

**PAGES
MISSING**

ARTICLES OF SPECIAL INTEREST TO THE GENERAL STOREKEEPER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, MARCH 30th, 1917

No. 13

Welch's

"The National Drink"



Keep Customers Coming
for only the repeat-order grocery
can be permanently profitable.

And Welch's keeps customers coming
and repeating because it satisfies.

There is a Dominion-wide demand for
Welch's and it's growing each year.

You will find that your Welch patrons
are the most desirable trade.

Their confidence in Welch's establishes
a turn-over that makes it far-and-away
the most profitable Grape Juice.

SOLD BY LEADING JOBBERS

THE WELCH CO., LIMITED

St. Catharines, Ontario

“Deliveries as Usual”

The repairs to our factory necessitated by the fire which damaged it, are now completed. Our facilities for the production of O-Cedar Polish Mops are back to normal—we, therefore, announce “deliveries as usual,” and remind the Trade that it is now possible to replenish stocks.

CHANNELL CHEMICAL COMPANY, LIMITED
369 SORAUREN AVENUE, TORONTO

O-Cedar
Polish
(MADE IN CANADA)

**FINEST CRYSTAL
GELATINES**

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

?? ? *Ask us for*

Wrapping Papers

Twines

Brooms Brushes

Parchment Butter Paper
Printed and Plain

PROMPT SHIPMENT

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Purity
that brings sales



BORDEN'S MILK PRODUCTS

appeal strongly to your best customers, because Borden's is the purest and most satisfactory state in which they can secure condensed milk, evaporated milk, coffee and cocoa.

This quality, this purity, is giving Borden's Milk Products the *entree* into more and more homes every day. Grocers find it highly profitable to vigorously push the Borden Lines.

A Borden window display will not disappoint you. Get one up to-day; steady sales will result. Why leave all this trade to your competitors? Start right in now to secure your proper share of it.

Any good wholesaler will supply your Borden requirements.

Borden Milk Co., Ltd.

"LEADERS OF QUALITY"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver

Between Seed Time and Harvest

There is a period when the winter vegetables are pretty well used up. The few that are left have lost their crispness. Folks are tired of them anyway.

That is a good time to suggest **SIMCOE PORK AND BEANS** to your customers. If they have ever used **SIMCOE BRAND** they are already convinced and will thank you for reminding them.



If they have never before bought **SIMCOE PORK AND BEANS**, they will thank you for putting them next to a real good thing.

DOMINION CANNERS LIMITED

HAMILTON, CANADA

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

THESE are abnormal times in every trade; the Fancy Grocery business is no exception. The trouble is not so much to sell but to keep our customers' demands supplied. Our experience shows that fancy groceries of the highest grade are selling as never before. Many lines it is impossible to offer, and there are more that will soon have to come off the list, with nothing to take their place. Fill their place with new lines. They will be appreciated. We offer

Purity Cross
Creamed Chicken a la King
 —and—
Purity Cross Welsh Rarebit

two of the highest grade fancy grocery lines ever marketed.

We have in stock

- Pure French Olive Oil, "La Perle" Brand
- Crossed Fish Brand Sardines
- French Hotel Mushrooms
- French Pure Wine Vinegar
- Friends Boston Brown Bread
- French Haricot Verts
- French Apricots and Assorted Fruits
- Etc., Etc., Etc.

W. G. PATRICK & COMPANY, LIMITED
IMPORTERS

Head Office:
51-53 Wellington St. W.
Toronto, Ont.

Western Branch:
168 Market Ave. E.
Winnipeg, Man.

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

JAPAN TEA



PICKING TEA

Japan Tea, the social liquor of the Flowery Kingdom, should always be found where gather those to whom the luxuries of life are necessities. Grown, cured and packed under the control of the Japan Tea Growers' Association, Japan Tea, natural and pure, possesses strength, flavor and aroma not found in other teas.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

It's worthy of your best recommendation

You'll have very little difficulty in convincing particular tea lovers that Japan Tea is something decidedly superior, with a strength and a flavor captivating enough to win unstinted approval. Grown and packed in the Flowery Kingdom, where adulteration and coloring of tea is absolutely prohibited, Japan tea is as pure and delicious as human skill can make it.

Get a supply to-day. Our consumer advertising will help you sell it—and the profits are good.

JAPAN TEA

CHAMBERLAIN'S TABLETS

Always a ready seller

will be featured in attractive newspaper ads. all over Canada after April 1st. Get behind this profitable line. You make the first sale, after that your customer will take no other. The manufacturers will assist you with store cards, booklets and free samples. No advance in price—\$2.00 per dozen from your jobber or direct.

Chamberlain Medicine Co., Ltd.
Toronto, Ont.

The Cocoanut we sell is different

And when we say different we say it advisedly. For this cocoanut is not the common, every-day variety, but a **product entirely superior**, a quality product calculated to satisfy the requirements of your most particular trade.

When a product is backed by a standard reputation of 22 years or more, you know it must be top-notch. Our cocoanut has stood this test and has built up for us a record of quality that means much to our representatives.

When next you are replenishing your cocoanut supplies, just give this line a tryout. The results will verify our claims and surpass your best expectations.

Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor
HAMILTON, CANADA

MAPLE PRODUCTS *of* PROVEN WORTH

The new season's crop is in sight, and dealers should look after their requirements now.

MAPLE SYRUP—Canada's Best MAPLE SUGAR—Canada's Best

Both consumer and dealer know these brands to be of the very highest quality. They have proven their quality. Order **Canada's Best** and give your customers what they know is good, and at the same time protect yourself against dissatisfaction.

MAPLE BUTTER "Dairy" Brand

This product is in big demand now as a substitute for high-priced dairy butter. "Dairy" Maple Butter is delightfully palatable, healthful and nourishing. Spreads on bread like dairy butter—takes the place of dairy butter at about one-third of the cost.

Packed in 1lb., 10lb. and 30lb. tins

REQUIREMENTS SHOULD BE ORDERED WITHOUT DELAY.

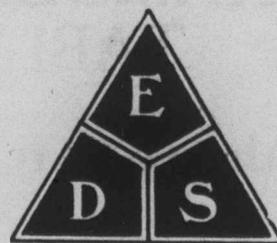
CANADA MAPLE EXCHANGE, Ltd.

MONTREAL, QUE.

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

MORE TRADE

MORE SALES



MORE PROFITS



via the

E. D. Smith Route

The E. D. Smith way is a sure way to increase your business. All you need to do to prove this is to arrange a window display. E. D. S. lines sell themselves. Their quality is unquestioned. An ever increasing demand is being created by our national consumer advertising campaign.

Let it be E. D. Smith's from now on.

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.

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

W. H E N

your customer
asks for
Pork & Beans,
give her



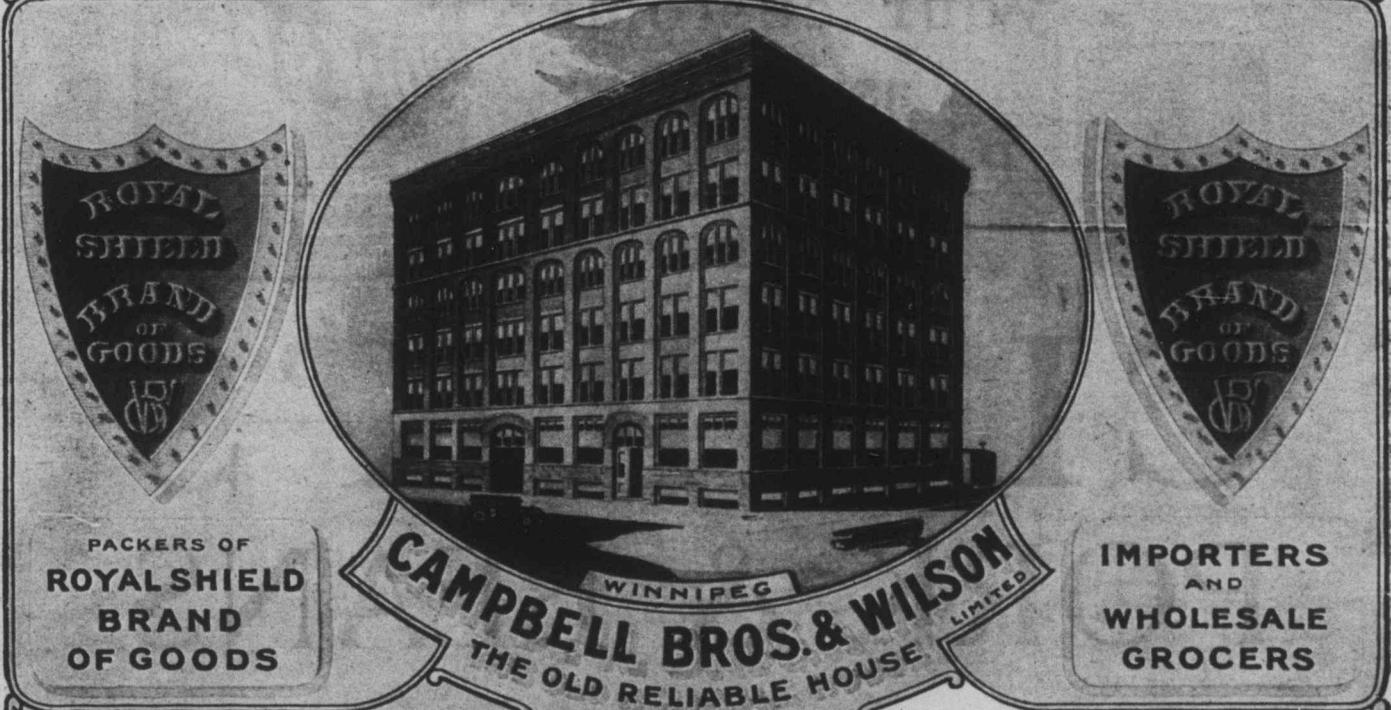
CLARK'S PORK & BEANS

She will be satisfied.
You will gain her confidence.
Business will benefit.

Quality Goods are Advertisers.

W. CLARK, LIMITED
MONTREAL





Branches also at RED DEER, ALTA., and SWIFT CURRENT, SASK.

You can order Royal Shield Products from any of these houses

See that the Royal Shield Brand is on your next order of Tea, Coffee, Extracts, Jelly Powder, etc.

Prompt attention and satisfactory service await your requirements.

CAMPBELL BROTHERS & WILSON, LTD.

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



**SELL
PRESNAIL'S
PATHFINDER CIGARS**



Unusually dependable

Sell a customer a first order of any Malcolm Milk Line and you can bank on her coming in again for a further supply.

Malcolm quality, purity and flavor hits the spot. They please particular people, their selling qualities will please you.

And don't forget that each and every Malcolm Milk Line is entirely Canadian-made by Canadian labor, backed by Canadian capital—the only firm of its kind in the Dominion.

Support home industry and add to your profits by stocking up with Malcolm's Milk Products. Order early a five-case lot. We pay freight up to 50c per 100 lbs. in Ontario, Quebec, and the Maritimes.

The Malcolm Condensing Co., Ltd. - St. George, Ontario

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Furnivall's

**FINE
FRUIT
PURE JAM**

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. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.

To fully realize the true selling value of established popularity you should put a stock of Furnivall's Fine Fruit Pure Jam on display.

Every sale is worth while. Every customer is satisfied. Repeats are certain. Get it displayed right now.

FURNIVALL-NEW, Limited
Hamilton Canada

GIPSY Stove Gloss

is always found in the stores of the most enterprising merchants. That is because they know the expansion of their business is indissolubly bound up with the quality of the goods they sell.

Order from your Wholesaler.

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

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



For a continued flow of heavy sales push Wonderful Soap. Its past record is your best guarantee of its true trade-bringing value. So well has Wonderful Soap served housewives for years that to-day, after ten, fifteen or twenty years, Wonderful Soap is the best-liked soap in most households.

Write for Price

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

Guelph Soap Co.
Guelph, Ont.

Order a box
from your
wholesaler
or direct,
prepaid
to-day
of

HAVANA RIBBON

5c.
CIGARS

Manness & Bingham
LIMITED
MFRS. LONDON



Chuck full of customer satisfaction

When your customer passes over her five cents for her first purchase of **BABBITT'S CLEANSER** you can count upon selling her many more cans in the future, because the size of the can, backed by the unbeatable service this cleanser gives will convince her that it is a decidedly good buy. And there's still another selling appeal to help you move your stock quickly—we give premiums for the trade-marks. So that you can stock Babbitt's, secure in the knowledge that they never collect dust—they move too quickly.

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

Why You Should Feature

KING GEORGE'S
NAVY

Men who use tobacco like attention

They like to think that the dealer is studying their likes and dislikes.

Prove your attention to the "Chewing" requirements of your locality by displaying, pushing and constantly suggesting **KING GEORGE'S NAVY**—the best-liked chewing tobacco before the public.

There are good profits in it.



Rock City Tobacco Co., Ltd.

Handled by
the Wholesale
Trade

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

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

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

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

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

Trackage
Storage
Distri-
bution

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

To Manufacturers and Shippers

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

Winnipeg
(Manitoba)

Regina
(Saskatchewan)

Saskatoon
(Saskatchewan)

Calgary
(Alberta)

Edmonton
(Alberta)

Vancouver
(British Columbia)

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

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

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

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

F. D. COCKBURN

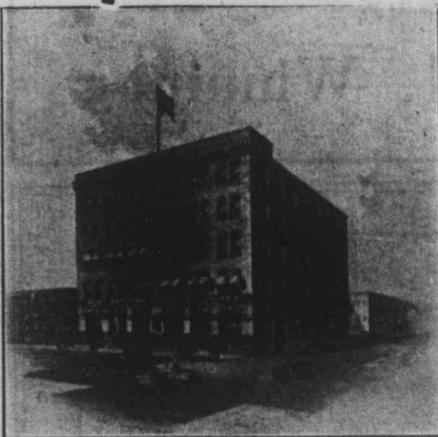
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue East, Winnipeg

McKelvie & Stirrett Co., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."



RELIABLE

HOUSE

Our Business
is built on
the Square Deal

SERVICE

Prompt Shipment
Attention to Details

GOODS

Christie's
Biscuits
Robertson's
Confectionery

SCOTT-BATHGATE COMPANY, Ltd.

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

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES (CONTINUED).

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

C.H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

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

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

MANUFACTURERS AND SHIPPERS

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

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

Write to Post Office Box 3031, Winnipeg

Try the "Want Ad" Page

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

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Send us samples and prices of White

BEANS

Have you any good Maple Syrup or Maple Sugar for sale? Get in touch with us, we will find you a market.

