New prices have gone into effect here on roasted and green Santos and Rios, this being due to advance of approximately 2c per lb. in primary market, with prospects of higher prices still. The local advance is almost equal to that in the primary market. This is something new for coffees, which have been inclined to be quiet for the past year. Rios particularly are affected, and this is very important to the Western trade, as it is a big seller in this part of the country. The advance during the past month has amounted to about 10 per cent. The change is due largely to scarcity of vessels and higher freight rates. In addition to this, the statistical position of coffee is stronger, the world's visible supply being 4,000,000 bags less than it was year ago. There is another point in connection with coffee which will interest the dealer—that is, that bean of last year's crop is not as solid as it was in previous years. In other words, a pound of roasted coffee takes up three to four inches more space than it did in previous years, necessitating an increase in size of package of from one-quarter to half an inch; therefore, the cost of packing will be increased. The following prices are current here: Roasted Rio, 19 3/4c-21 1/2c; No. 7 green Rios, 14 1/2c-14 3/4c; No. 5 green Rio, 15 1/2c-15 3/4c; green Santos, 15 1/2c-16c; roasted Santos, 23c-25c.

Coffee—		
Green, choice, No. 7 Rio	0 14 1/4	0 14 1/4
Green, choice, No. 5 Rio	0 15 1/4	0 15 1/4
Green Santos	0 15 1/4	0 16
Roasted Rio	0 19 1/4	0 21 1/4
Roasted Santos	0 23	0 25
Maracibo		0 21 1/4
Chicago, lb., by bbl.		0 09 1/4
Chicago, lb., 14-lb. tins		0 12 1/4

TEAS.—Prices are reported high for all lines of tea, and on account of high ocean freight rates, trade may look for firm prices.

CANNED GOODS.—The market is still firm all through, especially on canned vegetables. There is no startling demand for any particular line, but demand for canned goods should be much better when roads in the country are in shape again.

## BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, March 2.—Wholesale flour dealers announce a further drop in the price of all grades of flour except pastry.

# CANADIAN GROCER

Thirty cents per barrel is the latest reduction, which brings the price down 70c lower than at this time last week. Wheat and other grains remain unchanged. The wholesale prices of flour and feed as fixed by Vancouver dealers follows, all quotations being price per barrel:—Best patents, \$6.80; No. 2 patents, \$7.30; first bakers, \$6; second bakers, \$4.95; pastry No. 1, \$7; pastry No. 2, \$6.40; whole wheat, \$5.90; Graham wheat, \$5.90. Florida grapefruit is worth \$7. Oranges sell for \$2.50 to \$3.50. Cheapest grades of apples cost 5c per pound. Winesaps and yellow Newton pippins are coming out of the storage warehouses now. Eggs are expected to go down.

Produce and Provisions—		
Butter, creamery, per lb.	0 32½	0 37½
Butter, New Zealand, lb.	0 39½	0 40
Cheese, per lb., large, 20%+; twins	0 21	
Cheese, Stilton, lb.	0 23¼	
Eggs, local fresh	0 32	
Grapefruit, Florida, case	7 00	
Lard, 3's, per case	8 55	
Lard, 5's, per case	8 45	
Lard, 10's, case	8 40	
Lard, 20's, each	10 90	

General—		
Almonds, shelled, lb.	0 42½	
Beans, Lyton, per lb.	0 06½	
Cream of tartar, lb.	0 55	
Beans, Lyton	0 05½	
Pigs, 12-16 oz. pkgs., per box	0 20	
Pigs, 50-60 oz. pkgs., per pkg.	2 25	
Cocconut, lb.	0 12½	
Corummeal, ball	3 00	
Flour, best patents, per bbl.	6 80	
Grapefruit, Flo., case	6 00	
Honey, Idaho, 24 lbs.	4 50	
Lemons, box	4 75	
Potatoes, Ashcroft, per ton	30 00	35 00
Potatoes, local, ton	20 00	
Roiled oats, ball of 80 lbs.	2 80	
Onions, Oregon, cwt.	1 50	
Oranges, new, navel, box	2 50	3 50
Rice, 50's, sack	1 90	
Sugar, standard gran., per cwt.	7 65	
Sugar, yellow, per cwt.	7 00	
Walnuts, shelled, lb.	0 45	
Walnuts, Manchurian, lbs.	0 14	0 18
Jams, glass jars, doz.	2 25	
Jams, 4-lb. tins, doz.	7 50	

## ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, March 2.—Ontario cheese large is quoted from 19c to 22c. Condensed milk is up 15c on most brands. Imported sardines are sky high. Crossed fish are now 14c. Raisins likely to advance again. Flour has dropped 35c per sack. Roiled oats are down 25c. Matches may take another advance. Local new-laid eggs are worth \$13 a case. Onions now quoted at \$50 to \$60. Smoked fish prices are going higher.

General—		
Beans, small white Japan, lb.	0 07½	
Flour, No. 1 patent, 95's	3 25	
Molasses, extra fancy, gal.	0 75	
Roiled oats, ball	2 85	
Roiled oats, 80's	2 65	
Rice, Siam, cwt.	4 75	
Potatoes, local, per bush.	0 60	
Sago and tapioca, lb.	0 07½	
Sugar, pure cane, granulated, cwt.	7 95	
Shelled walnuts, finest halves, lb.	0 42	
Shelled walnuts, broken, lb.	0 30	

Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 19	0 22
Butter, creamery, lb.	0 37	0 39
Butter, No. 1, dairy, lb.	0 30	0 30
Eggs, Minnesota, new laid, case	8 80	
Lard, pure, 3s, per case	9 90	
Lard, pure, 5s, per case	9 85	
Bacon, smoked backs, per lb.	0 22	
Bacon, smoked bellies, per lb.	0 23	

Canned Goods—		
Tomatoes, 3s, standard, case	2 85	
Corn, 2s, standard, case	2 35	
Peas, 2s, standard, case	2 45	
Tomatoes, gala, case	2 10	
Apples, gala, Ontario, case	1 75	
Strawberries, 2s, Ontario, case	4 80	
Raspberries, 2s, Ontario, case	4 80	
Salmon, finest sockeye, tails, 48x1s, cs.	10 00	
Salmon, pink, tails, 48x1s, per case	4 80	
Lobster, ½s, per doz.	3 00	

Dried Fruits—		
Currents, lb.	0 13	0 15
Evaporated apples, 50s, per lb.	0 12	0 12
Peaches, choice, 25s, per lb.	0 19	0 19
Apricots, choice, 25s, per lb.	0 19	0 19
Pears, choice, 25s, per lb.	0 14	0 14
Prunes, 90-100	0 07	0 07
Sultana raisins, Cal., extra fancy	0 18	0 18
Valencia raisins, Cal., lb.	0 19	0 19

Fruits and Vegetables—		
Apples, No. 1, box	2 00	2 25
Apples, cooking, box	1 25	1 75
Bananas, lb.	0 04¼	0 04¼
Grapefruit, Florida, case	4 50	5 00
Oranges, navel, case	4 00	4 50
Onions, B.C., ton	50 00	60 00
Lemons, case	4 75	5 25

## ALBERTA MARKETS (EDMONTON)

By Wire

Edmonton, March 2.—Collections are above normal. No change in sugar market. Flour has dropped fifty cents a barrel. Roiled oats declined twenty-five cents a bail. Condensed milk shows a fifteen cents a case advance. Local flour still remains on the basis of three dollars and fifteen cents, but a decline is anticipated. Farmers are holding potatoes 55c to 65 a bushel. Canned vegetables show an advance of five cents a case tomatoes. Imported sardines are cleaned up on this market, no further supplies in sight. Owing to jute conditions stuffs wholesaling at \$1.52 per thousand.

General—		
Beans, Japan, lb.	0 07½	
Bran, ton	20 00	
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 55	0 65
Roiled oats, 20's, 70c; 40's	1 35	1 45
Roiled oats, ball, 33.05; 80's	2 45	2 55
Flour, fancy patents, 96-lb. sack	3 15	3 25
Flour, seconds	2 90	3 00
Rice, Siam, per cwt.	4 15	4 25
Shorts, per ton	22 00	22 00
Sugar, standard gran., per cwt.	7 95	8 05
Sugar, yellow, per cwt.	7 55	7 65
Walnuts, shelled, lb.	0 38	0 38

Produce and Provisions—		
Cheese, lb.	0 21	0 22
Bacon, lb., 20c; bellies, lb.	0 22	0 23
Butter, creamery, per lb.	0 38	0 38
Butter, dairy, No. 1, 32c; No. 2	0 20	0 20
Eggs, extra, per doz.	0 55	0 55
Eggs, No. 1	0 50	0 50
Eggs, No. 2	0 30	0 30
Lard, lb., pure	0 15½	0 15½

Canned Goods—		
Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 00	
Plums Lombard	2 25	
Peaches	3 55	
Strawberries, \$4.45; Raspberries	4 40	
Tomatoes, standard, per 2 doz.	2 85	
Salmon, sockeye, 4 doz. tails, case, lb.	9 65	
Salmon, pink, case	4 14	
Cochos, 1's, \$5.50; humpbacks, 1's	4 35	
Lobster	2 35	

Dried Fruits—		
Currents, per lb.	0 13¼	0 13¼
Prunes, 70-80, 25's, lb.	0 09¼	0 09¼
Evaporated apples, 50's, lb., 10½c; 25's, 10½c; 35's	0 12	0 12

## NEW BRUNSWICK MARKETS

By Wire

St. John, March 2.—Dull period of year is now about over and grocers expect greater activity from now on. Another drop in flour makes Manitoba \$7.65 and Ontario \$6.85. Judging from wheat prices, dealers expect further re-

ductions. Lack of shipping, forces molasses up to 47 to 48. Eggs are cheaper. Lard is a shade easier, pure being 15 to 15¼ and compound 13 to 13¼. Cream tartar is easier. Potatoes are firm at \$3.75 with prospects of a rise.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	27 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laid	0 30	0 32
Eggs, case, per doz.	0 25	0 26
Lard, compound, per lb.	0 13	0 13¼
Lard, pure, per lb.	0 15	0 15¼
Cheese, new	0 18¼	0 19¼

Flour and Cereals—		
Common, gran.	6 00	6 00
Common, ordinary	1 80	1 80
Flour, Manitoba, per bbl.	7 65	7 65
Flour, Ontario	6 85	6 85
Flour, buckwheat, western, 96-lb. bag	3 50	3 50
Roiled oats, per bbl.	6 25	6 25

Fresh Fruits and Vegetables—		
Apples, bbl.	4 00	6 00
Lemons, Messina, box	4 50	5 00
Lemons, Cal., box	5 00	6 00
Oranges, Cal., case	3 50	4 00
Oranges, Florida, case	3 50	4 00
Potatoes, bbls.	3 75	3 75

Sugar—		
Standard granulated	6 80	6 85
United Empire	6 70	6 75
Bright yellow	6 60	6 65
No. 1 yellow	6 40	6 45
Paris lumps	7 75	7 75
Beans, white, per bush.	4 10	4 15
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 47	0 48
Cream of tartar, per lb., bulk	0 45	0 47
Currents	0 12	0 13
Rice, per cwt.	5 00	5 25

## EDMONTON GROCERS ORGANIZE

The retail grocers of Edmonton, at a banquet held recently, decided to form the Edmonton Retail Grocers association, and so unanimous was the gathering that business was started right away and officers elected.