WHITE & McCART, LIMITED

309-310 Board of Trade Building
TORONTO ONTARIO

Reference: Dominion Bank of Canada, Toronto

Maclure & Langley, Limited
Manufacturers Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties.

H. W. Ackerman

BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

Raisins
Special Price on Spot
Thompson Seedless

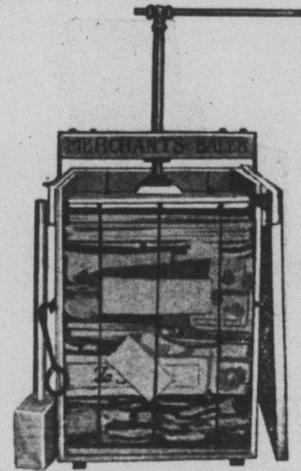
SAMPLES IF WANTED

W. H. Millman & Sons

Wholesale Grocers' Brokers
TORONTO

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

The HARRY HORNE CO.
Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary).

We employ a steady staff of salesmen.
(Get in touch with us.)

HAMBLIN-BRERETON CO.
Limited

Wholesale Grocery and Confectionery
Brokers

Open for one or two good Canadian
Agencies.

TORONTO WINNIPEG CALGARY

Washington's
COFFEE

W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

COVERING PORCUPINE DISTRICT

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

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

KINDLY MENTION THIS PAPER
WHEN WRITING ADVERTIZER

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC.

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

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

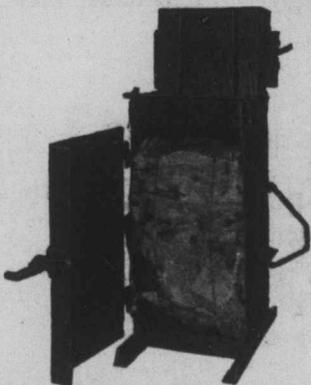
QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUY & COMPANY.
Commission Merchants and Brokers,
91 DALHOUSIE ST.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

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

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

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

WASTE PAPER PRICES

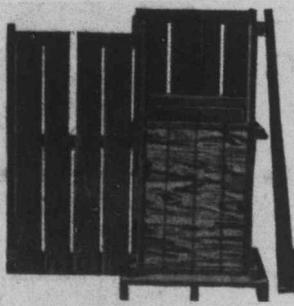


were never as high. Paper mills are simply up against it for raw materials. An

ALL STEEL CLIMAX FIREPROOF BALING PRESS

will earn money for you every day.
Made in 12 sizes.
CLIMAX BALER CO.
Burton St., Hamilton, Ont.

Successful Merchants Bale Their Waste Paper



Because it eliminates the fire risk—Keeps premises clean and tidy—Turns Waste into Profit.

A SIMPLEX PAPER BALER
STRONG SIMPLE EFFICIENT

will prove to you in the first month the best investment you have ever made in the way of a fixture. Combines the essential features—Efficiency, with ease of operation. None as good for less—none better at twice the price. Write and we will tell you more about it.

General Sales Co., - 203 Stair Bldg., Toronto

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

More Dollars

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

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

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

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

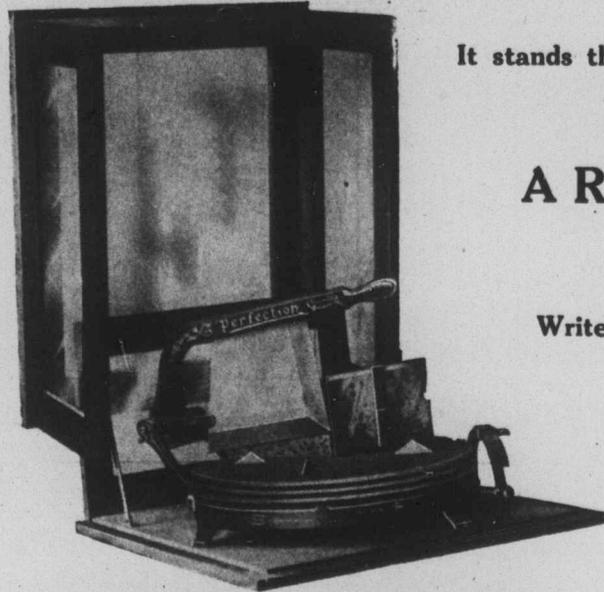
It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.

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



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

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

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



NUGGET CORN BROOMS

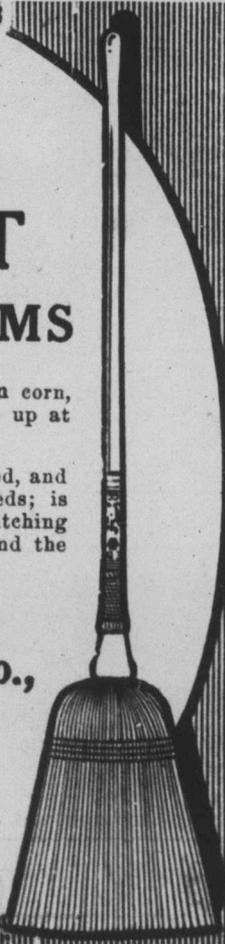
Made of the finest quality green corn, warranted not to spread or turn up at the ends.

The handle is smooth, well finished, and the corn free from stems or seeds; is sewn with four rows of yellow stitching—quality from start to finish, and the lightest broom in its class.

For prices, etc., write to

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

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



Century SALT

unquestionably worth while

Worth while from any point of view. Worth while as a customer-satisfier. Worth while as a profit-maker. Keep a stock constantly displayed.

The DOMINION SALT CO., Limited
SARNIA, ONT.

FIREPROOF "NEW INTERNATIONAL SAFE REGISTER"

Simplest—Surest—Safest

SELF INDEXING

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

PETTY ACCOUNTS

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

DOOR

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

HANDLE

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

LOCK

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



METAL LEAVES

Made of Bessemer Steel with individual account-carrying compartments

CABINET

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

SAFE BASE

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

HINGES

Hinges of heavy Malleable construction

STEEL WALLS

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

Weight 300 lbs.

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

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

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

THE INTERNATIONAL SAFE COMPANY, LIMITED, FORT ERIE, ONTARIO

MODERN OFFICE APPLIANCES COMPANY

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

G. D. PEQUEGNAT

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

"Without exception the ablest book ever published on the subject of Coffee."—Mexican Investor.

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

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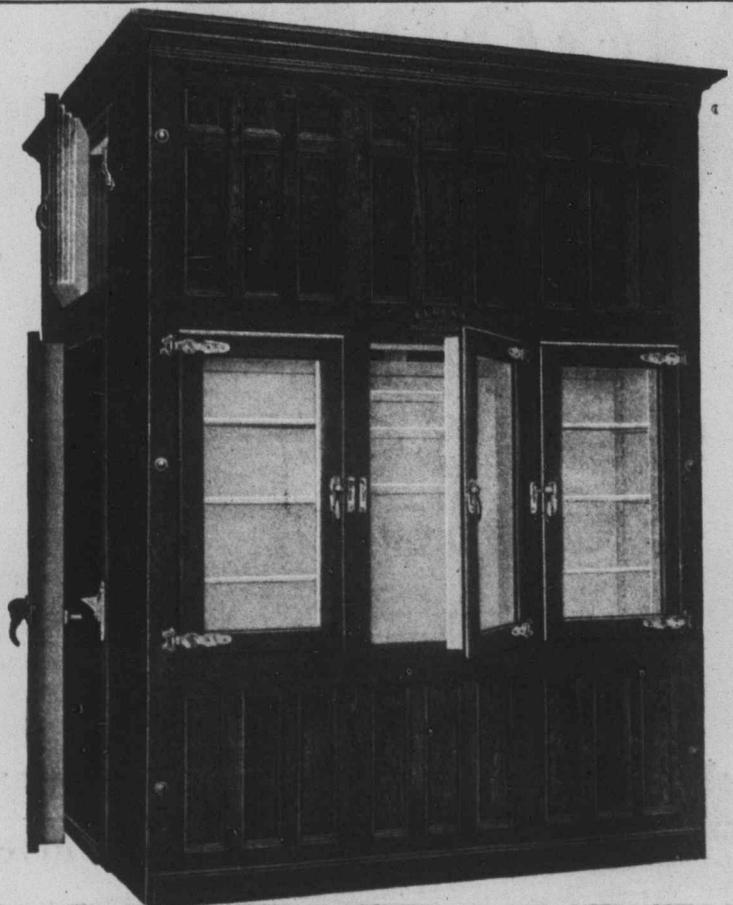
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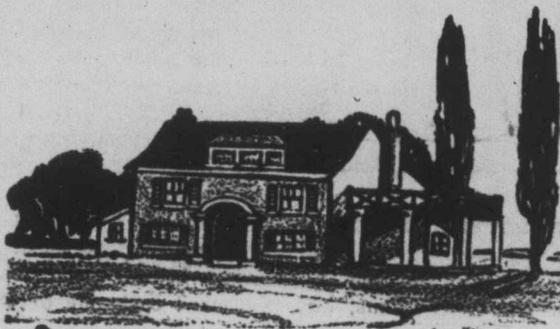
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WEST TORONTO

CANADIAN GROCER

Vol. XXXI.

TORONTO, MARCH 30, 1917

No. 13

Children As An Item in Business

How Children May be Made an Advertising Force for the Store — Getting on Good Terms With the Children Has Proved of Financial Benefit to Many Merchants—Some Novel Ideas That Have Been Tried and Found Satisfactory for Catering to This Trade.

A STORE that wastes a single possible customer, is just by the amount of that single customer's business, falling below the possibilities of trade getting. Similarly a store that neglects to encourage any agency that will be a factor in gaining and holding these customers, is the weaker by the amount of this failure.

It is only in the last few years that the children's trade has begun to be considered as a thing in itself, and a matter worthy of the merchants' attention. This idea has come to itself however, and many merchants are now doing their best to encourage the friendship of the children.

with a space for the pupil's name, school and place. On the front and back covers the name of the firm is prominently featured, while the two inside covers give opportunity to call the attention to some of the lines handled by the store. It is a good advertising plan, for it is bound to catch the attention of the parent in looking over the work of the child.

Using a Scribbler to Draw Trade

Then also appearing on the cover appear the words: "Bring this book to our store when filled. One of them is worth ten cents on a two dollar cash purchase of shoes, clothing or dry goods." Now this is an idea that is not only going to

an item. But its a very small item when you come to figure it out. Then there is this side to the question. By this means a vast number of children were drawn toward this store that possibly without this inducement might have gone elsewhere. If you can, say, double your sales from one source, the price of a scribbler and a decrease of 5 per cent. in the selling price would not bulk very large.

Santa Claus Works for This Store

There is another idea that has been tried out in an eastern Ontario town and has proved a magnificent success, it is not an entirely novel scheme but is new in its application to the smaller stores. It is nothing less than the supposed arrival of Santa Claus to take up his headquarters in the store for the period just preceeding Christmas.

The scheme was started with telegrams purporting to come from Santa Claus from the North Pole. These were featured in the store window, and in advertisements in the local press. Every day or so these messages were changed to tell of the kindly Saint's adventures on the way. In this way the interest was kept up. The children in the district all around were in a fever heat waiting for the day in which Santa was to arrive. Moreover arrive he did in a very realistic fashion from a station down the line clothed in the garb that any child would recognize in a million. Escorted by the local band he was driven in state to the store, while after him trailed every child in two counties or as many of them as could walk or were light enough to carry. It is a solemn fact that children were there from a distance of 20 miles. Arriving at the store they were permitted to enter the store and shake hands with Santa Claus, who presented each one of them



Interior of the T. B. Shillington Store, Blenheim, Ont. Mr. Shillington is seen in the centre of the picture.

T. B. Shillington, of Blenheim, Ont., is a believer in this factor in trade and has evolved a novel idea to interest the school children in his store. The idea is this. He gives every school child who comes to the store a school scribbler

bring the child to the store but is making sure of bringing him back again.

Yes it costs something to give away scribblers free to every child who asks for one. Deducting 5 per cent. of your credit of your profit on purchases is also

with a little present, then they passed out through the rear door after passing tables laden with toys that could not help but delight the heart of a child. There was a certain amount of expense connected with this idea too, but a mere nothing compared with the actual profit to the store. Why, as the manager of the store stated to a CANADIAN GROCER representative "there isn't a kid anywhere near here who knows there is another store but ours."

Children the Best Advertisers

Well it is no use spending time pointing such a moral as that more than to say that to have the youngsters of a district boosting for any store, is about as sure an indication of ultimate success as a five-figure balance in the bank.

A Toy Dept. in Men's Store, Why Not in a Grocery

There is a well known Men's wear store in Ottawa, who have installed a toy department where they sell mechanical toys. People say, that is no sort of a line for a men's wear store to handle, just as they protest that such and such a line is not suitable to a grocery store. Unsuitability is a matter of local conditions. A man for instance would be ill advised to feature pork sausages in a Jewish settlement. Not that there is anything wrong with the Hebrew trade, nor yet with the pork sausage, except that in this particular locality they do not hitch. But the matter of suitability is one that is worth thinking over. The people who deprecated the introduction of toys into that men's wear store were wrong. It proved a splendid success. How? Well it set up feeling of friendship between the boy and that store. The boy felt that he was being catered to,

and that touched his pride. The mechanical toys, caught his interest. He frequented the store, and was encouraged to do so. When that boy needed a suit of clothes or a pair of boots, he would move heaven and earth to get them at that store, if only that he might lead his mother past those mechanical wonders and have a chance of impressing on her mind the fact that he wouldn't mind if someone, some time, made him a present of one of them. This is not theorizing, and yet on the face of it toys and clothing do not seem to be very closely associated. If it could be worked under those conditions. It is reasonable to believe that it would be still more effective in a general store.

The Movies As an Advertising Factor

There is still another method of enlisting the children's attention that was brought to the attention of the CANADIAN GROCER in a Western Ontario town.

A local grocer believed that the children's trade was eminently worth going after. He reasoned, that running to the grocery store was one of the bugbears of childhood, and that many a good order had been lost because youngsters were unwilling to go to the store. Anything that had a tendency to make the grocer appear more or less in the light of a friend to the children, was bound, he thought to be a good move, because first of all that engenders a friendly feeling between the grocer and the children's parents, and then it fosters a good feeling between the child and the grocer, and as this merchant figured, he was going to be in business till he just naturally dropped off, there was the fact that these very children were apt to grow up and become householder and

housekeepers in their turn, and a good fellowship established with the child was apt to live.