The following were elected to office for the first year: Hon. President, J. C. McFarland; President, W. C. Short; vice-president, J. Orchard; secretary, Emerson Weldrick; financial secretary, J. A. Kirkman; treasurer, C. J. Jamieson; executive committee, Messrs. Randall, Rutherford, Baxter and McCloy.

Addresses were given by J. E. Brown, manager of Revillion Wholesale, W. E. Maund, W. C. Short, T. F. Mayson and R. S. McKenzie of the Property Owners' Association.

Mr. Brown pointed out that organization was necessary to every properly constituted body. The family was an organization, every business man had, or ought to have, his business organized, and logically all the members of any particular kind of trade, business or profession should be organized together.

Mr. McFarland, who was elected honorary president, gave an instance in which a retailers' information bureau would have been of value. A person to whom he had refused credit went to a nearby competitor and ran up a bill of \$18, which was never paid. He later learned from the city detective department that this person had victimized many more business men in Edmonton in a similar manner. Co-operation in this and all other matters affecting the trade was what was required.



## THROUGH OTHER SPECTACLES



### Faith in the Future

From Grocers' Advocate, Sydney, Australia

When the war broke out, Lord Kitchener with business-like directness, made this statement—"I am going to prepare for a three years' war." Note that he did not say he expected it, but that he was going to prepare for it—Germany reckoned on a short, swift campaign, Kitchener counted on a grim struggle with inevitable setbacks, note the difference and note the results.

These setbacks trouble us, it is natural that they should, but it is unreasonable to turn pessimist when even "half-time" has not arrived. We have only had sixteen months out of a possible thirty-six, there is no reason for impatience; of course, we should have liked the second Christmas at peace, but when peace does come it will be one worth the fighting and waiting, so we must needs possess our souls both in courage and patience.

The real trouble is that we know of all the setbacks but we do not know what is being prepared to bring the tide of victory; later on when the history of these months is written, we shall probably wonder why we allowed ourselves to become restless or uneasy. When Kitchener set out in the great campaign which led to Omdurman and Khartoum, he went away quietly and effaced himself for eighteen months. Everyone asked what he was doing and why he did not smash the Mahdi. What was he doing? Building a railway to bring him in touch with his enemy; slowly, but relentlessly he crept nearer and nearer until the time came for the pounce, and then in two great battles the war was concluded and the "mad dog of the Sudan" was smashed.

The parallel is plain. There are two of them now, Kitchener and Joffre and a notable company of Russian and Italian co-combatant generals. All the Balkan tangle, all the shifting, bribery and plotting, all the bluff about Suez and India, are much like that desert Kitchener mastered with the steel rail. The game is a bigger one, now, but it is being played the same way and though the end has been delayed, it is none the less sure. Meantime take three watchwords for the New Year—Courage, Patience, Helpfulness; live up to all three.

### A Lesson for Retailers

From Interstate Grocer

The conviction and sentence of John E. Foster to a term of five years in a Federal prison on the charge of using the mails to defraud in connection with his so-called automobile contest scheme for retailers, may or may not be a valuable lesson to retail merchants of the United States. It is all in the way the fact sinks in, as to whether or not a retail merchant is really benefited by the final running to earth of a common crook, who for some time made retailers his prey, using various bunko schemes in the operation of getting the money of the merchant. From past experiences, however, the retail merchants do not seem to have profited by the numerous exposures made by the Interstate Grocer.

This man Foster had a scheme to advertise standard brands of food products and other merchandise, or so he claimed. He was going to pay the retailer going in with him, dividends of \$5 a week as a minimum and 10 per cent. as a maximum, the profits to be derived from commissions received from manufacturers, whose products were to be featured in the advertising. He also agreed to furnish an automobile, which was to be put up in a contest among holders of profit sharing coupons received from dealers to participate in the drawing. Retailers who would pay \$125 for the privilege were to have the "franchise" for a "redeeming station," or the store where automobile coupons were to be given out and the machine placed on exhibition.

Although Foster confessed to getting \$30,000 on this scheme from confiding retailers, none of them ever saw a spoke of the automobile they were to have placed on their floor as an incentive for added sales. In fact, none of them ever saw Foster again, once he had their money, because he made tracks for the "tall

timber" just as soon as he or his agents cleaned up a community. He probably never had any intention of even attempting to carry out his contract with the merchant.

Foster admitted to a criminal record on the witness stand. He had been arrested several times and was out on parole for a year on a charge of embezzlement. He confessed to seven different aliases, used at various periods in his career. He was undoubtedly a "get-rich-quick" grafter of the most virulent type—a dangerous man to be at large.

What it is desired to impress upon the mind of the retail merchant is, that when you are approached by some smooth solicitor in connection with a scheme to increase sales, find out who is behind him. Get the records of the men "higher up." Investigate thoroughly their commercial standing in their community. Find out if they are reliable. All schemers may not be so bad as Foster, but about all schemes, such as "piano contests," "pony contests," "aluminum-ware coupons," and the hundred and one devices for separating merchants from their money, should be looked upon with suspicion, so far as results are concerned.

The wonder of it all is, how retailers can be so credulous as to hand their money to total strangers, not knowing in the least who they are and only having their word for it that they will do as they say they will. The outcome of the Foster case should set the retailing element to thinking seriously. As has been repeatedly said in these columns, the only way to play absolutely safe is to have nothing to do with any scheme of any character. In this way, it is impossible for you to lose.

### A Nation of Shop-Keepers

(From Ontario Bulletin of R.M.A.)

The sneer thrust at Great Britain of being a "Nation of Shop-Keepers" was the highest compliment that shopkeeping ever received, and because they have been honest shopkeepers is the reason why they hold the high place they do among the commercial nations of the earth. The spirit that guides wrong action in trade is the spirit of deception and evil. The spirit that guides right action in trade is the spirit of the concentrated force and desire of the best minds engaged in trade to hold fast in these modern days to the same principles upon which the "Nation of Shop-keepers" was founded. We have no apology to make for being shopkeepers, nor for the cause we represent. We have no secret pass words, no discrimination as to race, color or creed. All who desire what we desire can come under our banner. We have no age limit, no conditions, no restrictions, no compulsory methods; all that is required is the desire on the part of the retail merchant to line up with his fellow retailers, composed of all sections of the retail trade, and stand by the cause of honest and fair trading. If you are threatened by the imposition of unfair municipal by-laws or unfair legislative enactments, or by unfair commercial treatment in any manner whatsoever, we stand ready to defend you and to see that your rights are not interfered with or taken away from you.

### Dried Fruit Market

From California Fruit News

Trading in spot lines in dried fruits is quiet this week. The very cold and stormy weather that has been prevailing all over the eastern states has shut off business to an extent as distribution is slow and irregular. In California, ample to heavy rains have been falling almost continuously for several weeks and a good supply of moisture in the ground and at the sources of streams and in the mountains for next summer's use is assured.

The California Peach Association is working steadily on its organization plans for the co-operative handling of dried peaches and elected permanent officers this week. The various plans and schemes of all sorts that are going the rounds this winter make an unsettled future, as no one can say just how things will be done, or to what extent previous systems may be superseded.

So far as spot prices are concerned, there is little change, except a slight easing off in several of the lines, particularly evaporated apples. Some feel that the extreme difficulties of export business and the congestion of export traffic at the Atlantic seaboard and the interference of England with our neutral commerce in that neighborhood is causing an easier market locally, while others continue to quote the same values in most of the lines.

As usual, figs have opened up the future game. This line always is the first to be on the market for some reason, and this year a little earlier than usual. A considerable business is reported as having been done, although prices have as yet only been named on bricks, and so far as we learn no bulk prices are quoting. Quotations made by the several operators in this line are practically uniform, and are as below, although there is some little variation noted in some of the packages.

### The U. S. Food Laws

From N. Y. Journal of Commerce

Ten years of the Federal Pure Food Law have accomplished wonders in the way of correcting manufacturing processes of public food, in compelling honest labeling and in eliminating adulteration. Frauds and the dangerous food products offered for sale are rare, and a manufacturer who deliberately issues goods falsely labeled is a notable exception.

The danger chiefly to be feared now is the persistent assault being made on honest and wholesome food products in the interests of rivals; efforts to use the big stick of the Government or of this or that official to promote some given product as the only safe and honest one in its class to the detriment of all others. A food official, State or national, who would keep himself strictly neutral and free from partisan entanglements must be very watchful and suspicious of almost every suggestion brought to him by a food manufacturer.

Some of these are deliberately calculated for selfish ends, but there is also another group, honestly born of prejudice and often selfish without intention. The effort to standardize foods is replete with many such instances, and, while no honest friend of pure food will deny the value of standards for food products, there is a disposition to regard them as dangerously near treading on the toes of legitimate rights of competition; of accomplishing, if not intending to accomplish, the pulling of competitive chestnuts out of the fire for personal or partisan ends.

### A Dishonest Claim

(From The Grocer, London, Eng.)

An imaginary writer in the "Co-operative News" makes the calm assertion that if "the waste and extravagance of the competitive system" were entirely swept away from our commercial life, and co-operation alone held the field, there would be no work for inspectors of foods and of weights and measures, and that the employment of police, clerks, lawyers (on both sides), the maintenance of courts and those who live by the courts, the making of laws to prevent fraud, and so on throughout the whole machinery of detection and prevention superimposed on the "unsightly, costly structure of competition," would be rendered unnecessary. If this is really an article of co-operative faith we should like to see it practised at "the stores." But it is not. In our Law reports to-day we give particulars of the prosecution of a co-operative society at Pontefract for having unjust scales in use. It was stated that the society sold 1,200 stones of flour per week, and that by their method of weighing flour each lot was half-an-ounce against the purchaser. A similar state of things was proved in regard to the sale of potatoes, and the society was fined in each of the two cases. Nor is this by any means an isolated case of a prosecution against co-operative societies, as our columns from time to time have shown. Yet the co-operative system of trading is held to be the paragon of virtues! "By their fruits ye shall know them."





# FRUIT AND VEGETABLES



## Bananas Higher: Onions Firm and Advancing

Navel Oranges Expected to Move Up—Turnips Quite Firm—Lemons Lower in Montreal; Higher in Toronto—Potato Situation a Shade Easier in Montreal, But No Change in Toronto or Winnipeg

### MONTREAL

**FRUIT.**—At this week's fruit auction in Montreal apples showed remarkable strength, and an advance in Spys of 50 cents is to be noted, while Greenings are also 50 cents higher, former now being quoted at \$7, and the latter at \$5. Even on advances situation is stronger for good apples than it has been, and it appears that still higher prices are to be expected. Lemons have shown a further decline this week of 25 cents on Verdellis and Messinas, both being quoted at \$2.75, and of 50 cents on Californias, which are now quoted at \$2.75. The reason for weakness is that there are heavy stocks held in New York, and big shipments are reported on the way. It is thought that during next two or three weeks there will be further declines on receipt of additional shipments before reaction which is almost certain to follow when receipts stop. As was intimated in last report, bananas did not long remain at low figure then quoted; an advance of 50 cents is shown with further increases expected—present quotation \$2 to \$2.50. Navel oranges remain unchanged in the general quotations but there is a weaker tone to the market. Jamaica oranges are slightly higher, being marked up 25 cents case to \$2.50. Pineapples are \$1 higher, new price being \$5.50. Strawberries have declined and are being quoted at 40 cents.

There has been some inquiry on part of the trade for bitter oranges, but it is stated by wholesalers that it is unlikely that there will be any bitter oranges on Montreal market this winter as it is almost impossible to get quotations from the other side.

Apples—	
Fameuse, No. 1's	7 00
McIntosh Reds	6 00
Starks	5 00
Spys	7 00
Ben Davis, No. 1	4 25
Ben Davis, No. 2	3 75
Russets, No. 1	6 00
Russets, No. 2	5 00
Greenings	5 00
Baldwins	4 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	12 00
Cranberries, Nova Scotia, bbl.	8 50
Grapefruit, 46-54-64-90-96	2 50
Lemons—	
California	2 75
Verdellis	2 75

Messina, 300 size, box	2 75
Oranges—	
Navels	2 50
Jamaica, 193-200-216	3 10
Porto Rico, 126-150-250-268	2 50
Mexican	2 25
Pineapples, 18-24 and 30-36	5 50
Strawberries, Florida, box	0 40

**VEGETABLES.**—Sale in all lines has been slow during the week, with the exception of potatoes, which have been in good demand. A decline in potatoes of about 10 or 15 cents has taken place, the quotations for New Brunswick and Green Mountain being \$2. There has been a drop in price of Boston lettuce of 25 cents and of curly lettuce of 10 cents, former now being quoted at \$1.75 and the latter at \$2.40. This change has been due to fact that there is a lot of Florida lettuce on market and another car is expected this week; quotation for the latter is \$2.75 per hamper, but it is pointed out there are three to four dozen heads in these hampers. Another car of Florida tomatoes has arrived and is selling at \$4 to \$4.50; this car was not in as good condition as supplies which came last week, latter being about best ever received on this market. They are selling well, however, and another car is expected this week. Turnips are somewhat firmer, there being no further business at 75 cents as compared with the higher quotation of \$1.

Artichokes, bag	1 50
Beets, bag	1 25
Beans, wax, N.Y., per basket	4 00
Beans, green, N.Y., per basket	4 00
Brussel sprouts, qt.	0 15
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Cauliflower, crate, single, doz. bunches	3 50
Cauliflower, Canadian, doz.	1 00
Celery, Cal., crate	7 25
Celery, Florida	3 00
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	2 30
Egg plant, N.Y., doz.	1 75
Endive Can., per lb.	0 20
Garlic	0 30
Horse radish, per lb.	0 15
Leeks, bunch	0 25
Head lettuce, Boston, box	1 75
Curly lettuce, box 4 doz.	2 40
Lettuce, Florida, head, hamper	2 75
Mint, doz.	0 00
Mushrooms, 4-lb. basket	2 00
Oyster plant, doz.	0 50
Onions—	
Montreal, 100 lbs., bag	3 50
Spanish, crate	6 00
Parsnips, bag	1 00
Parsley, Canadian, doz. bunches	0 00
Parsley, Bermuda	1 35
Potatoes—	
Montreal, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 00
Green Mt.	2 00
Sweet, hamper	1 75
Rhubarb, per doz.	1 00

Spinach, New York, bbl.	3 00
Turnips, bag	1 00
Tomatoes, hothouse, lb.	0 30
Tomatoes, Florida, 6 basket crate	4 00
Watercress, Boston hothouse, doz.	0 75
Watercress, Canadian, doz.	0 40

### TORONTO

**FRUIT.**—Chief changes this week concern a sort of shuffling in price of oranges. Reversing the order of last week Floridas show easiness now, and navels—though quotation at this writing is trifle lower—are scheduled for an advance, if present conditions continue. Brokers are quoting higher prices. Navels have been dropping steadily as abundant supplies came forward, but there is such a thing as dropping too much, and on first sign of any scarcity levels are due to be higher. Marmalade oranges are selling freely at \$3.25 a case, or thereabouts. King oranges are also corraling a certain demand. California pears are somewhat slow just now; they sell around \$4.75. Rest of fruit list does not show much change. Lemons are none too plentiful, Messinas in particular, and levels are well supported. Grapefruit is eagerly bought; this has been a consistently good seller. Apples are fairly firm, without any change in price.

Apples, No. 2, bbl.	3 50	3 75
Apples, No. 3, bbl.	2 50	3 00
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl., No. 1	3 00	5 00
Apples, Greenings, bbl.	3 00	5 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 25	0 35
Apples, B.C., box	2 00	2 50
Bananas, per bunch	2 00	2 75
Cranberries, bbl.		12 50
Grapefruit—		
Florida, case	3 50	4 00
Ontario, case	3 00	4 00
Oranges—		
Florida, case	3 00	3 25
Navels	2 25	3 25
Marmalade, case	3 25	3 35
Lemons, new, Calif., box	4 00	4 25
Lemons, new, Messina, box	3 50	4 00
Limes, per 100		1 50
Pears, Cal., case	4 50	5 00
Pineapples, Florida	5 25	6 00
Strawberries, Florida, box	0 40	0 45
Tangerines, case	2 00	2 50

**VEGETABLES.**—New carrots are slightly cheaper as better and better supplies come forward, bulk of them going lately for 75 cents. Ohio onions continue to be high, a car of Americans came in recently and sold at \$3.75 and \$4 a sack. Spanish onions show little change. Choice Canadian are also in

(Continued on page 40.)



# PRODUCE AND PROVISIONS



## Hogs Easier: Egg Levels Kept Down

Lack of Freights Affecting Hog Market—Decline in Pure Lard — American Newlaid Extraordinarily Cheap—Several Poultry Changes—No Change in Cheese

### MONTREAL

**PROVISIONS.**—An outstanding feature of the week is a decline of a quarter cent all round on pure lard. There has also been a slight decline in market for live hogs and to this reduction in lard may be traced; dressed hogs are now quoted at \$13, whereas a week ago \$13.25 was being paid. The decline appears to be due to some accumulation of stock in packers' hands. Market for cooked and smoked meats is unchanged, but firm and steady. Demand continues good for all lines.

<b>Hams—</b>		
Small, per lb. ....	0 21	
Medium, per lb. ....	0 20	
Large, per lb. ....	0 19	
<b>Backs—</b>		
Plain, bone in ....	0 24	
Boneless ....	0 29	
Peameal ....	0 29	
<b>Bacon—</b>		
Breakfast, per lb. ....	0 23	
Roll ....	0 17	
Shoulders, bone in ....	0 15	
Shoulders, boneless ....	0 16	
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 30	
Hams, roast, per lb. ....	0 31	
Shoulders, boiled ....	0 25	
Shoulders, roasted ....	0 26	
<b>Dry Salt Meats—</b>		
Long clear bacon, 50-70 lbs. ....	0 15 1/4	
Long clear bacon, 90-100 lbs. ....	0 14 1/4	
Flanks, bone in, not smoked ....	0 15 1/4	
<b>Barrelled Pork—</b>		
Heavy short cut mess ....	27 00	
Heavy short cut clear ....	27 50	
Clear fat backs ....	30 00	
Clear pork ....	28 00	
<b>Lard, Pure—</b>		
Tierces, 350 lbs. net ....	0 14 1/4	
Tubs, 50 lbs. net ....	0 14 1/4	
Tins, 50 lbs. net ....	0 14 1/4	
Pails, wood, 20 lbs. gross ....	0 14 1/4	
Pails, tin, 20 lbs. gross ....	0 14 1/4	
Cases, 10 lb. tins, 60 in case ....	0 15	
Cases, 3 and 5-lb. tins, 60 in case ....	0 16	
Bricks, 1 lb., each ....	0 16 1/4	
<b>Lard, Compound—</b>		
Tierces, 375 lbs. net ....	0 12 1/4	
Tubs, 50 lbs. net ....	0 12 1/4	
Tins, 50 lbs. net ....	0 12 1/4	
Pails, wood, 20 lbs. net ....	0 13	
Pails, tin, 20 lbs. net ....	0 13	
Cases, 10-lb. tins, 60 in case ....	0 14	
Cases, 3 and 5-lb. tins, 60 in case ....	0 13 1/4	
Bricks, 1 lb., each ....	0 14 1/4	
<b>Hog—</b>		
Dressed, abattoir killed ....	13 00	
<b>BUTTER.</b> —Following decline of last week situation in butter market has remained firm and without change. There have been no developments recently to indicate what the future holds for this market, although it was considered last week that reduction was of a temporary nature.		
<b>Butter—</b>		
Finest creamery, September make ....	0 35	
Finest creamery, fresh made ....	0 35	
Dairy prints ....	0 28	

Dairy, solids .....	0 27
Separator prints .....	0 26
Bakers .....	0 23

**EGGS.**—During the week the situation in the egg market has been erratic with net change in situation shown in an advance of one cent on new laid. Stocks of Canadian storage eggs are about finished, and, as there is not sufficient quantity of our own fresh supplies coming along to take care of the demand, we are largely dependent upon the Chicago market. Early in the week there was a decline of about 3 cents but, owing to cold and stormy weather in the Southwestern States, there was a quick reaction and the loss was regained. Conditions in Montreal have, therefore, been uncertain and this has resulted in stiffening of the local quotation referred to. Stormy weather has been sustaining factor since last report and with more favorable conditions declines on new laid must be expected from this time forward.

<b>Eggs, case lots—</b>		
New laid, stamped .....	0 31	
Selects .....	0 27	
No. 1's .....	0 24	0 25
No. 2's .....	0 22	0 23

**CHEESE.** — With export business practically over for the season—stocks being light and tonnage difficult to secure — the market is dependent upon local consumption and as spot supplies are not heavy and receipts fairly light situation is quite firm. Business is about normal for season.