Familiarizing the Children With the Store Prices

The idea the merchant adopted was to hire the moving picture theatre for a couple of mornings during the holidays and invite all the school children to come as the guests of the store. Needless to say they came. During the changing of the reels the grocer was on the platform and talked to the youngsters in a jolly friendly strain. By relays too his clerks were brought in and talked or did some simple little tricks to interest the expectant youngsters.

It cost something to rent the moving picture show for two mornings, but not very much, because there were no shows in the morning anyway, and anything obtained was pure gain to the movie proprietor.

It didn't cost much and it gave the opportunity for the children to become acquainted with every member of the staff of the store, and especially with the proprietor. It was one of these advertising schemes whose value cannot be definitely measured. But the proprietor of that store, assured the CANADIAN GROCER, that this little scheme had paid him over and over again, in little instances that he was able to trace, and he confidently believed that there were numerous instances when this idea had served him well that were never brought to his attention.

These are only a few ideas gleaned here and there for gaining the friendship of the child. In every one of whom the wise grocer will see a potential customer.



A display of provisions that is full of suggestions. The present is a good time to show these lines.

Retail Merchants and the Rural Mail

Taking Advantage of One of the Outstanding Agencies of the Mail Order Store —
Beating up Business With Post Cards — Some Other Suggestions For
Using the Mails to Increase Business.

THE birth in recent years of the rural mail delivery has to a great measure transformed the trade situation of the country sections.

To hitch up Dobbin and drive to town for the mail and the newspaper was one of the accepted chores of farm life, until a beneficent government brought the post office to the farmer, instead of demanding that the farmer come to the post office.

Unquestionably this change has meant a very considerable difference in the trade of the small towns, not that less trade was done, that naturally couldn't be, but it was done in a good many instances by different agencies. We have heard the mail order store blamed for the introduction of parcel post, and it is generally inferred that on them also lies the responsibility for the rural post.

Cataloguing Grocery Store Products

Now whatever the result of the rural mail, there can be no two opinions as to the great benefit it has been to the rural communities. That it has been made to serve the interests of the mail order house is unquestionable, but that can in no sense be used as an argument against it. The same use is open to all merchants. Indeed, there are a number of instances where there has been a most successful adaptation of this method of trade. One large store has adopted the idea of sending out a miniature catalogue. This catalogue is sent to a carefully selected list gleaned from the rural directories of the surrounding district. It has been the means of keeping the name of that store prominently before the people of the district, and has provided a suggestion, that has proved a good method of meeting the mail order competition.

A Service to Out of Town Folk

In the district around Montreal there are many places where people live some six months of the year that are very poorly equipped with buying facilities. These people, therefore, have come to look for their home store to attend to their needs. Out of this condition has grown a service to the customer in out of the way places that could not possibly have been developed without the assistance of the parcel post. The Montreal stores that do this trade are naturally stores of the better class, a good many of whose patrons leave the city

for a third of the year at least. It has become a necessity for them to keep track of this trade, to follow it up by means of weekly letters suggesting needs and price of goods. These stores are not to any great degree affected by the activities of the mail order house, but they are faced by conditions similar to those brought about by this competition, and have found the rural mail and parcel post a satisfactory method of dealing with the situation.

The Method Applied in Smaller Places

Moreover, some stores in small towns and rural communities are taking advantage of the opportunities opened up to them by means of this agency to enlarge the scope of their activities.

Perth, Ont., is not a large town, neither is it small, it is one of the average-sized towns that are the backbone of Canadian trade. But it is a town of more stores than the town itself actually requires. Therefore, it is a necessity to depend on the trade of the country around the town.

Now Perth is one of those places within the radius of the greatest activities of some of the large mail order houses, so that it meets a very keen competition throughout the rural district. This naturally brings to the fore the question as to what methods may be adopted to meet this competition.

How the Postal Card Brings Trade

C. A. Farmer and his son, who have an attractive store in that town, have considered it wise to take a leaf out of the book of the mail order house, and make the postal department a part of their service, and also a part of their aggressive business methods.

There is nothing very startling about the means they have adopted. It is merely an idea for keeping their name before the buyers of the district.

With every order that goes out to a country customer, goes also an addressed post card. When it is remembered that there are seven rural lines out of Perth, that cover a territory of some 20 miles each, it is easily seen how great an opportunity is here presented. But these cards do not merely go out with orders. When there is anything special that the firm have to offer, take for example soft summer fruits, a letter is sent out throughout the district stating that on such and such a day strawberries will be at their best and cheapest,

and requesting the reader to use the enclosed card to notify the store as to just what quantity they could use. In this way the store is able to gauge fairly accurately the amount of goods to be purchased. The mere matter of drawing their attention to the matter also, induces many people to buy who would not otherwise become purchasers, thus the store actually increases the business to be done to its own advantage.

The Farmers' Trade a Growing Factor

It must be remembered, that with the introduction of the rural post the farmers do not come to town with the same frequency that they used to. They are, therefore, not kept abreast of the novelties that the trade has to offer. They may have their list of staple groceries to be purchased when they come to town at the week end, but they are not brought under the influence of novelty lines, as the people who enter stores daily are. Now this didn't matter so much years ago, when the farmer was struggling along to make both ends meet, and didn't have any money to spare for anything that didn't have good brawn building qualities in it somewhere, but of recent years the farmer has managed to get both ends meeting very comfortably.

They not only meet but overlap, and he is in a very comfortable condition indeed, and can better afford many of the luxury lines than many city folk. Yet, he is not brought into touch with these lines, and so a good customer is lost. Therein lies the chief value of the system of post cards adopted by the C. A. Farmer store. It keeps the buyer outside the town in touch with things, and with the store that has these things. Where these goods can be mailed it is possible thus to deliver them at a very moderate rate. Where this is impossible, the post card brings the suggestion to the mind of the farmer, and there are long odds in favor of the probability that when the farmer comes to town to sell his eggs and produce at the week end that he will remember these things.

This is not the only method this store adopts for attracting attention. They send out calendars, and have found them a good reminder. The local papers, too, are extensively used, and the advertisements are changed every week to keep the country customers abreast of the changing activity of the store.

(Continued on page 25.)

Standard Remedies and Their Market

A Western Store Cursed at for a Failure in Service, Adopted a System That Put the Drug Department at the Very Head of the Store's Money-Makers—Some Ideas Suggested by the Experience of This Merchant.

THERE is a small store in the Middle West that has made more or less of a reputation for itself in the simple matter of handling what the people need. It is not a large store as far as actual size goes, but it is the biggest thing in stores in a very considerable extent of country. Of course there are folks in that community who do their buying in Regina, and other towns, but that is a considerable step away, and the people thereabouts while prosperous in this world's goods, are busy folk with little time to go gadding off about the country in search of things of daily household need.

Therefore this store is the growth of the needs of a community, which by the way is a pretty good reason for the growth of a store. But unless the needs of the community are adequately met this call is apt to be repeated, which is not quite so good for the success of the store.

Fortunately in this instance the man who saw this opportunity was a man of a good deal of insight, who also saw that there was more in store keeping than just making sales and gathering in the profit.

We regret that we cannot speak of this store by name, but the items in this store were given to us with the understanding that they should appear with no personal reference of any kind. Therefore we must be content to speak of this store impersonally. The owner, modestly stated that his was only a little store. Well that is true enough, but there are certain things about it despite its small size that are worthy of careful consideration. Some of these ideas are not new, or have only some new aspect. There is one point however that we believe well worth the attention of the average general storekeeper. That is the drug department.

The Drug Department in a Prairie Store

The drug department in most general stores is merely one in name. It is too limited to justify the name. There are the few regular remedies, but no attempt to lay any emphasis on this one line. That is the reason that out of the varying activities of this little western store we are picking out this one item to draw to your attention.

The owner of the store prefaced his remarks on this department by stating that he had begun this department to make money, led on by the cheerful prevarications of the man who will always

be found to tell you that there is a 400 and 500 per cent. of profit in drugs. "Well," said our storekeeper, "it didn't take me more than a week to see that I would have to give up that rosy dream. Then one night a man came to my store asking for a certain kind of medicine for a sick child, and I didn't have it or anything like it, and there was no doctor anywhere within miles. The man was excited, and I remember that he cursed me. Not that that mattered much to me personally, but when I came to think about it, it dawned upon me that, it was a mighty poor idea to have a man curse a store because he couldn't get something there that he desperately needed. I think," he continued, "that was what led me to go into the drug end of this business a little more extensively than the average general store. Just the idea of having things there for people when they needed them. I would have been ashamed to death to have been without a supply of butter, and yet people can get along without butter well enough. But they don't usually spend money on medicine unless they actually need it, at least the folks around here don't. And I came to the conclusion that it was part of the service that I owed to these people to see that there was always something that could be used to help things out when there was sickness or injury around.

A Venture in Philanthropy That Turned Out a Business Success

"I kind of made up my mind to do that just as a fellow in other circumstances would give a subscription to an orphan asylum. What I mean is that I didn't expect it to be much of a money-maker for me. That's where I was fooled, however. All by itself it has made me a nice little pile of money in the past few years.

"I confess that once I had made up my mind to put in a half decent drug department the idea rather got hold of me, and I just couldn't help of thinking how to make the thing pay, and I worked out a lot of little schemes to help out.

Using the Experience of the Horse Expert

"For instance, there is a man about here who spent his early days around a training stable, now what that fellow doesn't know about horses, nobody need attempt to know. Well, I got him in the store one day, and got him telling how

to treat some of the injuries that horses are subject to. Everytime he mentioned a remedy of any kind I just wrote it down with a description of the kind of trouble that it was meant to cure. They were simple enough remedies all of them, but they were given to me by a man who actually knew horses, and moreover, someone whom every one knew was an authority on the spot. That started me out on that side of the business. Then, I tried to get a little knowledge of the cures most useful for simple little ailments, sore throat and colds, cuts and burns and bruises, and things of that kind. That gave me a pretty good list of things. Then I got a list of the best of the standard remedies. Once the doctor from a place about twelve miles from here went over a list with me, and once I ran up to Regina, and spent a day in a drug store there, where the man was decent enough to give me a lot of information.

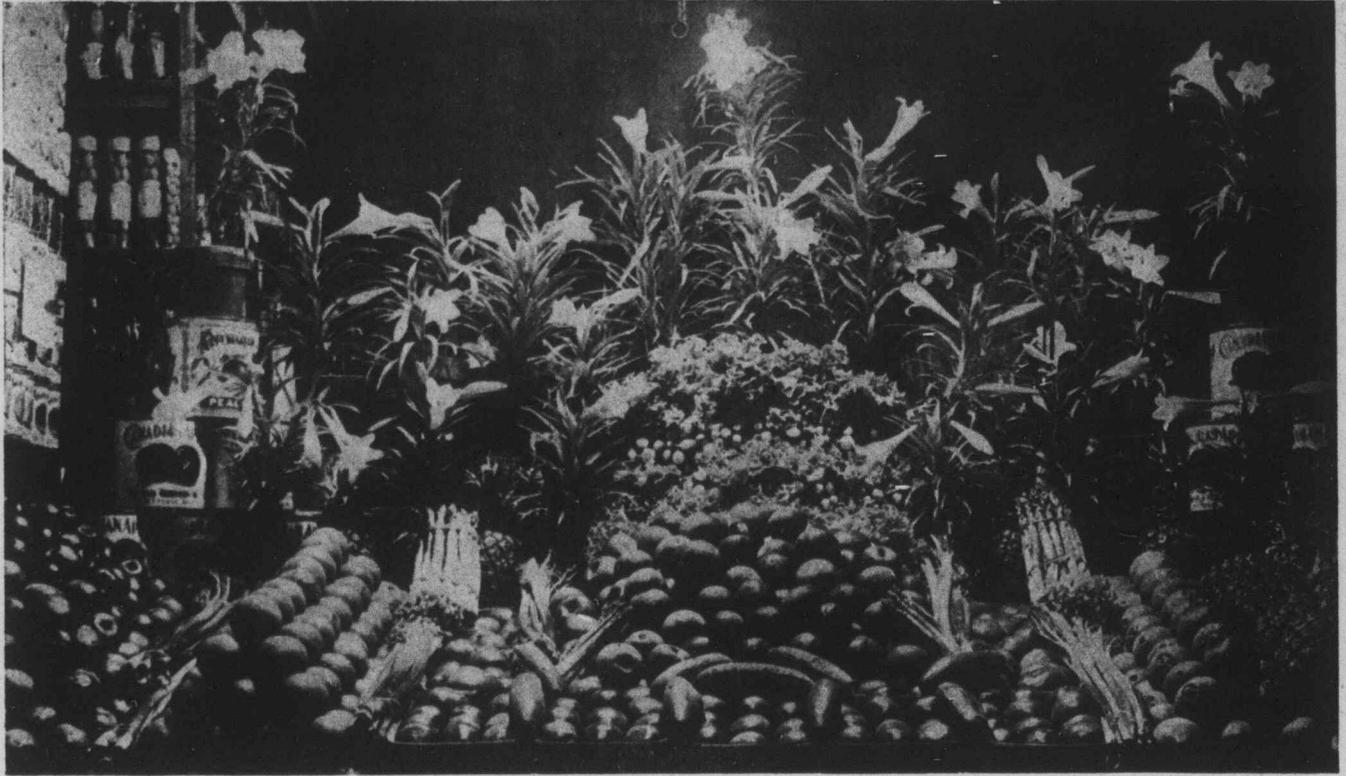
"That was the basis of my medical knowledge, but it was enough to enable me to be a lot of help to the people around here, and they seemed to appreciate it. From that on my little drug business grew, and I began adding drug sundries, brushes, talcum powders, toilet waters and things of that kind.

Moving the Drug Department to a Strategic Position

"Then it struck me that it wouldn't do any harm to make a little bit of a feature of this line. You know how it is usually squeezed away back in a dark corner. I made a little drug department right in the centre of the store.

Two big boxes with shelves fitted in them were placed back to back in the centre of the store near the entrance. There I kept the bigger stuff. Toilet paper, a few thermos bottles, and things of that description. On top of this again there were two other boxes facing out a little narrower than the others, and above that still another row, making a sort of stair.

"In the second box on the shelves I kept the larger bottled stuff, and on the bottom which was fixed like a drawer, there were the brushes and combs, and things of that nature. In the top boxes there were the smaller sized medicines, talcum powders and things of that kind. The only real expense to the whole affair was having glass doors put on those boxes, and when it was finished, it really made a very attractive display.



Here is an excellent arrangement of fruit and vegetables with a background arrangement of Easter lilies—a good suggestion for an Easter window.