<b>Cheese—</b>		
1915 make .....	0 20	0 21
Stilton .....	0 20	

**POULTRY.** — The week has seen slight advances for both frozen and live turkey and fowl; live ducks and geese also have advanced. Large frozen fowl are cleaning up very rapidly and this has resulted in higher prices—the advance is 2 cents and the quotation now 20 cents. On turkeys the advance is 2 cents to 28c for frozen stock, the increase here also being due to shortness of supplies. The demand for live stock continues brisk and on account of light receipts advances have been made even on the high levels which have prevailed. Large

fowl are quoted 22c to 23c, and small fowl 18c to 21c; turkeys 22c to 25c, and ducks 25c to 28c. The present situation as between live and frozen stock is that there is usually a spread in the quotations of about 3 cents, whereas to-day buyers claim that they can afford to pay farmers more for live stock than they can for dressed. This is due entirely to the fact that there is little demand for dressed stock and on the other hand the Jewish demand for live stock is exceedingly good.

<b>Poultry—</b>		
<b>Frozen stock—</b>		
Turkeys .....	0 26	0 28
Fowl, large .....	0 18	0 20
Fowl, small .....	0 12	0 16
Ducks .....	0 20	
Geese .....	0 17	0 18
Roasting chicken, milkfed, 4 lbs. or over .....	0 21	0 25
Roasting chicken, ordinary .....	0 18	0 22
Spring broilers, dressed, pair .....	0 75	1 00
Squabs, Canadian, pair .....	0 40	
Squabs, Philadelphia, pair .....	0 70	
Pigeons, pair .....	0 25	0 30
<b>Live stock—</b>		
Fowl, 5 lbs. and over .....	0 22	0 23
Fowl, small .....	0 18	0 21
Turkeys .....	0 22	0 25
Ducks .....	0 25	0 28
Geese .....	0 16	0 18
Chicken .....	0 15	0 18

**HONEY.**—While there are no general changes in quotations to note, there has been a new and unusual demand from the West and several carload orders have been shipped to Winnipeg and beyond during past week. It is pointed out that it is customary for the West to buy supplies from Ontario in fall of year. Apparently orders were not in sufficient volume to see the season through and present demand in this market has developed as the result.

<b>Honey—</b>		
Buckwheat, tins .....	0 07	
Strained clover, 60-lb. tins .....	0 10 1/4	
Strained clover, in 10-lb. tins .....	0 11	
Strained clover, in 5-lb. tins .....	0 11 1/4	
Comb honey, No. 1, doz. ....	3 90	
Comb honey, No. 2, doz. ....	4 40	

### TORONTO

**PROVISIONS.**—Lard stocks have accumulated somewhat, and levels remain steady with little disposition to advance. If anything, in the case of pure, a slightly easier feeling is to be noticed from last week. Our quotations are down a quarter-cent. Compounds levels are well maintained. Trifle easier tone to hogs

## CANADIAN GROCER

is reflected in one or two price changes in meats. Hog market is duller through lack of export, itself due to lack of boats wherein to ship. So that freight situation is affecting provision market as well as others—now.

<b>Hams—</b>		
Light, per lb. ....	0 19	0 20
Medium, per lb. ....	0 19	0 19½
Large, per lb. ....	0 16	0 17
<b>Bacon—</b>		
Plain, per lb. ....	0 25	0 26
Boneless, per lb. ....	0 28	0 29
Pea meal, per lb. ....	0 28	0 28
<b>Bacon—</b>		
Breakfast, per lb. ....	0 21	0 24
Roll, per lb. ....	0 16	0 17
Shoulders, per lb. ....	0 16	0 17
<b>Pickled meats—lc less than smoked.</b>		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots. ....	0 14	0 16¼
Long clear bacon, small lots. ....	0 14¼	0 16½
Fat backs, lb. ....	0 13½	0 14
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 27	0 29
Hams, roast, per lb. ....	0 27	0 29
Shoulders, boiled, per lb. ....	0 24	0 25
Shoulders, roast, per lb. ....	0 24	0 25
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl. ....	26 00	27 00
Short cut, per bbl. ....	27 00	29 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 13¼	0 13½
Tubs, 60 lbs., per lb. ....	0 12¼	0 12½
Pails, per lb. ....	0 12½	0 13
Tins, 3 and 5 lbs., per lb. ....	0 14	0 14¼
Bricks, 1 lb., per lb. ....	0 14¼	0 14½
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 13½	0 13
Tubs, 60 lbs., per lb. ....	0 13	0 13¼
Pails, 20 lbs., per lb. ....	0 13¼	0 13½
<b>Hogs—</b>		
Live, per lb. ....	9 50	9 75
Dressed, abattoir killed ....	14 00	14 25

**BUTTER.** — Stocks of fresh made creamery butter are plentiful. Dairy is also in good shape. There is no change in prices. Demand is heavy. Opinion of dealers is that creamery prices are too low, when Chicago market is taken into consideration. There, firmness is feature of market. Little is offering. Price is two cents higher than ours. With ours up a cent we could still export. Opinion is that levels may be up here. Market tone is quite firm.

<b>Butter—</b>		
Creamery prints, lb. ....	0 35	0 36
Dairy prints, choice, lb. ....	0 28	0 32
Dairy prints, lb. ....	0 24	0 26
Bakers, per lb. ....	0 22	0 23

**CHEESE.**—This market is unchanged. Demand, domestic and export, is heavy, and English boards are high. Lack of freights cause some trouble in getting supplies across. England needs them now, too, since other sources of her supply are cut off.

<b>Cheese—</b>		
Large, per lb. ....	0 19	0 19¼
Twins, per lb. ....	0 19¼	0 19½

**EGGS.**—New laids have now gotten down to levels where there is a free consumption, and demand is good. Supplies grow steadily better. Big demand at present, however, seems larger than receipts, and if this continues, dealers must look to the States. America is well supplied with new laids, and these can be laid down here at a price of 26¼ cents. That is chief agent in keeping price down here on domestic products. If American new-laids can be imported so cheaply, no matter what demand is and how much better than supply locally, our prices can't go very much higher. Storage situation is unaltered. Demand is fairly good; stocks, however, are in advance of it, and market tone is easy.

<b>Eggs—</b>		
New laids, specials, in cartons ....	0 30	0 32
Extras, per lb. ....	0 27	0 28

## CANADIAN GROCER

No. 1, storage .....	0 25	0 27
No. 2, storage .....	0 23	0 24

**POULTRY.**—With the exception of a strengthened demand for dressed chicken which resulted in appreciation in price, there is little feature. Chicken is now up to 17 to 20 cents for dressed; live is worth around 17. There is a good demand for broilers. Turkey shows little interest this week. Ducklings, too, are uninteresting.

<b>Poultry—</b>		
	Live	Dressed
Old fowl, pound .....	0 16-0 17	0 16-0 17
Old turkeys .....	0 18-0 19	0 20-0 22
Ducklings .....	0 15-0 16	0 18-0 20
Turkeys .....	0 18-0 20	0 23-0 27
Chickens .....	0 17	0 17-0 20

**HONEY.** — The market shows no change, either in price or condition.

## WINNIPEG

**PRODUCE AND PROVISIONS.**—Feature of market concerns eggs, which are on the downward grade, due to heavy importation of American eggs. Market is rather uncertain, but it has weak undertone, and it is more than likely that much lower prices will prevail. Local stocks are pretty well cleaned up, and there is little coming in from this part of the country, at least not enough to affect market. American new laids are quoted 33c-38c and No. 1's 23c-25. As regards hogs heavy run on market has resulted in weaker undertone. This, however, has not resulted in many changes in quotation as there has been good demand. Lard market is steady. The same applies to butter and cheese.

<b>Hams—</b>		
Light, per lb. ....	0 19	0 20
Medium, per lb. ....	0 17	0 18
Large, per lb. ....	0 14	0 16
<b>Bacon—</b>		
Breakfast, per lb. ....	0 20	0 22
Breakfast, select, lb. ....	0 26	0 28
Backs, per lb. ....	0 22	0 25
<b>Dry Salt Meats—</b>		
Long near bacon, light .....	0 15	
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 28	0 29
Shoulders, boiled, per lb. ....	0 23	0 24
<b>Barrelled Pork—</b>		
Mess pork, bbl. ....	26 00	
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 14¼	
Pails, per lb. ....	2 92	
Cases, 10s .....	9 60	
Cases, 5s .....	9 68	
Cases, 3s .....	9 15	
Cartons, per lb. ....	0 15¼	
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 12¼	
Tubs, 50s, net .....	6 25	
Pails, 20s, net .....	2 50	
<b>Butter—</b>		
Creamery .....	0 35	0 37
Best dairy .....	0 29	0 31
Cooking .....	0 22	0 25
<b>Eggs—</b>		
New laids .....	0 33	0 38
No. 1 storage .....	0 23	0 25
<b>Cheese—</b>		
Ontario, large .....	0 20	
Ontario, twins .....	0 20¼	

## FRUIT AND VEGETABLES

(Continued from page 38.)

good demand, with no fresh price feature. Cabbage, selling by the case, is worth around \$3 to \$3.50. Celeries are higher, both California and Florida stuff. There is, a fair demand, but stocks are slight and supplies are not coming forward very speedily or in great bulk. Rhubarb continues to get good business for such limited lots as arrive. These get more every week, of course. Spinach

sells to the few; there isn't much of it yet. Green peppers are now on the market and proving fair seller. Potato situation shows no change; prices are all firm and well supported. Quality, as before, is none too good. Turnips are firm at prevailing levels, with good demand. Parsley is slightly easier. Rest of the list is unchanged.

Cabbage, new, case .....	3 00	3 25
Beets, Canadian, bag .....	0 60	0 80
Carrots, new, bag .....	0 75	0 85
Cauliflower, case .....	5 00	5 25
Celery, Cal., case .....	6 50	6 75
Celery, Florida, case .....	3 25	3 50
<b>Cucumbers—</b>		
Hothouse, doz. ....	2 75	3 00
<b>Onions—</b>		
Choice, Canadian .....	2 75	3 00
American, 100-lb. bag .....	3 75	4 00
Spanish, large case .....	5 25	5 50
Green, doz., bunches .....	0 10	0 50
Lettuce, leaf, doz. ....	0 25	0 30
Lettuce, Boston, hamper .....	2 25	2 75
Mushrooms, imported, 6 qt. ....	1 75	2 25
Parsnips, bag .....	0 75	0 90
Parsley, doz. ....	1 25	1 30
Peppers, green, case .....	3 00	4 00
<b>Potatoes—</b>		
N.H. Delaware, bag .....	2 00	2 10
British Columbia, bag .....	1 50	1 55
Ontario, bag .....	1 25	1 30
New, hamper .....	3 50	3 75
Sweet, kiln-dried, hamper .....	1 35	1 50
Rhubarb, doz. ....	0 65	0 90
Spinach, bbl. ....	3 50	3 75
Sprouts, qt. ....	0 10	0 12
Tomatoes, hothouse, lb., No. 1, 30c; No. 2 ..	0 20	0 30

## WINNIPEG

**FRUIT AND VEGETABLES.**—Potatoes remain at high level reached week ago. Manitobas are reported scarce and not in best condition, while Manitobas are offered in cars ex track 23.00-25.00 per ton. B.C. box apples took a jump, and new quotations are 2.00 for No. 1's, and 1.75 for No. 2's. Navel oranges have declined slightly. Mushrooms advanced to 90c and Red Globe onions are now \$4.00 per cwt. Squash and pumpkins are withdrawn from market. Malaga grapes are now 15.00 per keg.