The Selling Power of Display

"You would be surprised what a difference that made in our business in this line. People were interested in looking at this display, and that gave me a chance to talk these things a little, and you would be surprised how that business boomed. Yet, we have only a little store, and not a very modern one. But we have always tried to give the people what they actually needed, and after that as much as possible what they wanted.

"It is always a wonder to me that general stores haven't gone into the sale of remedies, more. Of course they can't compete with the drug stores of the larger places. But there are such a lot of small places where there are no drug stores within miles. It should be a great opening for the stores there."

That is certainly an idea worth thinking over. There must be thousands of these stores that are letting a great opportunity slip through their fingers, by either paying no attention to this line, or paying such a half-hearted attention that it might almost be better left undone. Ponder this idea and see if there is any way to improve the service in this line that you are giving.

If you disagree with the idea of the storekeeper of this article let us hear from you. If you have improved on his methods, we would also be glad to know of it. It would seem that this standard remedy department is a great field of activity for the general store that speak-

ing in the most conservative terms might very easily be doubled.

RETAIL MERCHANTS AND THE RURAL MAIL

(Continued from page 23.)

In all their dealings with the farmer the firm pays strictly cash prices. That places them in a very satisfactory position in regard to the farmer. This business is kept on a cash basis entirely. The farmer getting cash for the goods he brings in naturally does not expect to receive credit on his purchases. By adopting this system it has been possible to keep on the friendliest of terms with the farmer, without the extensive credit outlay that the farmers' trade in many instances involves.

The firm, believes where possible, in buying in quantities. Apples and potatoes are usually bought in car lots, while other commodities are also handled in large quantities. For instance the firm bottles its own supply of honey which it buys in 60-pound tins. In one year alone they have disposed of 2,000 pounds of honey. So much for the activities of one firm that has found it worth their while to take advantage of every agency that has been presented for furtherance of the business of the store.

The London Retail Grocers' Association are putting on a Pure Food Show at the Princess Rink, the week of April 23 to 28th.

MONTREAL FRUIT MAN REPORTS ON FLORIDA PROSPECTS

H. L. Vipond of George Vipond and Co., Montreal has just returned from Cuba and Florida where he has gone thoroughly into the Produce situation. He has arranged for shipments of Cuban tomatoes, until the Florida crop comes on. Mr. Vipond reports that in the Miami section of Florida, it is not expected that they will be able to ship till around April 15. On the other coast there will be none offering for from three weeks to a month. This is of course due to the very severe frost of some weeks ago, that has retarded the growth of everything by about a month.

MARGARINE TO BE DISCUSSED AT OTTAWA

Headed by representatives of the Board of Trade, a Montreal delegation waited on Acting Premier Sir George Foster and Hon. Martin Burrell, Minister of Agriculture, and urged the introduction of margarine as a solution of the high prices demanded for butter. R. M. Ballantyne, representing the Board of Trade, pointed out that the introduction of margarine would not injure Canadian agricultural interests, but would prove a stimulus to the production of butter, and would not have the effect of discouraging the farmers from producing as much as they are doing at present. Sir George Foster replied that the matter would be discussed at length in the Houses when Parliament reopens.

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ESTABLISHED 1886

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THE MACLEAN PUBLISHING COMPANY, Limited

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THE HIGH COST OF DELIVERY

THE United States Census Bureau, one of those departments that revel in a mass of figures, has been engaged in the compilation of statistics on the cost of delivery. This investigation proves that for four of the important classes of commodities, coal and wood, milk, ice and departmental store merchandise, which unquestionably represents a very considerable part of actual living costs, the delivery charges average more than 8 per cent. of the total cost to the customers. It is hardly just to the different commodities mentioned to scramble them in this way, the item of department store goods, might be anything or everything, but according to the statistics delivery charges on these items represented only 2 per cent. of the selling price. For milk the cost of delivery is 12 per cent. of the selling price for coal and wood 19 per cent. and for ice 45 per cent.

The departmental stores certainly have their faults, but when we can pick out a bright spot we like to do so, and the example of their delivery charges glitters like a paste diamond. We wonder how many grocers can set their delivery charges as low as 2 per cent.

THE MAIL ORDER MENACE

THE Wholesale and Retail Grocery trade is at last waking up to the fact that the Mail Order House is an enemy to be taken seriously. This is made very manifest by the meeting held in the Board of Trade Rooms in Toronto, a report of which appears in this issue. Similar reports coming from all parts of Canada intimate that this agitation is growing.

THE CANADIAN GROCER and other trade papers, has been calling attention to this menace for a great many years past, but with only indifferent success. It needed the pinch of actual danger to focus the

attention of the trade. It is to be hoped that the interests are sufficiently awake to the dangers presented by the mail order situation, to make some active move to meet the situation.

When all is said and done however, the best answer to such competition is a satisfactory service emanating from the locality store. There are enough instances on record to prove that even with the vast opportunities and privileges that great organizations enjoy, it is still possible to meet them successfully on this ground.

We do not pretend to argue the justice of these unusual privileges, but only that the case of the retail store will be all the stronger if it can see and emulate the good points in a bad system and can in a measure at least pattern its service on the idea of service developed by the mail order store.

THE HIGH COST OF INVESTIGATION

THE mania for investigating the High Price of every commodity or activity except the one in which the investigator happens to be interested is growing with the passing days.

In the United States despite the repeated justifications that have followed the investigation of certain industries the investigations go merrily on. In our own country, that persevering investigator Mr. O'Connor is still investigating. He is investigating and condemning the Equalized Sugar Rate, for instance, despite the fact that he is reported to have himself admitted that it is probably the cheapest and most equitable method of doing business yet devised.

Now is it to be remembered that Mr. O'Connor draws a substantial salary, a very substantial salary, second only to that of a cabinet minister. Not unnaturally perhaps, Mr. O'Connor does not wish to see that handsome salary being diverted from his pocket. Therefore, the investigations must go on in order to provide Mr. O'Connor and others like him with a semblance of an excuse for drawing this handsome return for their labors. But when we actually get down to brass tacks, does not the whole proceeding seem a farce.

Here is machinery provided for dealing with abnormal economic conditions, that is costly machinery, yet in the many months in which it has been grinding on their peaceful and personally profitable way in Ottawa, there has not been one single effectual thing accomplished. The trade of Canada has been put to a vast amount of inconvenience and annoyance, but in no single instance has there been any proof adduced of any malpractice. More important still, there has not been a single instance where the investigation has resulted in a reduction of prices. It is a profitless business and a very expensive one to maintain.

A fruitful matter for investigation, might be an investigation turned back on itself. How much we wonder is Canada paying for this cumbersome investigating machinery that produces nothing.

Reckless Stock Carrying

Careless Accounting — Slipshod Statement—Dangerous Condition Must be Corrected
—Some Instructive Inquiries and the Answers Thereto

By Henry Johnson, Jr.

HERE is a deplorable condition which accounting, even of moderate efficiency, would have prevented. True, you will think that even good bookkeeping could hardly help one who buys so recklessly; but it would. Let us see. Here is the letter:

"We would appreciate it if you would give us any information you can after looking over our inventory.

Merchandise on hand	\$ 9,500.00
Fixtures	1,500.00
Accounts	2,750.00
Notes	450.00
Cash	450.00
Credit memo.	75.00
	<hr/>
	\$14,725.00
Owe bank	\$7,000.00
Owe merchandise	1,000.00
	<hr/>
	8,000.00
	<hr/>
	\$ 6,725.00

"We cleared about \$2,000 last year above living and expenses. Did \$54,000 business. Our stock is all first class, accounts good. What we desire to do this year is to run down the stock and pay up bank to stop interest."

Let us note in passing the suspicious roundness of these figures—no odd dollars or cents. I have never had my stock, cash on hand, bills owing and accounts outstanding, work out so prettily. This is not captious fault-finding either. I call attention to it as evidence of loose methods; such methods as lead one to question all statements made. For example, I have no confidence that this concern made \$2,000, either exactly or "about," last year.

Next, we have the stated \$9,500 stock with sales of \$54,000 a year. This is a turnover of a little better than 4½ times. 40 per cent. of fairly normal, 33 1-3 per cent. of really good conditions. Such sales justify a stock of \$3,600 to \$4,320; so there is here a burden of dead goods equal to between \$5,000 and \$6,000.

Taking all these figures at par, deduction must be made of the F. & F. \$1,500, to get the quick assets. That leaves \$13,225, against which there is indebtedness of \$8,000, and shows upwards of 60 per cent. lien—less than 40 per cent. clear. If all juice were squeezed out of the assets-figures, I hesitate to think how the concern would look. Why, this condition is nothing short of deplorable.

Even if everything is taken at face, \$14,725, the \$8,000 against it is very nearly 55 per cent., so the concern has less than a half interest in its possessions.

Altogether it looks like simple bull luck that nobody has taken steps to

force things as yet; and these people had better get busy right off to reduce their indebtedness and get things into more wholesome condition before something really serious occurs.

Cut Out Buying and Sell Unrelentingly

The data furnished is so incomplete that I cannot advise with full knowledge. I do not know what expenses there are, so cannot judge of that end. I have no history to indicate how that figure of "about \$2,000" is obtained. I have no indication of the average margin earned or figured in the business. But one thing is plain: stock must go down over 50 per cent., and the way to do that is to **STOP BUYING.**

I could say stop buying absolutely; but that might be misunderstood. So here is what can be done, and must be done. Buy every week or every day what you must have for current needs in the minimum quantity. Your sales are around \$180 daily, so maximum average purchases cannot exceed \$144 daily. An ideal to be aimed at is that purchases shall not exceed 70 per cent. of sales. That would cut you down to \$126 daily average. But these averages contemplate a healthy condition of stock, and your condition is unhealthy; so you must cut deeper—very much deeper. My recommendation is that you limit your purchases to \$75 daily—\$450 weekly—and get inside of that as much as you can possibly accomplish.

How? Buy no futures at all. Contract for nothing whatever for future delivery, no matter how good it looks; no matter what story or song-and-dance is promulgated by the seller. If you usually buy five cases of tomatoes or corn for current stocks, buy one case hereafter. In the case of seldom-sold articles, cut them out and pick up an item here and there from your neighbors at time of demand. Men who have money can buy at any time—one can always BUY. You have no money, so you cannot buy now. Get the money out of that stock and you can buy again; but it is my guess that you will so learn by this experience that never will you feel again the same necessity to buy that you have felt in the past.

It is not an easy job. You will find that your stock—"all first class," as you say—will become mightily sluggish once you attempt to get rid of it as it stands. But go to and keep after it. Get it out and **SELL** it. Items which move

slowly must be pushed. Get them sold at any old price to get your capital free from them.

You can take out of stock and accounts enough to wipe out that \$7,000 at the bank in about 12 to 15 months if you work determinedly. That will not only save you \$420 to \$490 annual interest, not only conserve to you earnings on \$10,000 to \$15,000 annual sales; but will bring home to you the meaning of Robert Burns' lines—the most inspiring that a merchant can memorize:

Not for to hide it in a ditch;
Not for a train attendant;
But for the glorious privilege
Of being independent.

Take this to your banker; tell it to your jobbers; be frank and above board about it all; and my word for it you will be glad you did it within a very short time.

And Good Luck to you—spell it P-luck; though, to get the right combination!

Where Get the Right Books?

I am asked where you can get the ledger and six-column journal I have described. These can be bought from any stationery store. If not in stock, they can be got from a wholesale stationer, or your jobber will pick them up for you.

Bear in mind that you may be better served by an eight-column journal than a six-column; and you can get the eight just as easily as the six. Also, you can use the Harvard sheets as well as my ledger. A very little study of them will indicate how.

Some good letters in already; but I want more of them. Are YOU going to write?

LARGE ORDERS FOR DRIED PRODUCTS

British Columbia Government Orders
Two Million Pounds of Dried
Vegetables From Farmers

Hon. Martin Burrell, Minister of Agriculture, in reply to a letter from Mayor Todd, of Victoria, B.C., suggesting that the Government place orders at fixed rates with the farmers, states that he understands orders had been placed in British Columbia for dried mixed vegetables and dried potatoes aggregating more than two million pounds of the dried products and adding that "it does not seem feasible to make direct contracts with the farmers."

Some Difficulties of the British Import Embargo Announced

Remainder of This Year's Crop of Apples Can be Exported up to the Extent of Fifty Per Cent. of Former Years—An Outline of the Apples Available on the the Continent—Heavy Orders for Canned Salmon put Industry in Strong Position.

THE Canadian Government has been notified that there will be permission granted for the importation of fresh apples up to 50 per cent. of the importations of 1916. This applies however only to the present crop, and does not effect importations of next year's goods when the crop is expected to be large. Under the present ruling all apple shipments of next season's crop will be absolutely barred.

The loosening of the embargo is not of any great moment at the present time, as there is no very large holding of apples remaining.

Apples available in Canada at the present are approximately as follows:

	Barrels	Boxes
Nova Scotia	55,000
Ontario District	8,750
Georgian Bay District.....	3,150
Quebec	3,500
Montreal	7,500	5,500
Toronto	1,500	3,000
Brantford	200
St. Thomas	400
Hamilton	1,700
London	800
Kootenay District	9,000
Okanagan Valley	3,000
Vancouver	20,000
Victoria and District	13,000
	81,500	54,500

Even in the United States the holding is unusually light. Combined holdings reported aggregate 1,280,473 barrels as against 2,543,043 last year and 2,065,654 boxes compared with 2,096,432, at March 1, last year.

These figures would seem to indicate that the export trade will not be a great factor in the apple situation for the balance of this season.

Canned Salmon in Strong Position

In the regard to the embargo imposed on canned salmon, the permission to import up to 50 per cent. of last year's imports, along with the British governmental agreement to purchase 600 tons of Canadian salmon per month, has placed the B.C. Canneries in a very happy situation. Under this heavy buying there is little doubt that the coming catch will move off without difficulty, and it is probable that there will not be any marked fluctuation in prices.

LONDON, ONT. GROCERS ENTERTAIN FRIENDS

AT the last regular meeting of the London Retail Grocers' Association, the president, Norman Me-Leod, announced that as there were pre-

sent many of their friends of the wholesale trade as well as a number of visiting merchants from St. Thomas, the regular order of business would be suspended until the next regular meeting, and the gathering thrown open for a general discussion of business topics.

Mr. Turnbull gave the retail merchants many good suggestions on the methods used by successful merchants and also urged the grocers not to cut each others throats. Archie McPherson of Elliott, Marr Co., gave an outline of the order in council that the Minister of Labor was putting into effect, also the Knowles Bill. He claimed the ruling was one-sided and urged the grocers present to join hands with the Retail Merchants' Association to have an Inland Trade Commission appointed. A. M. Smith and John Garvey also spoke in favor of these activities.

James McDougall, of the St. Lawrence Sugar Refining Co., spoke on the evils of price-cutting and doing business without a legitimate profit.

Fred Lawrason, of F. S. Lawrason & Co., spoke at length on selling quality goods and urged the merchant to talk quality and service, instead of bargains, as the public had no confidence in the bargain man. Lew Egan, of Egan Bros., spoke on behalf of the St. Thomas Grocers. Mr. Egan said the grocers had themselves to blame for the public looking upon the grocer, as nothing more or less than a slave. It was legal for labor unions to unite and strike, but not for the retail grocers, he claimed. If they would all unite in one body the Government of the country would have to listen to them. Mr. Egan was loudly applauded. C. C. Raison also spoke for the St. Thomas grocers. Harry Ranahan spoke on behalf of the London Retail Grocers, and emphasized what Mr. Egan, of St. Thomas had said, that the merchant should elevate his business to a higher level.

After this discussion, the gathering adjourned to the next room where a dainty buffet lunch was served.

Alderman Gordon Drake, Thos. Shaw and Harry Harley were the energetic workers on the Refreshment Committee.

R. H. Cook and D. H. McIntyre, of St. Thomas, promised to come to all the social evenings put on by the London

Grocers, as they enjoyed every moment of it.

During the evening Chas. Finney and Gordon Granger gave several solos, and E. J. Ryan gave a monologue. Hugh Overend was the accompanist. After those present had a smoke and social chat the meeting was brought to a close.

SERVICE DEPARTMENT

Cars of Potatoes for Sale

Geo. C. Cruce Shell Brook, Sask. Can you give the names of a number of responsible firms dealing in potatoes in car lots?

Ans.—This information has been sent by letter.

White Clover and Buckwheat Honey

Mutual Purchasing Co., Winnipeg, Man. Will you forward per return mail names of firms putting up white clover and buckwheat honey?

Ans.—Information forwarded by letter.

Has Maple Syrup on Bulk

H. J. Muchanan, Waberly, Ont.

Can you give me the names of any dealers in maple syrup to whom I could ship syrup in quantities.

Ans.—This information has been forwarded direct.

The Economy Store

J. F. Holleway, Lindsay, Ont.

Some months ago you had an article on the Economy Store. I would like to go over that again and would be obliged if you could locate it for me?

This article, The Economy Store in America appeared in the August 11th issue, 1916. A copy has been sent.

Canadian Agents Keen's Mustard

Will you kindly advise us the names of the Canadian agents of Keen's Mustard?

D. L. McKinnon and Sons, Sudbury, Ont.

Ans.—Messrs, Major Sons and Co., Montreal and Toronto, are the Canadian agents for this product.

FRANCE BARS ALL IMPORTS Except Those Specially Admitted for Distribution Pro Rata.

The French Minister of Commerce by authority of the Cabinet has issued a decree prohibiting all imports except those authorized specifically by Government upon application, which must be referred to a committee in which the Ministries interested, Parliament and the Chamber of Commerce of Paris are represented. The products imported under special permits will be distributed among merchants and manufacturers pro rata to their requirements.

Should the Manufacturers Make Prices?

Opinions on a Live Subject—Knowles Bill Being Opposed in Many Quarters—How it Affects the Retailer—Opinions Wanted from Readers.

The great majority of men in Canada are not able to talk intelligently on the subject of price maintenance—for the good and simple reason that this is a semi-technical subject, and one that has not commonly or acutely come up for study. Among advertising men, especially advertising managers of firms making a standardized, identified product, marketed with the aid of advertising; and among manufacturers of a trade-marked product of high quality, the subject of fixed re-sale prices has for a long time been one of prime concern. But for the general run of men, price maintenance as a name and proposition is without significance.

Because of all this, CANADIAN GROCER proposes to provide here and now some information and opinion on the matter of price maintenance, of the manufacturer's claimed right to fix and enforce the price at which his product shall be retailed.

Some Illustrative Examples

The subject of price maintenance will take on greater clarity for many minds if we make its applications and relations specific. Examples of fixed re-sale prices—fixed, that is, by the manufacturer—are:—

Arrow collars, two for 30 cents.
Columbia Grafonolas, \$15 to \$350.
Waterman fountain pens, \$2.50.
Belding's silk fabrics, \$1.25 to \$2.50.
Jiffy-Jell, two packages for 25c.
Palmolive specialties, 25c and 50c.
Overland motor cars, \$930.
Pears' Soap, 15c.
Shredded wheat, 2 packages for 25c.
And so on, and so on.

The prices indicated in the above examples are advertised prices—prices stated in the makers' advertisements. But it does not follow, in every instance, that these fixed prices are enforced prices.

A familiar example of a fixed and enforced price is the Waterman Fountain Pen, \$2.50. This pen is sold to dealers only on specific agreement that it shall be retailed at the price or prices fixed by the makers. Similarly many other advertised lines are sold to dealers with an agreement by which the dealer contracts to sell at the prices fixed by manufacturers. In many other cases, the price fixed and advertised by the manufacturer is cut by the dealer—not by all dealers, but by some who hope by this price-cutting to attract and divert trade.

The price fixed and advertised by the

maker, when not enforced, is intended to assist the retailer to sell the price-fixed article with greater ease, and to obtain a full profit. It is intended to protect the consumer against an exorbitant price—this by making him familiar with a right price. The advertised fixed price is also designed to facilitate the sale of the article universally—by making the price uniform in all parts of the country.

Many advertised trade-marked or identified commodities have no prices fixed by the maker; their re-sale price is left entirely to the dealer. For example, the resale prices of Old Dutch Cleanser, Sunkist Oranges, Yale Locks, and Grape Nuts are not indicated in the public advertising; and the inference is that the dealer may set his own price, being governed always by the commonly prevailing price and by local competition.

In some cases, from the nature of the goods, the retailers of advertised identified goods are in reality the special agents of manufacturers. Thus pianos, phonographs, typewriters, adding machines, motor cars, agricultural implements, are commonly sold through designated dealers or agents, in which case retail price control is comparatively simple, for the relation between agent and maker is a direct one. But in the case of those commodities sold commonly through Jobbers—trade-marked grocery specialties, hardware specialties, drug specialties, and so on—it is obviously much more difficult to enforce or control re-sale prices.

The Question of Public Interest

The query will have arisen in many minds—Is it in the interests of consumers to have re-sale prices fixed and enforced?

The natural quick conclusion is that it is a good thing for the consumer to be able to buy what he wants at the lowest possible price—at prices fixed by competition. Also, many will be inclined to say at the beginning of their thinking on this subject, that for a maker to fix and enforce the re-sale price of his product is a "trust" or "combine" procedure, that it is taking away from the liberty of the dealer, that it is a sort of mug's game by which the maker can set any old price on his product and get away with it.

But one runs up very early in his honest thinking against the price-cutting practice with its long train of evil consequences; and one is compelled in

fairness to ask the question: Whether it is better, in the public interest, and in the interest of the consumer, for price-cutting to flourish; or for there to be universal uniformity of price on standard, identified goods? Or to put the question in concrete terms: Whether it is better, in the public interests, and in the interests of the consumer, to have Kodaks sold at maker-fixed or at dealer-made prices? or to have Hoosier Kitchen Cabinets sold at maker-fixed or at dealer-made prices? or to have Ford Motor Cars sold at maker-fixed prices or at dealer-made prices? and so on. When one puts the question in specific terms to the intelligent consumer, the probability is that he will reply—"I prefer a maker-fixed and enforced price to dealer-made prices." And in saying this the consumer says in effect: "I have more faith in the justice and fairness of the price fixed by the maker than in the price any dealer would charge me if the retail price were left entirely to him."

Makers' Versus Dealers' Price

Right here one begins to get at the kernel of the nut; and the whole question of price maintenance begins to take on an added luminosity.

Dealer-made prices are decidedly less trustworthy, taking them by and large, than are maker-fixed prices. In the case of a standardized, identified product, it is difficult for the dealer to get an excessive profit—difficult because of the public's knowledge of the retail value of the advertised, standardized, identified product. Such products, as a rule, have a fairly level maximum retail price. Any variation from this commonly known, recognized, and accepted price, is downward rather than upward. And dealers after big profits prefer, as a rule, to sell unadvertised, unstandardized, unidentified goods—merchandise which the public cannot accurately value or make price comparisons on. On such goods dealers rely on making a generous, if not an excessive, profit.

Just here it may be well to define what is meant by "standardized, identified," as applied to merchandise. By "standardized" is meant goods that have a known and maintained standard of quality. By "identified" is meant goods branded or trade-marked and maker-acknowledged. The two terms taken together usually imply extensive advertising, and accepted responsibility for the high quality and all-round satisfactoriness of the goods.

The question arises—Is it better for the community at large, and for individuals and families in particular, to be supplied with standardized, identified goods or with goods of no established or declared quality, made by no revealed maker, and for which no responsibility is accepted or redress possible, should the goods prove unsatisfactory? The question carries its own answer.

Where Price-cutting Occurs

Price-cutting, from the nature of things, takes place commonly on standardized, identified goods. There is little significance or conviction in an advertisement which reads:—

Moirette Petticoats, regular value \$10; special price, Thursday, \$5.

Every woman of common sense knows that both of these prices are arbitrary—dealer-made. The very gulf between the "regular" price and the special price suggests original and tremendous price-inflation.

But should a dealer advertise:—

Quaker Puffed Wheat, regular 15c., special, 10c.,

then the consumer knows that a genuine reduction or bargain is offered.

Price-cutting as it Affects the Retailer

Let us look at price-cutting from the point of view of the retailer of an advertised, standardized, identified commodity—say, Ingersoll Dollar Watch.

This watch is admittedly excellent value and is in great demand. Suppose that some big store in a populous community cuts the price to 79 cents, and advertises this price extensively. The instant local effect will be that smaller dealers—

Will have to meet the cut price;

Or struggle to maintain the regular price;

Or quit selling the Ingersoll watch.

If they meet the cut price they will be selling at a clear loss. If they struggle to maintain the regular price, this in the face of the known fact that the watch can be obtained elsewhere for 79 cents, they run the risk of losing a customer permanently, and they are under the necessity of putting energy and time into the sales process, to overcome the buyer's resistance.

If they cease handling the Ingersoll Watch, their customers who ask for this watch are disappointed, and perhaps offended, affirming that the dealer is a "back number." In any case, the small dealer suffers.

There are two points to be noted in connection with the above illustration: one is that it takes a minimum of time and energy on the part of the dealer or his staff to sell a widely-advertised, standardized, identified article whose price is maintained universally, for it is already fully sold in a very real sense to the customer; the

other is that it is of advantage to the public to be able to get widely-advertised and desired goods everywhere — without the effort of search.

Also, there is an economic question involved in this illustration; it is in the public interest that the distribution of the merchandise of general consumption shall be widespread and in many hands rather than centralized in a few big stores. Also, it is far better for community growth and prosperity that there shall be many retailers of the commodities of common consumption rather than few retailers. What is wanted is not so much fewer retailers, but more efficient retailers.

Price-cutting Hurts the Manufacturer

In the Ingersoll Watch illustration, as above, is involved the manufacturer's interest. Is it a good thing for a manufacturer's product to be sold only by a few big dealers? or is it better from his point of view to have a multitude of small dealers distributing his merchandise? Perhaps the answer to this question is to be given by each individual manufacturer concerned. Some manufacturers openly declare that they prefer to have the big distributors—the department stores and big local retailers—as customers rather than multitudes of little shops. They say that their selling expense is greatly reduced when they sell to a few big distributors. This is admitted because it is obvious. But, generally speaking, the makers who prefer to sell to a few big distributors are making unidentified merchandise, and, therefore, unadvertised, merchandise—that is, nationally advertised merchandise. As for the makers of nationally advertised merchandise, they, as a rule, seek and desire the greatest possible number of distributors, because thus are maximum sales achieved.

Coming back to the Ingersoll Watch case; if the distribution were confined to a few big stores, the total sales would of a certainty be less than if 10,000 dealers in Canada were selling this watch. As a matter of fact, the Ingersoll Dollar Watch is sold by 100,000 dealers on this continent, and it is an inevitable conclusion to draw that it is this very fact of widespread distribution, joined to extensive and long-maintained advertising, that has built up the vast business of the makers of this watch.

Go one more step in the consideration of this case; suppose that the distribution of the Ingersoll Watch fell into the hands of a few big dealers—the result of price-cutting, there would probably be an eventual inclination to subordinate this line, and perhaps an elimination of it altogether; this for two plain reasons: When they had secured a practical monopoly of sale, the advertising and trade-attracting value of the line offered at a cut price would cease, for

there would be no trade-diversion; also, the very fact that the watch was being sold at a cut, and presumably non-profit-yielding price, the desire to sell it would decline to the disappearing point; at which time the Ingersoll Watch makers would be without a business.

The economic fact is that cutting the price of a standardized, identified and nationally advertised commodity, while it may temporarily speed up local and individual demand, tends to reduce distribution; and this in turn leads to reduced consumption; and this in turn leads to the practical ruin of a business, and to the wiping out of the value of the trade-mark built up by years of sedulous effort and extensive advertising.

One asks, therefore: Is price-cutting, in its consequences, good for retailers, manufacturers and consumers? For let it be remembered that consumers are related directly or indirectly to manufacturing prosperity.

Competition of the unfair kind — the competition developed and fostered by price-cutting—is unhealthy, baneful and ruinous.

Price-cutting and the Consumer

In the last analysis it is the consumer's interest that must be considered in arriving at an answer to the question: Is the principle of price maintenance—the right of the manufacturer to fix and enforce the re-sale price of his goods—good for the consumer, and desired by the consumer?

Some contend that price maintenance raises the cost of living; that it is an effort to obtain higher than fair or reasonable prices from the consumer; that it is an expedient to enrich the manufacturer. But those who argue thus have not, as a rule, given the whole broad matter any serious, deep, wide and prolonged consideration. Their judgments and conclusions, as a rule, are of the "snap" variety, superficial and feathery. These good people, who may be very honest, see in price maintenance a foe to open competition, and a studied, calculated effort to enhance the final price—the price to be paid by the consumer.

What Happens When Re-sale Prices Are Too High

It is to be admitted, frankly, that in regard to certain specific articles or products of the identified, standardized kind, the consumer price is excessively high—altogether out of relation to the cost of production. But the articles of this nature are, as a general thing, patented, and so are monopolies.