<b>Fresh Fruits—</b>		
Grapefruit, case .....	4 50	
Strawberries, Florida, quart .....	0 60	
Ontario apples, bbls. ....	5 90	7 00
B.C. box apples, No. 1s .....	2 00	
B.C. box apples, No. 2s .....	1 75	
Washington box apples .....	2 50	
Navel oranges, case .....	3 25	4 00
California oranges, case .....	3 25	4 25
California lemons .....	5 50	
Bananas, bunches .....	2 50	3 50
Jersey cranberries, box .....	4 30	
Malaga grapes, kegs .....	15 00	
<b>Vegetables—</b>		
Cabbage, per lb. ....	0 02	
Peppers, per basket .....	0 75	
Mushrooms .....	0 97	
Carrots, per lb. ....	0 01	
Manitoba potatoes, local loads .....	1 25	1 25
Manitoba potatoes, sacked, carloads ..	1 15	
Sweet potatoes, hamper .....	2 25	
Garlic, per lb. ....	0 25	
Turnips, bushel .....	0 60	
California head lettuce, case .....	4 50	
California cauliflower, doz. ....	3 50	
Valencia onions, cases .....	7 50	
Red Globe, onions, lb. ....	0 04	
Head lettuce, doz. ....	1 00	
California celery, doz. ....	1 50	
Cuban tomatoes, case .....	7 50	

## FISH FOR SOLDIERS

The Federal Government has placed an order for 300,000 lbs. of fresh and frozen fish with Toronto and Winnipeg firms to furnish Canada's soldiers. The first shipment will leave this country the middle of this month and will consist of 75,000 lbs. This is expected to materially strengthen the Canadian market.



# FISH AND OYSTERS



## Fish Day Proved Booster for Trade

Coupled With Advent of Lent Better and Bigger Business Resulted — Scarcity in Cod and Haddock—Winter-caught Whitefish in Good Supply, With Good Demand—Lobsters 'Way Up Again—Big Call for Salted and Pickled Trade.

### MONTREAL

**FISH.**—The National Fish Day seems to have worked up interest in the trade to a considerable extent, and orders have been pouring in prior to Feb. 29. Advent of Lent this week also helps a great deal in this demand. The Lenten demand will no doubt keep the trade active for next few weeks. As has been foreseen a great shortage in some frozen lines will undoubtedly take place, principally with haddock, codfish and lake fish generally with exception of whitefish. Stocks of haddies are also pretty slim and prospects of replenishing them are poor. The Atlantic coast has been swept by terrific gales for past week or ten days and, consequently, no fishing of any importance has been done. Therefore, no fresh fish of any kind is expected from that source for the next few days. The fishing season for smelts and tom cod is now over, and supplies of both varieties are about average. With suitable weather they should command a very good price. Stocks of pickled and salt fish are sufficient in first hands to meet the increased demands from the retail trade for Lenten supplies. However, as other kinds of food products are high, it is more than probable that there will be still greater demand on these stocks before Easter with the possibility that a shortage will result. The bulk and shell oyster business is quiet. As a rule a revival in business in bulk oysters is expected during first few days of Lent.

### TORONTO

**FISH AND OYSTERS.**—Lobster has started its antics again, and is way up this week to 50 and 55, chiefly the latter. Reason said to be scarcity at Atlantic coast. Readers will remember that about five or six weeks ago it was out of sight; it didn't pay dealers to stock it. Then it got to more reasonable levels; now once more it is higher. Price like 55 is awkward. Public will only pay a certain sum, even for the delicate lobster. Cod, chiefly from Halifax is scarce, as this

column predicted a couple of weeks ago. Rough weather is responsible; the fish seem to have run off in shoals. Price of 10 cents is quite firm. Oysters are slow again; standards and selects divide the honors, what there are, but there is a noticeable slump on trading. Fish business is only fair. Some dealers are finding that Tuesday being Fish Day has boosted sales some; others have noticed little change in business. One line seems perennially a good seller. It is winter caught whitefish, fresh caught selling at 14 and frozen at 10 cents, both levels being well supported. Lenten season approaching has its usual influence, and this year seems to be a bigger boost for pickled and salted fish than for other lines. Supplies of these are ample, however, and prices moderate.

#### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.08-.08½	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.08½	.09
Haddies, fillets, per lb.	.11	.11
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	1.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 69 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.40
Kippers, herrings, selected, 69 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

#### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.11
Red Cohoes, dressed, lb.	.11	.11
Pale qualls, dressed, per lb.	.08-.08½	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08½-.09	.10
Haddock, medium and large, lb.	.05½-.06	.08
Market codfish, per lb.	.06	.06
Steak, codfish, per lb.	.05½-.06	.07
Canadian soles, per lb.	.06	.06
Blue fish, per lb.	.16-.15	.18
Smelts	.10	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.75	3.00
Round pike	.08½	.08
Grass pike, dressed	.07½	.08
Swordfish, lb.	.10	.10

#### DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinless codfish, 100-lb. case.	6 50	6 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 08
Boneless codfish, strips, 20-lb. boxes	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 50	1 50
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

#### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal	1 40	2 75

Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 00	1 00
Best scallops, imp. gallon	2 25	3 50
Best prawns, imp. gallon	2 25	2 25
Best shrimps, imp. gallon	2 00	2 00
Sealed, best select, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75
Rockaways, 100	1 50	1 50
Blue points, small	1 00	1 00
Blue points, large	1 00	1 50

#### CLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 38	0 35
Little necks, per 100	1 25	1 50

#### FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	7 -8	8
Mackerel, medium, each	14 -15	14
Steak, cod, fancy, express, lb.	8 -8½	9 -10
Herrings, each	3	3
Flounders	3	3
Flounders, New York	15	15
Salmon, Western	15 -18	20 -22
Salmon, Eastern	15 -18	15 -18

#### FRESH LAKE FISH.

Carp, lb.	0 12	0 07
Pike, lb.	0 05	0 07
Perch, lb.	0 07	0 08
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 18	0 14
Bels, lb.	0 10	0 08
Dore	11-12	0 13

#### FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small tullbees	.07-.07½	.08
Lake trout, large and medium, lb.	.10	.10
Dore, dress or ound, lb.	.08½-.09	.09-.12
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06½-.07	.06-.07

### WINNIPEG

**FISH AND POLTRY.**—There are practically no changes in quotation in either fish or poultry. Business in former is exceedingly good, and will be better on approach of Lent, which is later this year. Poultry receipts are still poor.

<b>Fish—</b>		
Frozen salmon	0 10	0 10
Fresh halibut	0 08½	0 08½
Pickled	0 07½	0 07½
Steak cod, per lb.	0 08	0 08
Lake Winnipeg whitefish	0 08	0 08
Finnan haddie	0 08	0 08
Kippers, per box	2 00	2 00
Lake trout, per lb.	0 10	0 10
Bloaters, per box	2 00	2 00
Salt mackerel, 20-lb. kit	3 00	3 00
Smoked gold-eyes, doz.	0 50	0 50
Oysters, per gal.	2 50	2 50
Oysters, on shell, doz.	0 25	0 25
<b>Poultry, Live—</b>		
Fowl	0 15	0 15
Roosters	0 11½	0 11½
Chickens	0 12	0 15½
Turkeys	0 18	0 19
Ducks	0 13	0 13
Ducklings	0 14	0 14
Geese	0 12	0 12
<b>Poultry, Dressed—</b>		
Ducks, No. 1	0 21	0 21
Fowl, No. 1	0 17	0 17
Turkeys, No. 1	0 27	0 27
Geese, No. 1	0 21	0 21



# FLOUR AND CEREALS



## Flour Down Another 20 Cents

Confusing Influences at Work in Wheat Market—Argentine and Australia as Competitors—General Slump in Grains—Rye, Oats and Buckwheat Dropped

### MONTREAL

**FLOUR.**—On top of decline of 20 cents announced last week, another decline of same amount took place on 24th, making a total of 40 cents for the week. Reductions were in sympathy with falling wheat market. Decline on Saturday alone was 5½ cents. Early reports this week indicated a continuance of the drop but there have also been some reactions. It is difficult to follow the fluctuations of wheat as there are so many varied influences at work. Large deliveries from Argentine are reported and price is considerably below Canadian level. However, as it costs about double for freight from South America to ship to Europe as compared with Canada, spread in prices is largely accounted for. Future of local market is largely matter of speculation; there are possibilities of further decline but at same time present quotation of \$6.90 is based on \$1.09 or \$1.10 wheat and this is thought by some to have hit a pretty low level. Naturally in face of declining market business has not been brisk although some buyers seem to have come to the opinion that bottom has been reached and this has restored a certain measure of confidence.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	.....	6 30	
Second patents	.....	6 40	
Strong bakers	.....	6 30	

Winter Wheat Flour—		Car Small lots.	
Fancy patents	.....	5 85	6 10
50 per cent., in wood	.....	5 60	6 30
50 per cent., in bags	.....	2 70	2 75

**CEREALS.**—Another decline of one cent in the oats market has been recorded since last report, and this has been followed by a drop in rolled oats of about 20 cents on the average. Quotations have been reduced to \$2.50 to \$2.70.

Cornmeal—		Per 95-lb. sack.	
Gold dust	.....	2 50	
Unbolted	.....	2 25	
Rolled Oats—		90's in jute.	
Small lots	.....	2 50	2 70
25 bags or more	.....	2 50	
Package, case	.....	3 90	4 00
Oatmeal—fine, standard and granulated, over rolled oats in 90s, in jute.		10 per cent.	
Rolled Wheat—		100-lb. bbla.	
Small lots	.....	4 00	
Hominy, per 95-lb. sack	.....	2 75	
Corn flour, bag	.....	2 65	
Rye flour, bag	.....	2 85	2 90
Rye flour, roll	.....	3 00	
Barley, pearl, lb.	.....	0 04½	

**FEEDS.**—There has been a fair average demand for various lines of feeds

without general change in quotations, although tone has been somewhat easier with drop in wheat prices. However, this tendency is largely offset by fact that consumption of flour has been light and output of feeds small.

Mill Feeds—		Per ton	
Bran	.....	24 00	
Shorts	.....	26 00	
Middlings	.....	29 00	
Wheat moulee	.....	34 00	
Feed flour, bag	.....	35 00	
Mixed chop, ton	.....	32 00	
Crushed oats, ton	.....	33 00	
Oats, chop, ton	.....	33 00	
Barley, chop, ton	.....	32 00	
Feed oats, cleaned, Manitoba, bush	.....	0 58	
Feed wheat, bag	.....	2 00	

### TORONTO

**FLOUR.**—Following hard upon decline of 20 cents, announced last week came a similar drop later. Manitoba first patents are now on the basis of \$6.80. The "6" looks unusual at first; for so long have we been seeing first patents at \$7.40, \$7.20 and \$7. Decline is simply part of downward sweep of grain prices which has affected all grains, all in same way. Local prices have been steadily breaking, day after day, for a week, with lead in the hands of Western wheat, which has tumbled by falls of 5, 5½, 6½ cents. No 1 northern wheat sold in store at Fort William on Tuesday for \$1.06. There are several reasons, contributory; they are interwoven, however, and flour market is difficult to understand at present. Australian and Argentine wheat which are superabundant are two reasons. Their price beats ours, although, of course, freights are more excessive. But, talking of freights, what matter whether they are excessive or not, when you can't get them? That is, perhaps, the chief difficulty. Export demand has been hit a smashing blow because there are not enough bottoms to get the stuff over, and the Britisher waiting for the wheat gets tired of waiting. Nevertheless, it must be as bad elsewhere. Other seaways must be lacking bottoms, and no matter how high freights are from Canada, they must obviously be higher from Australia and Argentine. But there seem to be more boats coming from there and more chance of the stuff getting forward. Domestic demand keeps up fairly well,

though it is nothing to be proud of. It is welcome, however, with export shot to pieces. Millers point out that flour levels even yet are low for price of wheat, though this has slumped so. Ontario wheat has also been on the toboggan, and has lost ten to twenty cents, going locally at \$4.40 or thereabouts.

Manitoba Wheat Flour—		Small Car lots. lots.	
First patents	.....	7 00	6 80
Second patents	.....	6 50	6 30
Strong bakers	.....	6 30	6 10
Ontario winter wheat flour, 90 per cent. (Board of Trade quotation)		4 40	4 30

**CEREALS.**—Barley and buckwheat have each lost a cent on the board and the tone is easy. Our quotations are changed to cover. Declines are simply following general trend of grain this last week or so. Rye dropped more materially. Rolled oats also suffered setback. There is little stability to any in the list, at present. Oats generally are on downward grade. Cash western have been dropping almost daily.

Barley, pearl, 95 lbs.	.....	4 00	4 80
Buckwheat grits, 95 lbs.	.....	4 50	
Corn flour, 95 lbs.	.....	2 50	2 10
Cornmeal, yellow, 95 lbs.	.....	2 50	
Graham flour, 95 lbs.	.....	3 25	
Hominy, granulated, 95 lbs.	.....	3 00	
Hominy, pearl, 95 lbs.	.....	3 00	
Oatmeal, standard, 95 lbs.	.....	2 75	
Oatmeal, granulated, 95 lbs.	.....	2 75	
Peas, Canadian, boiling, bush	.....	3 10	
Peas, split, 95 lbs.	.....	6 00	
Rolled oats, 90-lb. bags	.....	2 55	
Roller wheat, 100-lb. bbl.	.....	3 30	3 50
Rye flour, 95 lbs.	.....	2 80	
Whole wheat flour, 95 lbs.	.....	3 25	
Wheatlots, 95 lbs.	.....	3 50	

**FEEDS.**—This market alone, among all grains, has kept its strength fairly well; even it has been hit by general slump. Mills have not been grinding much, however, and that has boosted demand for feeds. There is no change in prices.

Mill Feeds—		Mixed car. per ton	
Bran	.....	25 00	
Shorts	.....	26 00	
Special middlings	.....	27 00	
Feed flour, per bag	.....	1 75	
Oats—		No. 3, Ontario, outside points.....	
		9 45	9 44

F. J. Stubbs, curator of the White Chapel Museum, London, is advocating what public opinion is already favoring, an increased consumption of fish during the war. The appeal is based on the patriotic grounds of cheapness and the necessity of patronizing a home industry.



# The Breakfast Food that Fortifies the Body against the Cutting March Winds

Containing every unit necessary to the building of splendid, vigorous health. Tillson's Oats make an ideal Breakfast Cereal for the cold March mornings.

## Tillson's Rolled Oats

(A FOOD—NOT A FAD)

The sweet natural flavor of the best Canadian grown Oats makes Tillson's a general favorite in the family. Besides this our national publicity campaign has created an ever-growing demand which dealers are finding extremely profitable.

If you don't already sell this peerless Breakfast Food, now is a particularly opportune time to begin. Tillson's Rolled Oats popularity is not confined to cold weather days—its uniform quality makes of it a year 'round sales-getter. Ask for one of our Free Window Displays. You can bank on every initial sale being followed by others. Tillson Quality does it.

**Our Motto: Quality, then Price.**

**Canadian Cereal & Flour Mills, Limited**  
**Toronto, Canada**

# Canadian— and second to none

A high-grade quality and a delicious appetizing goodness unsurpassed by the most expensive imported varieties have made

**L'Etoile**  
(Star)  
and  
**Hirondelle**  
(Swallow)

Macaronis strong favorites with the housewife who knows.

This winning quality is secured by careful selection of the finest Manitoba hard wheat, and by the application of the scientific knowledge that years of experience have given us.

The big customer-confidence thus created has steadily increased, hence the tremendous growth in the sales of L'Etoile and Hirondelle Macaronis.

Your wholesaler will supply you with a trial order.

**C. H. Catelli, Limited**

MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

**BAKING POWDER**  
**ROYAL BAKING POWDER**

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

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

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

**DOMINION CANNERS, LTD.**

**JAMS**  
"Aylmer" Pure Jams and Jellies  
16-oz. Glass Jars.

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

**CATSUPS**

In Glass Bottles

	Per doz.
1/4 Pts. Delhi Entenre	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/4 Pts., Red Seal, crown tops	0 00
Pts., Delhi Entenre	1 00
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Entenre	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

**BAKED BEANS, with Pork.**

Brands—Aylmer, Simcoe, Onaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to case	1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to case	1 17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60
<b>"AYLMER" PURE ORANGE MARMALADE</b>	
Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$ 1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60
16 oz. Glass, Tall, Vacuum Top, 2 doz. per case, per doz.	1 60
2's Glass, Vacuum Top, per doz.	2 80
2's Tin, 2 doz. per case, per doz.	2 30
4's Tin, 12 pails in crate, tall	0 40
5's Tin, 8 pails in crate, tall	0 47 1/2
7's Tin or Wood, 6 pails in crate, tall	0 65
14's Tin or Wood, 4 pails in crate, tall	0 09
30's Tin or Wood, one tall only, tall	0 09

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

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

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

**CEREALS**

**WHITE SWAN** Per case

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

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

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	

The difference between goods whose sale brings you new and regular customers and those that merely give no cause for complaint is the difference between Chase & Sanborn's Coffees and the other kinds.

**CHASE & SANBORN**  
**Montreal**

**New Brunswick Potatoes**

**TABLE OR SEED STOCK**

Any variety. Stock Guaranteed free from Disease. Car lots at lowest prices.

Wire or Write

**HATFIELD & SCOTT**

Largest Growers and Shippers

MONTREAL, QUE.

HARTLAND, N.B.

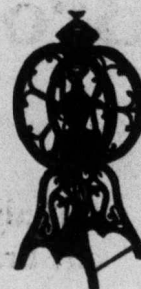
*Think of the Advantage*

Think what it means to you to be able to grind your customer's coffee in an instant, and grind it in the exact grade she likes best. You can do it with the

**ELGIN NATIONAL COFFEE MILL**

The quick service and economy this machine produces will pay its low cost in a few weeks. There is no waste of time or material. It cuts faster and at less cost than any other coffee mill of corresponding size.

Write for a free copy of our new illustrated booklet No. 24-C. Ask your jobber for prices.



**WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.**

**London Retail Grocers Association**

**PURE FOOD SHOW**

**ONE SOLID WEEK**

**April 24th to 29th**

Secure Your Booth Now. Get First Choice.

For Full Particulars Write

**R. H. HARLEY**

SECRETARY



# Shortening

We are now putting this up in ONE POUND packages. Very handy for your retail trade. Send for sample shipment.

**F. W. Fearman Co.**  
 Limited  
 Established 1854  
 HAMILTON

# Brooms of Quality

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

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

**Walter Woods & Co.**  
 Hamilton - Winnipeg

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ....	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes ....	0 40
Queen's Dessert, 6's, 12-lb. boxes ....	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes ....	0 35
Diamond, 8's, 6 and 12-lb. boxes ....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes ....	0 26
Diamond, 1/4's, 6 and 12-lb. boxes ....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. ....	1 00
Chocolate Confections. Per doz.	
Maple buds, 5-lb. boxes ....	0 38
Milk medallions, 5-lb. boxes ....	0 38
Chocolate wafers, No. 1, 5-lb. boxes ....	0 32
Chocolate wafers, No. 2, 5-lb. boxes ....	0 27
Nonpareil wafers, No. 1, 5-lb. boxes ....	0 32
Nonpareil wafers, No. 2, 5-lb. boxes ....	0 27
Chocolate ginger, 5-lb. boxes ....	0 33
Milk chocolate wafers, 5-lb. boxes ....	0 35
Coffee drops, 5-lb. boxes ....	0 38
Lunch bars, 5-lb. boxes ....	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box ....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box ....	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. ....	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. ....	0 38
Nut milk chocolate, 5c bars, 24 bars, per box ....	0 90
Almond nut bars, 24 bars, per box ....	0 90

**BORDEN MILK CO., LTD.**

**CONDENSED MILK**

Terms net 30 days.