A well-known article, selling retail at \$5, is a much-quoted example of a standardized, identified product in which the re-sale price is many times its production price. Yet in spite of this fact and knowledge, the article

continues to be the most largely consumed of its class. There is no compulsion of the public to make them buy this particular article; it is bought out of free-will, and this in face of the fact that other articles of the same type can be purchased at from 25c up. Incidentally, it may be stated, as a reply to the argument that price maintenance reduces competition, that since this article was put on the market, at least 40 others of the same general type have appeared; and they have appeared because of the very high price of the original product; which means that any maker who puts a high re-sale price on his product, away above the costs of production and selling; and who, by advertising, creates a great demand for his product and type of product, merely invites competition instead of suppresses it.

Here it may be remarked that the majority of price-fixed, price-enforced, standardized, identified and advertised goods are more or less luxuries; that is they can be done without or replaced with something very much cheaper. So that price-maintenance, even if it does mean an unreasonably high consumer's price, does not necessarily work any injury to the individual consumer; he or she may always refuse to buy, or may choose some cheaper substitute or equivalent. If consumers elect of their own free-will to buy the high-priced trademarked and advertised article, when they are free and able to buy a cheaper, even if less satisfactory and acceptable, substitute article, is the blame for the seeming extravagance to be charged up to the manufacturer, or to the retailer? The higher cost of living is not to be charged to the makers of advertised, standardized, identified articles of food, dress, convenience, indulgence or luxury; but to the freely-exercised will of the people who choose to buy the highest-priced goods, and to the inexorable laws of supply and demand. Yet there are those who argue that if the right to fix and enforce re-sale prices be taken away from manufacturers, be refused them, or taken from them, the cost of living will fall. It is rather muddy argument and not at all convincing. Probably what the foes of the price-maintenance principle have in mind is combines of makers or producers to corner and control the price of commodities, and they confuse this with the admitted freedom of a maker of an article of which he has no monopoly to sell to the dealer at any price he likes.

The Maker's Right to Fix the Dealer-Price

Please note this carefully: it is granted by the foes of price maintenance that the manufacturer may fix the price to the dealer at what he wills, but they

deny him the equal privilege or right to take a further step and fix the re-sale price—the price the consumer must pay; they leave this re-sale price to the dealer to fix, knowing full well that if the dealer has liberty to fix the price to consumers, he will exact more from them, if competition permits him to do so, than will be required of them if the maker fixes the re-sale price!

As proof of this point, it suffices to say that retailers complain that the makers of advertised, standardized, identified, price-fixed goods rarely or never allow them a sufficient profit; which means that they fix the re-sale price too low! So one asks again—Is it a bad thing for consumers to allow the manufacturer to fix and enforce the re-sale price?

The Knowles Bill Ill-considered

The bill proposed by Mr. Knowles would appear to be an ill-considered one. To make it achieve the ends it aims at, he ought to make provision in it for a limitation of the manufacturer in fixing the price to the dealer—this first of all. Then having fixed this, the fixed re-sale price—to the consumer—can safely be left to the manufacturer and dealer to settle.

If, however, the law of the land shall undertake to meddle with a manufacturer's production and selling costs, the new state of things will be worse than that which now obtains. Costs of raw materials, labor, manufacturing, overhead, distribution, merchandising and advertising, will all have to come under regulation; and what manufacturer will stand for such a supervision and interference with his business?

Department Store Influences

The pronounced foes of price maintenance are not the retailers or the consumers—this is said advisedly, but the department stores. They delight to sell nationally advertised goods of standard quality with a knife in their hands. To cut the price of nationally advertised and standardized goods, either as a trade magnet or as an expedient to kill off altogether the competition of nationally advertised goods on which the consumer price is known, is their pleasure and bait.

Department stores are notoriously unfriendly to nationally advertised and branded goods, and, as a rule, handle them to the smallest possible extent. They prefer to sell their own private brands on which larger profits can be secured. The fact is that the big department stores are themselves becoming manufacturers on a very large scale—and this quite legitimately. Some large Canadian department stores, for example, in Canada own or control many factories; and to the extent that they make and sell their private brands, to this extent do they compete with and

defeat the efforts of those other manufacturers who make standardized, identified goods and who employ newspaper and magazine and trade press publicity to create and maintain demand for their products.

The Need of Informed Opinion

Enough has been said now to enable business men to see that price maintenance is a subject of some magnitude and some importance; and that their direct interests are involved in the bill proposed by Mr. Knowles. It is hoped that the press of Canada may become aroused, and may assist in arousing others, to investigate thoroughly the big question of price maintenance. Also it is hoped that when the Knowles bill does come up for consideration it will be halted in its progress to permit of its complete examination by committee, and before which committee can and will appear all those with considered views to express, either pro or con.

CANADIAN GROCER, asks no man who reads this challenge to attention to agree or disagree too quickly with the views and propositions herein presented. Each reader, and, in particular, everyone who has power and purpose to shape opinion, should ponder the matters herein set forth and stressed, in order to get down to rock foundation. Then, having well-set views and knowledge, one will be able to inform and persuade others—with gain to himself and them.

PORK EXPORTS HINDERED

It is expected the fixing of maximum prices for the sale of bacon and butter by Great Britain will hinder the free export trade from Canada to the United Kingdom. The maximum price for Canadian bacon in the Old Land is 135 shillings per 100 pounds, and, in addition, freight rates have been greatly increased. The result of this situation is that the price of hogs is declining on the market, and a general reduction in the price of all pork products is looked for.

ATLANTIC SUGAR REFINERIES CHANGE MANAGEMENT

A change of management in Atlantic Sugar Refineries, Ltd., of St. John and Montreal, occurs on April 1. L. R. Wilson, who has been treasurer since its organization and general manager for last year, has resigned. He will be succeeded by F. G. O'Grady, of Montreal. The company has just received from the British Sugar Commission, orders for 5,000 tons of sugar, and plant is running at full capacity, day and night.

Work is to commence immediately on the additions to the Robin Hood Mills of Moose Jaw, Sask., to increase the production to 3,000 barrels per day.



CURRENT NEWS OF WEEK

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



Maritime Provinces

The daylight saving plan goes into effect in St. John on April 29, and will continue until September 2.

St. John's, Newfoundland, reports that the serious question of salt has been relieved by the bringing to that port of 15,000 tons with which the vessels sailing to European markets will load on returning home.

Weir owners on the southern coast of New Brunswick, from St. John to the Maine border line, at a meeting held in St. George recently, fixed \$10 as the minimum at which the members would sell sardine herrings this year.

Preliminary steps for the purchase of large quantities of Newfoundland fish have been taken for the use of the Entente Allies. The French Government have ordered 50,000 barrels of herring and made a similar demand for cod. Many new fishing smacks are being completed to facilitate the season's work. The French order will absorb one-third of the total annual catch of these fish in the waters of the island.

Quebec

N. H. Laplante, of Montreal, has sold out.

Jos. O. Lemay, of Quebec, has assigned.

Allard & Company, grocers of Montreal, have assigned.

J. H. Debelois, of Joliette, Quebec, was a business visitor to Montreal this week.

H. D. Marshal, Broker, Ottawa, was expected this week in Montreal on a business visit.

F. W. Wallace, Secretary of the Canadian Fisheries Association, is visiting the Maritime Provinces this week.

F. E. Payson, of the Goletas Fish Co., Ltd., Vancouver, B.C., is expected on a business visit to Montreal in April.

J. P. Whitney formerly of the Robinhood Mills, Ltd., offices at St. John, N.B., has been transferred to the Montreal offices of the firm.

E. A. Stone of Knowlton, Quebec, spent a business day or so in Montreal last week, and visited many acquaintances in the wholesale district.

Incorporation has been granted De Pierre, Limited, with a capital of \$48,000, to carry on a cocoa, chocolate and confectionery trade at Montreal.

S. G. Wilson and R. G. Evans, of the Toronto sales force of the Cowan Cocoa and Chocolate Co., were visitors in Montreal during the past week-end.

T. Johnson, manager of the Canadian Fish & Cold Storage Co., Prince Rupert, B.C., is expected in Montreal in the beginning of April on a business visit.

Fire which broke out in the basement of the Ingersoll Packing Company, Montreal, damaged adjoining buildings to the extent of \$200,000.

P. Kearney, of Kearney Bros., tea merchants, Montreal, is steadily improving in health, and is now much more frequently in attendance at his offices down town.

B. S. Sharing, local manager of the Lake of the Woods Milling Co., is leaving this week with Mrs. Sharing for Atlantic City where he will spend a few weeks' vacation.

W. H. Halford, manager for the Furuya Nishimura Tea Importing Co., Montreal, is at present on business in the Province of Manitoba. He will return about the end of the month.

Alterations and rearrangement of equipment to accommodate growing business are being made this week in the offices of the Joseph Ward Co., wholesale grocers, Youville Square, Montreal.

H. P. Briggs, formerly of the Montreal office of H. D. Marshall Broker, where he assisted J. L. Freeman the local manager, is now making good in the management of Mr. Marshall's offices at Halifax.

H. R. Lipman of San Francisco, representing Rosenberg Bros. & Co., dried fruit packers of California, paid his annual visit to Montreal this week. While in the city he made his headquarters with C. B. Hart Broker, the firm's local representative.

Comment in a United States paper recently to the effect that there are only two women buyers of spices in the world of commerce at present, and that one of them is in San Francisco, points interest in Montreal to the fact that the other woman spice buyer is in Montreal. Miss M. McGuigan, of Kearney Bros., is the lady.

John Brine McLea one of the well known merchants of Montreal's wholesale business circle, having been in the grain, oil, and Newfoundland imported goods business for over fifty years, passed away last Saturday night aged 82 years. He was actively in business up till almost the day of his death. Deceased was a son of the late Hon. Kenneth McLea and a member of the firm of J. & R. McLea.

A business visitor to Montreal this week was Mr. Joseph, Ostiguy, general merchant of Adamsville, Quebec. Mr. Ostiguy who is in close touch with the maple industry in his county, reports that tapping has begun, but that unsatisfactory conditions as to snow in the sugar bushes make the production difficult this year. The weather has not been satisfactory at least at the outset of the maple season, and the flow of saps was not abundant owing to the conditions of temperature. With good weather, however, production in the Adamsville district should be up to the average of past years, providing there is "sugar weather."

Meeting in Toronto last week the members of the Produce Men's Association interested in export business decided to send a deputation to Ottawa to approach the Minister of Trade and Commerce on the subject of securing preference for Canadian Produce Exports in the available steamer space not required by the British Admiralty. Four delegates from Montreal went to Ottawa this week to meet the Western and other delegates composing the deputation. The Montreal men were R. Gray, of the White Packing Co.; C. M. Thacker, of the Wm. Davies Co.; H. R. Gray, of Gunn, Langlois Co., and John Wilson, of Matthews, Ltd., Secretary of the Produce Men's Association. There is a desire on the part of the Canadian men to make sure that United States produce is not shipped to the exclusion of Canadian produce through purchase of U.S. goods for export by agents here.

Ontario

Archibald Greer, of Greer Brothers, Lyn. Ont., is dead.

E. S. Merritt, of Toronto, has sold out to Fanny Jessell.

W. B. Strachan, grocer, of Huntsville, is giving up business.

Wm. Cockburn, of Toronto, has sold out to W. J. McCalden.

R. Knuth & Co., of Golden Lake, has been succeeded by Wm. Lisk.

Chas. W. Smith, of Clear Creek, has sold out to Pierce & Pierce.

George Baldwin, for many years proprietor of the Aurora Flour Mill, is dead in his 80th year.

A meeting of the creditors of Mac-Namara Co., Ltd., of Chapleau, has been called for April 4th.

John W. Shaw, well-known merchant

of Marmora, Ont., and life-long resident of the town, is dead.

A large mill at Bothwell, the property of John Clarke, was totally destroyed by fire with a loss of \$15,000.

The Macaroni Factory on the outskirts of North Bay, was burned to the ground with a loss of \$15,000.

J. J. McEwen's grocery store at Goderich, suffered slightly from fire caused by the burning of rubbish in the back yard.

The flour and feed warehouse of A. W. Pierce, at Aylmer, was damaged by fire to the extent of \$40,000, partly covered by insurance.

Smart Bros., Limited, have been incorporated at Collingwood, with a capital at \$100,000, to carry on a wholesale and retail trade in farm products.

The Community Grocery, with five branch stores, has opened in Welland.

Mr. and Mrs. Thos. Sherwood, of Fergus, celebrated their golden wedding recently. Mr. Sherwood has been in the grocery business for thirty years.

Thos. Shaw was laid up for two weeks with a bad leg, which he received in a curling match in Detroit. Two stones came together and one glanced off and hit Mr. Shaw on the leg. Tom is still limping.

Western Provinces

D. Graf, of Westerham, Sask., was burned out.

Bruser & Golosoff, of Neville, Sask., have dissolved.

A. Irish, of Grand Vital, Sask., has sold to T. Millard.

R. T. Galbraith, of Maryfield, Sask., has discontinued.

Mrs. E. M. Glover, Calgary, has discontinued business.

W. A. Wickware, of Hough Bros. & Wickware, Ltd., is dead.
Great Northern Supply Co., of Hafford, Sask., is sold out.

Chas. Williams, of Badger, Man., has sold out to T. J. Drake.

A. Sawatsky, Rosenort, Sask., has been succeeded by P. J. Kehler.

Levine, Ltd., of Medicine Hat, have removed to Hatton, Sask.

H. F. Horning, of Stone, Sask., is negotiating sale to J. Feruquist.

T. B. McKinney, of Springwater, Sask., has sold to Johnson Bros.

L. P. Craig, of Swan River, Sask., has been succeeded by Wm. Lennen.

R. Diamond, of Riding Mountain, Man., is removing to Oehre River.

J. M. Brachman & Son, of Ethelbert, Man., have sold to N. Kologie Co.

H. Lucow, general store, has removed from Minnedosa, Man., to Erickson.

McCaig & Campbell, grocers, of Portage La Prairie, have suffered fire loss.

Gilbert Plains Creamery Co., of Gilbert Plains, Man., is succeeded by A. P. Davis.

Mrs. J. B. Graveline, of Letellier, Man., has sold to A. Doner & Co., Winnipeg.

Kalinchuk & Farina partnership at Ethelbert, Man., is dissolved, Geo. Kalinchuk continuing.

The Lummi Bay Packing Co. will erect two salmon canneries on Vancouver Island this spring at a cost of \$100,000 each.