5 Box lots and upward—Freight prepaid up to 50 cents.	
Per case	
Eagle Brand, each 48 cans ..	\$6 50
Reindeer Brand, each 48 cans	6 25
Silver Cow Brand, each 48 cans	5 75
"Gold Seal," Purity, each 48 cans	5 00
Mayflower Brand, each 48 cans	5 60
"Challenge," "Cloyer," each 48 cans	5 10

**EVAPORATED MILK**

St. Charles Brand, Hotel, each 24 cans ..	4 50
Jersey Brand, Hotel, each 24 cans ..	4 50
Peerless Brand, Hotel, each 24 cans ..	4 50
St. Charles Brand, Tall, each 48 cans ..	4 60
Jersey Brand, Tall, each 48 cans ..	4 60
Peerless Brand, Tall, each 48 cans ..	4 60
St. Charles Brand, Family, each 48 cans ..	4 00
Jersey Brand, Family, each 48 cans ..	4 00
Peerless Brand, Family, each 48 cans ..	4 00
St. Charles Brand, small, each 48 cans ..	2 00
Jersey Brand, small, each 48 cans ..	2 00
Peerless Brand, small, each 48 cans ..	2 00

**CONDENSED COFFEE**

Reindeer Brand, "Large," each 24 cans ..	\$4 80
Reindeer Brand, "Small," each 48 cans ..	5 50
Regal Brand, each 24 cans ..	4 50
COCOA, Reindeer Brand, each 24 cans ..	4 80

**COFFEE.**

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

**WHITE SWAN**

1 lb. square tins, 4 doz. to case, weight 70 lbs. ....	0 36
1 lb. round tins, 4 doz. to case, weight 30 lbs. ....	0 34 1/2

**ENGLISH BREAKFAST COFFEE.**

1/2 lb. tins, 2 doz. to case, weight 22 lbs. ....	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	0 20

**MOJA.**

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

**PRESENTATION COFFEE.**

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. ....	0 27

**FLAVORING EXTRACTS**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs. ....	2 30
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. bottle, per doz., weight 23 lbs. ....	12 00
32 oz. bottles, per doz., weight 40 lbs. ....	22 00
Bulk, per gallon, weight 16 lbs. ....	10 00

**CRESCENT MFG. CO. CRESCENT MAPLEINE**

Special Delivered Price for Canada

Per doz.	
1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c. ....	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. ....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. ....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. ....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60. ....	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3. ....	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. ....	45 00
Half gallons, each, retail each, \$10 ..	7 50
Gallons, each, retail each \$18 ..	14 50

**GELATINE.**

Knox Plain Sparkling Gelatins (2-qt. size), per doz. ....	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. ....	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz. ....	1 10

**W. CLARK, LIMITED, MONTREAL**

Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18.	
Bolled Beef, 1s, \$2.50; 2s, \$5; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$3; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.50; 2s, \$4.50.	

# WETHEY'S CONDENSED MINCE MEAT

Quality—better than  
ever, if such is possible.

Price unchanged.

Order from your jobber.

# Fish For Lent

Everybody wants fish during Lent.

Your sales will be increased by carrying a nice assortment of **Whitco Brand Haddies, Bloaters, Fillets, etc.** Whitefish, Halibut, Sea Herrings, Smelts, Tulibees, Goldeyes, Trout and a full line of Dry Salted and Pickled Fish.

## OYSTERS

Renowned for their High Quality and Low Price.

**White & Co., Limited**

Wholesale Fruits and Fish

TORONTO and HAMILTON

## Every Minute Pays YOU

IS every minute of your spare time bringing you profitable returns? Through the day time you earn money—why shouldn't your spare time be devoted to bringing you in an extra income?

We would be pleased to tell you about a plan, that although not interfering in the least with your regular duties, will produce for you an extra \$10.00 a week. That amount can be increased as you become proficient in the work, and bring into play the salesmanship that your regular occupation gives you.

We need a man in your home town to represent us, and for that service, his earnings will be liberal. That, we will tell you all about when you write us.

Do so to-day—next week every minute of your spare time will count for you in cash.

**The MacLean Publishing Co.**  
143-153 University Ave.  
Dept. H.M. Toronto, Can.

# The Apple Crop

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

## FISH

Salt Trout and  
Herring

Fresh Frozen Trout  
and Herring

**Lemon Bros.**  
OWEN SOUND, ONT.

## ECONOMY is the Nation's Watchword. PRODUCTION

is equally essential.

But without the strength and energy of Health PRODUCTION is impaired and we are forced to a state of restraint without the resultant SAVINGS which generous PRODUCTION and wise ECONOMY accomplish.

Therefore look to your HEALTH that you may produce WEALTH for yourself and your Country. All M.O.H.'s concede that the Health of any Country is greatly benefited by the generous consumption of FRUIT.

Use

**"St. Nicholas" Lemons**

**J. J. McCabe**

Agent  
TORONTO

# Freeman's Dry Air Refrigerator

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



This Interior View

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

Price list and catalogue free and mailed to any address.

Manufactured by the  
**W. A. FREEMAN CO., LIMITED**  
HAMILTON, CANADA

## Ripe Olives—New Crop

"BELL" BRAND

Gallons, 12 to case ..... \$9.35 doz.  
Quarts, 24 " " ..... 2.45 "  
Pints, 48 " " ..... 1.60 "

"OLD MISSION" BRAND

A larger Ripe Olive, and slightly higher in price.  
All New Crop. Quality Guaranteed Delicious.  
F.O.B. San Diego, Cal. Special discount in 25 case lots.

Please send us your orders early, the pack is being exhausted.

Canadian Representatives:

**W. H. ESCOTT CO.**  
LIMITED

**Winnipeg, Regina,  
Saskatoon, Calgary,  
Edmonton**

CORRESPONDENCE SOLICITED

**BRANTFORD STARCH**  
Ontario and Quebec  
Laundry Starches—  
Canada Laundry—  
Boxes about 40 lbs. .... .06  
Acme Gloss Starch—  
1-lb. cartons, boxes of 40  
lbs. .... .06 1/2  
First Quality White Laundry—  
3-lb. canisters, cs. of 48 lbs. .07 1/4  
Barrels, 200 lbs. .... .06 1/2  
Kegs, 100 lbs. .... .06 1/2  
Lily White Gloss—  
1-lb. fancy carton cases 30  
lbs. .... .07 1/2  
8 in case ..... .08  
6-lb. toy trunks, lock and  
key, 6-lb. toy drum, with  
drumsticks, 8 in case ... .06 1/4  
Kegs, extra large crystals,  
100 lbs. .... .07 1/4  
Canadian Electric Starch—  
Boxes, containing 40 fancy  
pkgs., per case ..... 3 00  
Celluloid Starches—  
Boxes containing 45 cartons,  
per case ..... 3 60  
Culinary Starches—  
Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .06 1/2  
Brantford Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .07 1/4  
"Crystal Maize" Corn Starch—  
1-lb. pkts., boxes of 40 lbs. .07 1/4  
20-lb. boxes 1/4c higher than 40's)  
**COW BRAND BAKING SODA**  
In boxes only.  
Packed as follows:  
5c packages (96) ..... \$ 3 20  
1 lb. packages (60) ..... 3 20  
1/2 lb. packages (120) ..... 3 40  
1 lb. 30 } Packages Mixed 3 30  
1/2 lb. 60 }

**SYRUP**

**THE CANADA STARCH CO., LTD. CROWN BRAND CORN SYRUP**  
2-lb. tins, 2 doz. in case....\$2 65  
5-lb. tins, 1 doz. in case.... 3 00  
10-lb. tins, 1/2 doz. in case.. 2 90  
20-lb. tins, 1/4 doz. in case.. 2 85  
Barrels, 700 lbs. .... 3 1/2  
Half barrels, 350 lbs. .... 4  
Quarter barrels, 175 lbs. ... 4 1/4  
Pails, 38 1/2 lbs. .... 1 95  
Pails, 25 lbs. each ..... 1 40  
3 lb. Perfect Seal Jar, 1 doz.  
in case ..... 2 70  
**LILY WHITE CORN SYRUP**  
2-lb. tins, 2 doz. in case ... 3 00  
5-lb. tins, 1 doz. in case ... 3 35  
10-lb. tins, 1/2 doz. in case.. 3 25  
20-lb. tins, 1/4 doz. in case.. 3 20  
(5, 10 and 20-lb. tins have wire handles.)

**ST. LAWRENCE SUGAR REFINING CO.**

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

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

**ROGERS' GOLDEN SYRUP**  
Manufactured from pure cane sugar.  
2 lb. tins, 2 doz. in case...\$3 15  
5 lb. tins, 1 doz. in case... 3 50  
10 lb. tins, 1/2 doz. in case.. 3 30  
20 lb. tins, 1/4 doz. in case.. 3 25  
Delivered in Winnipeg in carload lots.

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**  
Size Mam. Large Med.  
2 1/2 Can .....\$ 4.75 \$ 3.75 \$2.50  
No. 1 Tall Can ..... 2.75 2.25 1.00  
No. 16 Jar .... 3.00 2.25 1.80  
No. 4 Jar .... 1.50 1.25 1.15  
No. 10 Can.... 14.00 12.00 9.00

**YUBA BRAND**

2 1/2 Can ..... \$3.00 \$2.25  
No. 1 Tall Can ..... 1.50 1.20  
No. 10 Can.... 9.00 8.00  
Picnic Can ..... .90

All prices per dozen—F.O.B. Jobbing Points.

**CANNED HADDIES.**

"THISTLE" BRAND

A. P. TIPPET & CO., Agents  
Cases, 4 doz. each, flats, per case ..... \$5 40  
Cases, 4 doz. each, ovals, per case ..... 5 40

**INFANTS' FOOD**

**MAGOR SONS & CO., LTD.**

Robinson's patent barley, 1/2-lb. tins, \$1.00; 1-lb. tins, \$3.00; Robinson's patent groats, 1/2-lb. tins, \$1.00; 1-lb. tins, \$3.00.

**BEAVER BRAND CORN AND MAPLE SYRUP**

Quart tins (wine measure), 2 doz. in case, per case ... 4 70

**STOVE POLISH**

**JAMES DOME BLACK LEAD**

2a size, gross ..... 2 50  
6a size, gross ..... 3 40

**NUGGET POLISHES**

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

**ORANGE MARMALADE**

"BANNER BRAND" PURE

**FRUIT PRODUCTS**

**JAMS AND JELLIES**

2's ..... \$2 10  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30s, wood ..... 0 05  
12-oz. glass jar ..... 1 15  
Tumbler, glass ..... 0 95

**MARMALADE**

2's, per doz. .... \$2 30  
4's, per pail ..... 0 40  
5's, per pail ..... 0 45  
7's, per pail ..... 0 65  
30's, wood, lb. .... 0 08 1/2  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00

Prices subject to change without notice.

**YEAST**

White Swan Yeast Cakes, per case, 3 doz. 5c pks.... 1 20

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

Black Watch, 8s, butts 9 lbs. .... \$ 0 00  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 40  
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 40  
Currency, 6s, 1/2 butts, 9 lbs. 0 40  
Stag Bars, 8 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs. .... 0 48  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb boxes ..... 0 68  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 68  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 68  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs. 0 37  
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 80  
Great West, pouches, 9s ... 0 72  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 80  
Forest and Stream, 1/2s, 1/2s, and 1-lb. tins ..... 0 80  
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BY ARTEMAS WARD

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GUELPH, ONTARIO

# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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

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

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

### WANTED

AT ONCE — FIRST-CLASS FRUIT AND vegetable buyer. Only thoroughly competent need apply; good salary for right man. Apply Box 132, Canadian Grocer.

AT ONCE—QUALIFIED GROCERY MAN-ager and buyer as assistant manager to large business. Only thoroughly competent need apply; good salary to right man. Box 133, Canadian Grocer.

WANTED — AT ONCE, BRIGHT, ACTIVE, honest boy to learn the general mercantile business. Apply to E. Richards & Son, Mel-bourne, Ontario.

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

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

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



### FOR SALE


FOR SALE — MONEY MAKING GROCERY and meat business in Hamilton, where indus-trial conditions are extra good. Turnover 18 to 19 hundred monthly. Customers are cos-mopolitan. Apply 369 John St. North, Ham-ilton.

FOR SALE—GENERAL STORE, CASH BUSI-ness, in a live country location, stock \$3,000; turnover \$1,500. Price and terms right; send for prospectus. Wilton Bros., Kneeville Val-ley, Alberta.

GROCERY IN GOOD WESTERN CITY, stock \$2,500.00, sales \$4,000.00 monthly, with good opportunity for expansion. Fixtures and delivery equipment approximately \$1,500.00. Will sell or lease property. \$3,000.00 cash will handle stock and fixtures. Box 131, Canadian Grocer, Toronto.

FOR SALE—AN OLD-ESTABLISHED TEA business in Western Ontario, on reasonable terms. Large turnover and good profits. Worth looking into. Will stand any kind of inspection. Apply J. L. Fielding & Co., Guelph, Ont.

 **TANGLEFOOT**   
The Non-Poisonous Fly Destroyer  
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

**OAKLEY'S KNIFE POLISH**  
20102-ZTTS  
  
JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

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Toronto, and J. E. Huxley & Co., 220  
McDermid St., Winnipeg.

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Toronto Montreal

When writing advertised kind-ly mention that you saw it in this paper.

"Canadian Air-Line" Honey  
The BEE-MADE Honey  
PURE ATTRACTIVE TASTY  
The Root Canadian House  
185 Wright Avenue. TORONTO

Write us for New Price List of  
**WINDSOR SALT**  
TORONTO SALT WORKS  
TORONTO, ONT. GEO. J. CLIFF, Manager

THEY ARE GOOD  
OLD STAND-BYS

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Registered Trade-Mark

are always in demand, sell easily and are thoroughly re-liable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

**Walter Baker & Co. Limited**  
Established 1780  
Montreal, Can. Dorchester, Mass.

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

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154 Simcoe Street TORONTO  
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Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no col-lection, no charge. Phone Adelaide 919.

## CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

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48 5c. Packages to Box



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

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

**NATIONAL LICORICE COMPANY**  
MONTREAL



—the soap that is every day  
producing results which  
verify its name.

Particularly effective displays  
of Wonderful Soaps are easily  
gotten up, as its neat red  
wrapper will focus the atten-  
tion of the most casual ob-  
server.

Initial sales of Wonderful  
Soap always mean repeat  
business.

**GUELPH SOAP CO.**  
GUELPH .. .. ONTARIO

## King Oscar Sardines mean bigger Lenten business

Prepare now to profit by the increased demand for  
good sea foods during the Lenten weeks.

King Oscar Sardines require but little introduction to  
your customers. Their good qualities have been  
splendidly advertised throughout the country, and  
wherever sold they have won the estimation of the  
customer.

King Oscar quality is abso-  
lutely dependable—our reputa-  
tion is back of every box.  
Now is quite an opportune  
time to feature this profit-  
pulling line. Ask your whole-  
saler to-day—to-morrow's re-  
sults will make you a steady  
King Oscar dealer.



By Special Royal permission.

**J. W. Bickle  
& Greening**

(J. A. Henderson)

Hamilton

Ontario

## IT IS IMPORTANT!

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

**Canadian Grocer**  
143 University Avenue, Toronto

## BUY STARBRAND

"Made in Canada"

**Cotton Clothes Lines  
and Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila  
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

# We'll Exchange Our Money For Your Spare Time

**Y**ES, that's just what we mean—we'll exchange our money for your spare time efforts. There are in Canada to-day hundreds of young men, who are representing us in their "off hours," and their spare time with us is giving them regular weekly incomes which are constantly increasing as they devote more and more time to our plan.

You have spare time on your hands. Every one has. What are you doing with it? Are you using it to the best advantage? Is it bringing you a profitable return in dollars and cents? If it isn't, write and ask us how you may increase your earnings by allowing us one or two hours daily. We'll tell you all about it.

Our plan of representation is a sure road to success. It's not anything new or unproven. When other young men are increasing their incomes from \$10.00 to \$20.00 a week, why shouldn't you? Make up your mind that you will join this "Spare-time-money-making class of hustlers" and reap the profits.

The first thing to do is to drop us a line—a post card will do. Back to you by return mail will come full particulars of the plan. This obligates you in no way. Simply say, "Show me how to turn my spare time into money."

**The MacLean Publishing Co.**  
LIMITED

143-153 University Ave.

Dept. B. TORONTO, ONT.

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**YOUR OPPORTUNITY**



## Easy Sales of Canned Goods

With the supply of home-made preserves about exhausted and the Lenten season fast approaching Canned Goods will move more freely.

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**RHUBARB GALLONS**

Every tin guaranteed to give satisfaction or money refunded.

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**MONTREAL**

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White Beans,  
Evaporated Apples  
Currants and Raisins

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HARRY WEBB, TORONTO  
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bring replies from all  
parts of Canada.

ESTABLISHED 1849

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TORONTO

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For particulars, apply  
STAR EGG CARRIER & TRAY  
MFG. COMPANY  
ROCHESTER, N.Y.

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Note our prices and replenish your stock with some of these All-Canadian Milk products:

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Princess Condensed Milk, 4 doz. in case .....	4.50
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The Malcolm Condensing Co., Limited, St. George, Ont.

No. 38

*Chats with "Old Baba"*

(Canada's 105-year-old Pioneer)

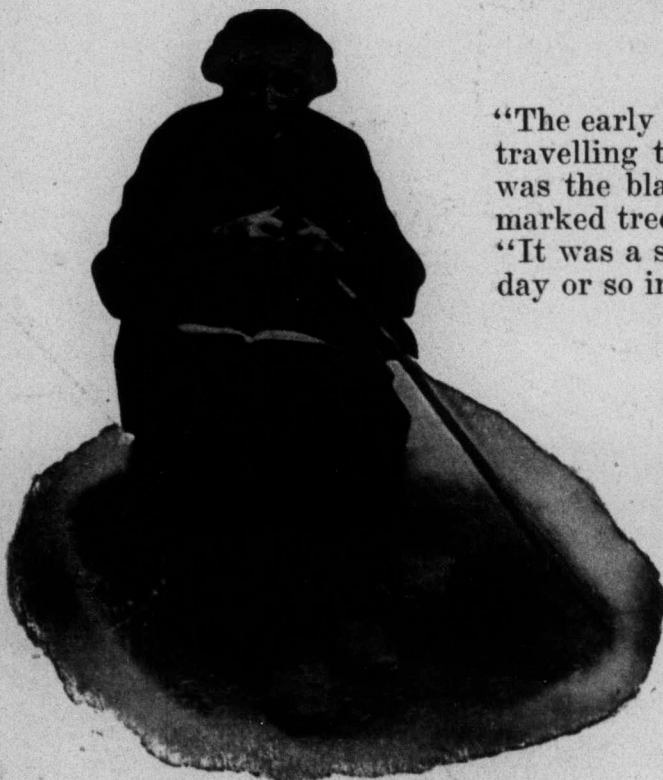
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Are you supplying this trade, Mr. Grocer, with Canada's well advertised chewing tobacco?



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Quebec and Winnipeg

CANADIAN GROCER

# Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

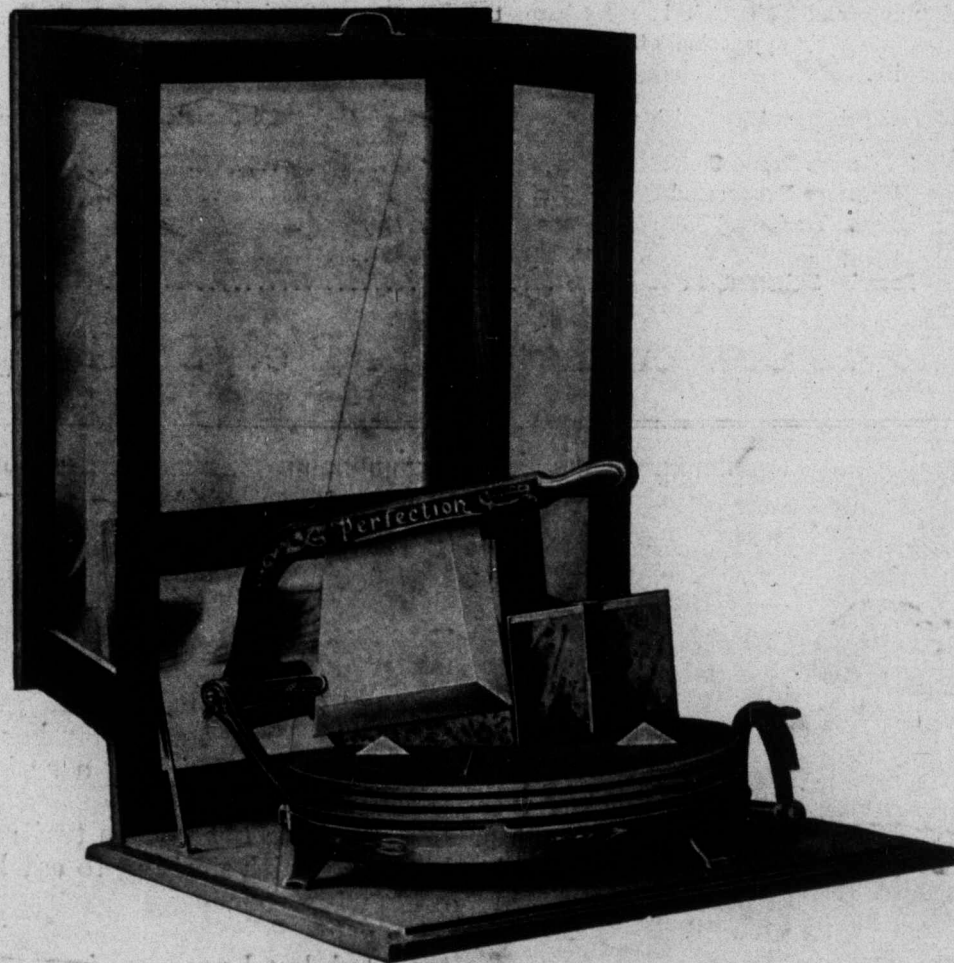
IT IS A CHEESE CUTTER WORTH HAVING.

## A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



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Write for Prices and Terms.

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WITH CABINETS AND PEDESTALS.

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Company

HAMILTON, ONT.

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

BUY IT NOW.

IF  
BUSINESS  
is BAD or  
GOOD, you  
need A PROFIT-  
SAVER.

BUY IT NOW.