The Kenora Retail Marchants' Association are taking up the matter of changing the business of the town from a credit to a cash basis.

The flour mills of Friesen & Son, at Carman, Man., are a total loss from fire. Damage is estimated at \$20,000, of which there is \$13,000 insurance.

J. H. Arnett, connected with Thos.

Lewis Arnett, Souris, Man., will take up residence in Regina on April 1, and will look after Saskatchewan sales for them.

New Brunswick

Fred R. Dearborn, president of Dearborn & Co., Ltd., grocers of St. John, is dead.

British Columbia

The Vantoria Canning Co., Ltd., has been incorporated with a capital of \$20,000 at the City of Vancouver.

W. H. Edgett, Limited, has been incorporated with a capital of \$10,000, to carry on a general grocery and merchandise business at Vancouver.

Nelson & Shakespeare, Limited is incorporated with a capital of \$25,000, to carry on the wholesale and retail manufacture of foodstuffs in Vancouver.

"Chewing Gum" Manufacturers Dodge the Tariff

Chicle Gum for U.S. is First Imported for Refinement to Canada—Process of Manufacture from Mexico and the Honduras to the American Market.

AN interesting feature in connection with the "chewing gum" manufacturing industry in Canada and the United States, is the fact that the great bulk of the pure chicle is imported for refinement direct into Canada, where, after the refinement process, it is turned over to United States manufacturers for further purification before being placed on the market in the States. As may be quite evident, the reason for this roundabout way of handling the chicle is in order to evade the tariff regulations of the United States which placed a duty on such importations. The tariff regulations of Canada place no such restrictions upon the importation of this product, and though a slight duty is imposed on the refined chicle going into the United States, it is practically all refunded. Even though this latter duty were placed in full effect, it would still repay the manufacturer to handle the chicle in this manner, as the increased cost of bringing the product to Canada does not equal the duty levied by the United States.

Where the Chewing Gum Comes From

The chicle as it comes to Canada in its raw condition, chiefly from Mexico and the British Honduras, greatly resembles grapefruit in appearance and consists of small lumps like pebbles. The process of treating the chicle from the time it is drawn until it is ready for the manufacture into gum is not very extensive. The gum is obtained chiefly from the tree known as the Achras Sapota, harvested in Mexico, and is worked by the Maya Indians of Yucatan. The tapping process is very similar to

that used in the drawing of the sap from our Canadian trees in the making of maple sugar, but the product is very dissimilar in appearance. The chicle gum as it is drawn from the tree through the protrusions made in the bark, consists of a thick milky sap, which when cooked becomes white in color. The average yield of gum is anywhere between six to eight pounds per tree, and the best quality gum is elastic and firm. Should the chicle be overcooked it turns to a reddish color, and some cases are known where the actual yield from the tree has been of a similar shade.

When the chicle arrives in this country, two refining processes are necessary before it is fit to market. The second process in the case of gum being shipped into the United States from Canada is done by the manufacturers in the States themselves. The purification process must not affect the flavor or plasticity or the weight of the gum but should remove from the crude chicle the sand, bark and vegetable matter.

The figures for the recent annual importations of chicle give some idea of the popularity of gum in the United States. In a recent period of twelve months no less than six million pounds of chicle for the manufacture of "chewing gum" was imported into the United States. These importations not alone included the product from Mexico and the Honduras, but quite a large proportion from South America, where the natives secure a great quantity of chicle gum from the bully tree, the naseberry and the sapodilla.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS IN BRIEF

TWO increases have taken place during the week which mean much to the grocery trade, namely, on sugar and flour. In the instance of the sugar the advance amounted to 40c per hundred and on flour 30c per barrel. The advance in sugar was occasioned through recent high prices which Canadian refiners were forced to pay for raw sugars. Flour on the other hand returned to the point recently reached in the face of a continued firmness and high price for wheat.

Provisions were firm during the week with advances recorded in a number of lines of cooked and smoked meats. Live hogs were quoted at higher prices than those generally prevailing last week. Eggs moved downward during the week, due to heavier production on Canadian farms. The Canadian market is now almost entirely independent of the American source of supply. With continued good weather prices are expected to decline still further. Lobster is another of the commodities in which a decline has been registered. This has been occasioned through the shutting off of the British market to the packers of the Maritime Provinces. New Zealand onions came into the Ontario market for the first time, owing to the scarcity of other onions, and are commanding a high price. Potatoes held steady in price, but there is a disposition towards easier prices.

The recent British embargo on exports has cut off supplies of many staple lines, which in the past have been steady sellers in this market. Packet teas are very firm in price. Importers of teas have been unable to get promise of teas for shipment from Colombo or Calcutta. Tea can be bought at these points, but growers cannot promise shipment owing to scarcity of tonnage. Trade generally is good. Spring lines, including housecleaning supplies and garden seeds, etc., are beginning to move freely.

QUEBEC MARKETS

MONTREAL, March 28.—Flour and sugar both firmer this week, and the tendencies towards further firmness also present are factors giving strength to the market for food-stuffs generally. In provisions, however, the easier tendency in eggs (though supplies are none too plentiful) keeps the market tone from being entirely on the firm note. Hog products are however, firmer, the price of live hogs and dressed having advanced. The scarcity of beans continues. Fish show a shade or two of easiness. Potatoes are a little easier. Amongst incidental advances mentioned this week, are peanut butter up 3 cents a pound to 22 and 27 cents, and lamp burners up 25 cents a dozen to \$1.20 and \$1.45 per dozen. Following is a list of goods banned from export from the British Isles, and which will be missed by the Canadian retail grocery markets: Arrow-root, Capers, cheese, curry powders, all kinds of fish, fish pastes, jams, jellies, marmalades,

olives, pickles potato flour, ground rice, canned peas, sardines, and sauces. Some of these goods formerly imported from Britain are available in other forms from other sources, but the retail grocer as well as the wholesaler will note the absence of many familiar goods until the embargoes are lifted.

Sugar Advanced And May Advance Again

SUGAR.—From a condition of apparent restfulness with a big crop in sight sugar has of a sudden changed to a situation of extreme unrest with a strong advance achieved, and an advancing tendency. The base price for granulated advanced forty cents to \$7.85 during the week, and at the time of writing the market was in firm tone for New York showed advances in granulated, and the word from Cuba is greatly less encouraging as to crop conditions and production. It would seem now that revision of crop

estimates bring the production down to something like the level of last season. Raw Cubas were firmer at time of writing 4 $\frac{3}{4}$ ths being refused by the holders. That retailers must be fairly well supplied with sugar and ready to reap the benefit of the advance was the opinion prevalent in wholesale circles for refiners have been shipping heavily for some weeks past.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 85
Acadia Sugar Refinery, extra granulated	7 75
Wallaceburg sugar	7 75
Special icing, barrels	7 85
Yellow, No. 1	7 45
Powdered, barrels	7 95
Paris humps, barrels	8 45
Crystal diamonds, barrels	8 45
Assorted tea cubes, boxes	8 45

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

Canned Goods Are Firming Up Again

Montreal

CANNED GOODS.—There is a growing tendency to firmness in canned goods at present, and demand is increasing also, while supplies are low in wholesale warehouses. One wholesaler voiced the opinion that there are perhaps 100,000 cases less than were in Montreal this time last year, and it is believed that prices for canned goods may soar before long. Corn which had a fleeting tendency towards easier conditions last week has gone back to firmness again. Some of the canned fruits are available at easier prices than were formerly quoted, but the main staple lines of canned goods are all trending towards firmer market conditions as the season advances towards time of new crop prospects. Much is expected of Canadian growers this season in the way of production for the canning industry, but their best efforts can hardly hold prices for the goods at present available at easy levels when new crop is so far distant.

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

Dried Fruit Outlook Is To Firmness

Montreal
DRIED FRUITS.—With demand for dried fruits still rather quiet and uneventful condition of market prevailing, the outlook in all dried fruit lines is still for firmness. The embargo on Greek currants remains as rigid as ever. Australian currants are declared to be a short crop, and not likely to reach the Canadian market in any large supply. Reports from California where the prune trees are in blossom are all towards considerable firmness for all Californian dried fruits this year. It is not possible to predict the prune crop's extent until the blossom is past though appearances are towards a big crop, but even with a big crop under existing conditions of market high prices are likely to prevail. Only a serious restriction of export facilities would tend to keep prune prices lower this season than the opening prices (made on speculative estimates) would indicate as probable range, and the tendency even acting upon open prices is firm since the opening prices advanced by a cent and a quarter soon after having been announced. The growers are in a strong position and likely to hold for high prices even against adverse marketing conditions should these arise in the way of export restrictions and consequent curtailment of market. Raisins promise a crop equal to the average yearly expectations, that is something between 100,000 and 150,000 tons, and high prices are looked for in this line also though it may be that prices of Californian raisins will not develop advances in proportion to the advanced prices of some other commodities. Dried apricots show the same general tendency as to prices. A crop only the size of last year's would mean prices f.o.b. coast of from 15 to 16 cents a pound. A large crop would probably mean from 12 to 13 cents. Crop predictions are not yet available. The Coast prices would have to be augmented by heavy duty, and the cost of transportation plus jobber's commissions, but the indication of tendency at present may be noted.

EVAPORATED FRUITS.		
	Per lb.	
Apples, choice winter, 25-lb. boxes.....	0 11½	0 12½
Apples, choice winter, 50-lb. boxes.....	0 11½	0 12½
Apricots (old crop).....	0 18	0 19
Slabs.....		0 19
Choice, 25's, faced, new crop.....		0 22
Vegetables, choice.....		0 11½
Peaches, choice.....	0 11½	0 13
Pears, choice.....		0 15

DRIED FRUITS.		
Candied Peels—		
Citron.....		0 27
Lemon.....		0 24
Orange.....		0 25
Currants—		
Filiatras, fine, loose, new.....	0 18	0 21
Filiatras, packages, new.....	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.....	0 10	0 12½
Farda, choicest.....		0 13½

Hallowee (loose).....	0 11	
Excelsior.....	0 10	
Anchor.....	0 09	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 11½	
1 lb. glove boxes, each.....	0 12	
Cal. bricks, 16 oz.....	0 09½	
Cal. bricks, 16 oz.....	0 10	0 11
Cal. layers.....	0 10	0 11
Cal. fancy, table, 10 lbs.....		1 50
Figs—		
Spanish (new), mats, per mat.....	2 40	
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced.....	0 13	0 13½
40 to 50, in 25-lb. boxes, faced.....	0 12	0 13
50 to 70, in 25-lb. boxes, faced.....	0 11	0 12½
70 to 80, in 25-lb. boxes, faced.....	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced.....	0 10	0 11
Prunes—		
30 to 40.....		0 12½
40 to 50.....		0 12
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster.....	3 75	
Muscateles (loose), 2 crown.....	1 10½	
Muscateles, loose, 3-crown, lb.....	0 11	
Muscateles, 4-crown, lb.....	0 11½	
Cal. seedless, 16 oz.....	0 12½	0 14
Fancy seeded, 16 oz. pkgs.....	0 12½	0 12½
Choice seeded, 16 oz. pkgs.....	0 12	
Valencias, selected.....	0 11½	
Valencias, 4-crown layers.....	0 11	

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

Molasses Supply Slow; Maple Season Begins

Montreal
MOLASSES AND SYRUPS.—Supplies of molasses are just dribbling into market, but the dribbles are sufficient so far to meet market requirements. Prices are very firm, and the usual big influx of these goods in May and June may possibly be curtailed a little this year owing to shortage of ships and ship-space. Prices are still as quoted last week, and demand is gradually increasing in the country. Corn syrups are still being supplied under the condition of practically open market according to delivery possibilities which are rather uncertain though the makers are doing daily miracles in getting the goods out to meet strong demand. No changes have been made in the prices as quoted, so far maple tapping has begun in Quebec Province, and reports are unfavorable so far as to weather for sugaring. There has been only a trifling flow of sap, but with more suitable weather this may alter. High prices are anticipated for the syrup, farmers expecting \$1.25 per Imperial gallon as compared with the \$1.00 to \$1.05 of last year's opening.

Barbadoes Molasses—	Prices for	
	Fancy, Island of Montreal.	Choice.
Punchoons.....	0 57	0 62
Barrels.....	0 70	0 64
Half barrels.....	0 72	0 67
For outside territories prices range about 3c lower.		
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case.....	3 25	
2 lb. tins, 2 doz. in case, case.....	3 45	
5 lb. tins, 1 doz. in case, case.....	3 85	
10 lb. tins, ½ doz. in case, case.....	3 75	
20 lb. tins, ¼ doz. in case, case.....	3 70	
Barrels, about 700 lbs.....	0 04½	
Half barrels, about 350 lbs.....	0 05	
Quarter barrels, about 175 lbs.....	0 05	
2 gallon wooden pails, 25 lbs. each, per pail.....	1 75	
3 gallon wooden pails, 36½ lbs. each, per pail.....	2 50	
5 gallon wooden pails, 65 lbs. each, per pail.....	3 85	
Lily White—		
2 lb. tins, 2 doz. in case, per case.....	3 95	
5 lb. tins, 1 doz. in case, per case.....	4 35	
10 lb. tins, ½ doz. in case, per case.....	4 25	
20 lb. tins, ¼ doz. in case, per case.....	4 20	

Pecans and Peanuts Both on the Rise

Montreal
NUTS.—Great firmness of market characterises the situation as regards nuts of all kinds at present, though there is no extraordinary demand present for these lines. Pecans (shelled) are being offered to the jobber at 67 cents a pound f.o.b. New York, which would bring them to about 75 cents a pound in Montreal or practically the same as the price to the retailer. They are very scarce, but demand is light at present. Peanuts are as firm as ever, and the market is learning more about the demand that has set in for the oil expressed from these familiar nuts, and which is responsible for their advanced prices. Cables from Europe this week mentioned that the shelled walnut supply there is about exhausted, and stocks are said to be low. This market also is very firm. Conditions as prevailing last week still maintain in respect to other nuts.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled).....	0 39	0 41
Brazil nuts (1916 crop), per lb.....	0 20	0 23
Filberts (Sicily), per lb.....	0 16	0 19
Hickory nuts (large and small), per lb.....		0 09
Peanuts (coon), per lb.....	0 10½	0 11
Peanuts (Jumbo), per lb.....	0 13½	0 14½
Pecans (new Jumbo), per lb.....		0 21
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo.....		0 40
Pecans (shelled).....	0 70	0 75
Walnuts (Grenoble).....		0 18
Walnuts (shelled).....	0 45	0 46
Walnuts (Marbot), in bags.....	0 13	0 16
Walnuts (California No. 1).....		0 24

Quebec Farmers To Grow More Beans

Montreal
BEANS.—The pronounced scarcity of beans at present prevailing has inspired farmers in Quebec to talk of seeding larger acreage this spring with beans, and the wholesale market of Montreal applauds the idea. Good Canadian beans are scarce as hen's teeth on the market now. A few cars of 7-lb. and 10-lb. pickers are believed to represent about the range of the market for Canadians. Hand-picked are off the market, also 1-lb. and 2-lb. pickers, and within a month or so 3-lb. pickers will be off the market also according to men in close touch with things. Rangoons at \$7.50 to \$7.75 are available more plentifully, and there have been offerings of red-colored beans which have been going slow as demand does not take to them quickly. One line of South American beans a light purple in color, not as big as marrowfats, but bigger than pea-beans is well spoken of as to flavor by wholesalers and may when it arrives in quantity prove able to create demand. Consignments of these are expected. Yellow eyes are very firm, as high as \$7.75 per bushel to the jobber last week.

Beans—		
Canadian 3-lb. pickers, per bushel.....	8 10	8 40
Canadian 5-lb. pickers.....	7 50	8 10
Yellow Eyes.....	7 75	7 95
Lima, per lb.....		0 18

Peas, white soup, per bushel	3 75	3 90
Peas, split, new crop, per bag 98 lbs.....	6 75	7 00
Barley (pot), per bag 98 lbs.....	5 00	5 75
Barley, pearl, per bag 98 lbs.....	6 25	6 50

Tapioca Shades Up And Rice Is Firm

Montreal

RICE AND TAPIOCA.—Rice prices remain as previously quoted but with a great tendency to firmness in all lines, and good business demand prevailing meantime. There are further indications of possible advances in rice owing to the conditions affecting the market, but this is not definitely predicted during the present week. Tapioca is steadily going higher in price, and is very firm both in spot and primary markets. Supplies are by no means large and last week's price quotations are advanced half a cent in principal market sources though for larger supplies the lower figure might still be found available.

Rangoon rice, per 100 lbs.....	4 55	4 60
"Texas" Carolina, per 100 lbs.....	7 40
Real Carolina, per 100 lbs.....	8 15	8 65
Patna (fancy)	7 65
Patna (good)	4 65	6 65
Siam, No. 2	4 65
Siam (fancy)	5 90
Tapioca, per lb.	0 11 1/4	0 12

Market For Cocoa Considered Firm

Montreal

COCOA.—Warmer weather is on the way, and with warmer weather comes the decline of consumption in cocoa as a beverage. The month of March has, however, shown so far no signs of reducing the usually expected records of cocoa consumption. In the experience of the trade the spring months as a rule produce good cocoa sales, but summer reduces the demand. There has been a firmness in the market for cocoa of late, but no changes are noted in prices to retailers. Importation of cocoa from Britain is not at all considerable now, but enough apparently, is coming through for trade needs in the British lines. No falling off in the demand for chocolate and the chocolate based confections is anticipated during the summer.

Cocoa—		
1 lb. tins, per doz.	4 60
1/2 lb. tins, per doz.	2 40
3/4 lb. tins, per doz.	1 25
"10-cent" tins, per doz.	6 90
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Still No Changes In Coffee Conditions

Montreal

COFFEE.—Still the most placid commodity on earth, coffee continues unperturbed in market by even the near approach of actual hostilities on the part of the United States. The strength of the coffee market to-day consists in its power to maintain its absolute steadiness of tone at low levels of price when all other markets have been sky-rocketing. As contrasted with tea at present

coffee in world market is like an idly dreaming giant, while tea is having a nightmare in which spectres of almost famine shortage stalk and gibber. No alterations fall to be recorded in coffee prices to the retailer this week, and no interesting primary market movements are mentioned.

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

Market For Tea Shows Firmer Trend

TEA.—The market for black teas is very much firmer now than it has been even in the past weeks of exceptional interest in tea. Merchants are expecting to hear of further advances almost at any moment. It is believed that the well known package teas may score another notch on the upward scale before long in spite of the best efforts of the big concerns to protect themselves, as far as possible, against the effects of the great law of supply and demand. The situation resolves itself into one of impending shortage in black teas, and much depends on the arrivals expected which are none too plentiful. There are possibilities also of non-delivery of tea imported via the United States in case of untoward war developments across the border. These anticipations make the market exceedingly firm, and (though retailers are busily buying without needing advice) the wholesalers of tea are pointing out the advantages of preparedness in this direction. Japan and China teas show firmness also in sympathy with blacks.

Pekoe Souphongs, per lb.	0 34	0 36
Pekoes, per lb.	0 38	0 41
Orange Pekoes	0 43	0 45

Peppers Are Firmer; Cloves Have Gone Up

Montreal

SPICES.—In the market for spices this week the same general factors of firmness apply as held good last week. Primary market conditions are not to be counted upon as at all normal, and spice prices in primary markets are often higher than the prices being asked in the nearer markets where stocks of certain commodities are still available. But this condition must sooner or later come to an end, and then all spice prices will be affected sharply by primary market conditions whatever they may be at the time. Peppers have begun at last to show the upward changes which have so long been deferred by the retarding influence upon rising prices of grinders having large stocks and willing to accept reasonable returns. Now Singapore black pepper has outstripped Penang

White in primary. Cloves are also higher in price to retailers. Supplies are very slow in arrival from primary markets. Carraways are exceedingly scarce. Gingers are also very scarce now. Pimento and mace are in good demand. Nutmegs and Cassias are quieter. There is a slightly easier tendency as regards English Mustard, but so far only a tendency on the strength of better supply expected.

	5 and 10-lb. boxes.	pkgs. dozen.	1/4-lb. tins lbs.
Allspice	0 15	0 18	0 23
Cassia	0 25	0 27	0 37
Cayenne pepper	0 25	0 30
Cloves	0 32-0 35	0 90	0 39
Cream tartar—50c to 55c.			
Ginger (pure)	0 20
Ginger, Cochon	0 25	0 31
Ginger, Jamaica	0 30-0 35	1 15	0 40
Alace	0 80	1 00
Nutmegs	0 40-0 60	0 45	0 80
Peppers, black	0 30	0 57-0 95	0 35
Peppers, white	0 37	1 17-1 22	0 40
Pastry spice	0 25	0 25-1 30	0 29
Pickling spice	0 25
Turmeric	0 21-0 23
Lower prices for pails, boxes or barrels when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 00
Caraway, Dutch (nominal)	0 20
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 25
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Cinnamon, per lb., 35c.
Pimento, whole	12-15

Potatoes Are Easier; Head Lettuce High

Montreal

FRUIT AND VEGETABLES.—Potatoes are easier priced this week. The aspiring 'spud' has had to come down off his high horse, and get within reach of the average wealthy man's purse. Green Mountain potatoes are this week touching the quotation register at \$3.00 Montreals are at from \$2.50 to \$2.75 per bag of eighty pounds. Boston Head lettuce has, however, accepted the price promotion which potatoes preferred not to retain, and is selling this week at as high as \$4.00 per box of two dozen. Cabbage has advanced by fifty cents to \$7.00 and is scarcer. Rhubarb beginning at easier prices and meeting prompt demand, is firmer in price at present, going to \$1.50 per doz. A new United States washed celery is on the market at \$1.50 a dozen, and is in demand. The root vegetables are still in steady and firm market without alteration in price since last week, and the fruits are in similar market with bananas, oranges, and grape fruit in good demand, and a better demand also for apples.

Bananas (fancy large), bunch	2 75	3 00
Oranges, Navels, per box	3 00	3 25
Oranges (Floridas)	3 00	5 00
Oranges (Calif.)	3 50	4 75
Grape Fruit	2 75	3 00
Lemons	4 25	4 50
Apples—		
.....	No. 1	No. 2
Wealthy Apples	4 00	3 00
McIntosh Red, per bbl.	8 00
Fameuse, per bbl.	7 00
Spies	9 00	6 00
Haldwins	5 00	5 00
Kings	6 00	5 00
Wagners	7 00	5 00
Russets	7 00	5 00
Brussels Sprouts (quarts)	0 15	0 25
Cauliflower, per doz. bunches	3 00
Celery (Florida), per crate	6 00
Celery (U.S. washed), doz.	1 00
Onions, red, per bag (75 lbs.)	6 00	6 00
Onions, Spanish, per crate	8 00
Onions, Spanish, 1/4 crate	2 00
White onions, per bag (100 lbs.)	6 00

Potatoes, per bag (80 lbs.)	2 50	3 00
Potatoes (new) per bbl. (150 lbs.)	10 00	10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper	3 50	3 50
Carrots, per bag	1 50	1 50
Beets, per bag	1 50	2 00
Parsnips	1 50	1 50
Turnips	1 00	1 25
Lettuce, Curly, per doz.	0 75	0 75
Lettuce, Romaine, doz.	1 50	1 50
Lettuce (Boston), per box of 2 doz.	4 00	4 00
Tomatoes, hothouse, lb.	6 25	6 25
Tomatoes (Florida), per crate	5 00	6 00
Tomatoes (Cuban) crate	3 50	3 50
Horse Radish, per lb.	0 25	0 25
Cabbage (barrel)	7 00	7 00
Cabbage (new), New York, crate	8 50	8 50
Cabbage (new), per hamper	3 50	3 50
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	9 00	9 00
Beans, U.S. green, basket	9 00	9 00
Leeks, per doz. bunches	3 00	3 00
Parsley, doz.	0 50	1 50
Mint, doz.	0 50	0 50
Watercress, doz.	0 50	0 50
Spinach, per bbl.	7 00	7 00
Spinach (Canadian), hamper	2 00	2 00
Do., per bbl.	7 00	7 00
Rhubarb, per doz.	1 50	1 50
Rhubarb (U.S.A.), per lb.	0 10	0 10
Eggplant, per doz.	3 00	3 00
Cauliflower, crate	4 25	4 25
Garlic (Venetian) lb.	0 12	0 12
Endive (Canadian), bunch	0 25	0 25

*Slightly Easier
Tone As To Fish*

Montreal

FISH.—The situation as regards fish at present is that a good many more frozen fish are to be put away in cold storage than had been intended at the start of the season. Still the varieties of fish, so to be treated are of the best, and they will prove useful when scarcity occurs in the fresh lines. The lakes are not opened up as yet, and owing to stormy seas the production of fresh fish is as yet insignificant. For the next two weeks of Lent a good deal more frozen fish will go into consumption, and the fact that no pickled or salt fish are left in any considerable quantities will help the selling of frozen fish. Fish prices as a rule are rather easier this week, and prospects are for this condition for some little time. Some fresh halibut and salmon are expected for Good Friday's trade next week, and with Easter trade in view, more shell and bulk oysters, scallops, prawns, and shrimps will be used. Oyster trade both in shell and bulk is quiet, and with steady prices prevailing. Lobsters are down in price this week as compared with last week's quotations.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 15	0 15
Digby herring, per bundle of 5 boxes	1 00	1 00
Smoked boneless herring, 10-lb. box	1 40	1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	9 00	9 00
Salmon (Labrador), per bbl.	20 00	20 00
Salmon (B. C. Red)	16 00	16 00
Sea Trout, red and pale per bbl.	15 00	15 00
Green Cod, No. 1, per bbl.	14 00	14 00
Mackerel, No. 1, per bbl.	21 00	21 00
Codfish (Skinless), (100-lb. box)	9 50	9 50
Codfish (Boneless), Blocks "Ivory" Brand per lb.	9 10	9 10
Codfish, Shredded, 12 lb. box	1 80	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 50	0 50
Prawns, Imperial gal.	3 00	3 00
Shrimps, Imperial gal.	2 50	2 50
Scallops	3 00	3 00

FRESH FROZEN SEA FISH.

Halibut	15	-17
Haddock, fancy, express, lb.	08	-08 ¹ / ₂
Mackerel (med.), each	20	20
Mackerel (large), each	25	25
Cod, steak, fancy, express, lb.	10	10
Salmon, Western	16	-18
Salmon, Gaspe	18	-20

FRESH FROZEN LAKE FISH.

Pike, lb.	0 00	0 10
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 12	0 13
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20
Oysters—		
Selected, gal.	2 00	2 00
Ordinary, gal.	1 00	1 00
Malpeque oysters (choice) per bbl.	15 00	15 00

Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Oiams (med.) per bbl.	8 00

FRESH FISH.

Haddock	0 00	0 10
Steak Cod	0 10	0 12
Market Cod	0 08 ¹ / ₂	0 08 ¹ / ₂
Carp	0 10	0 11
Halibut	0 19	0 20
Dore	0 15	0 16
Lake trout	0 16	0 17
Pike	0 11	0 12

ONTARIO MARKETS

TORONTO, March 28.—Among the chief items of note during the week have been the advances of 20c per hundred in sugar and 30c per barrel in flour. There have been declines during the week in eggs, as the production in Ontario is now mounting up at a rapid rate, and will soon be ahead of consumption. Commission men look forward to storing some eggs in the near future if the present rate of production keeps up. Canned lobsters are another line that has registered a decline. This has been caused through the operation of the British embargo. Live hogs and dressed hogs are higher in price, and advances have been recorded in a number of lines of meat products. The first ear of New Zealand onions to reach this market was placed on the street by commission men. Dates are in firm market, and advances are probable, as importers' prices have been moved up, although wholesalers' prices have held steady during the week. Business in wholesale grocery circles has been gratifying to most wholesalers during the week.

*Sugar Advances 40c;
Market Very Strong*

Toronto

SUGAR.—With an advance of 40c per hundred in the price of sugars during the week, there was a temporary outlet for some of the firmness in the refined sugar market. But even in the face of this advance Canadian refined sugar is still in a very strong position in sympathy with the New York market. Last week Canadian refiners were in the market for raws and purchases of upwards of 30,000 bags were made in the New York market at prices ranging from 4.36¹/₂c per pound to 4.47c per pound. When duty and freight were included in these figures it made the selling price previous to the advance low as compared with the usual differentials asked by Canadian refiners. Heavy purchasers of raws by Canadian refiners would seem to indicate that their stocks prior to the purchases were very light. Full duty raw sugars have been in brisk demand by the Canadian refiners, and the prices paid are considered very attractive from the standpoint of the sellers. The purchase of some 9,000 to 10,000 bags of

San Domingo at 4.15-32c per pound was on a higher basis at that time of purchase on March 20 than the Cuban value. When CANADIAN GROCER went to press last week Cuban refined was selling on a basis of 4¹/₂c or 5.52c duty paid. By Tuesday of the present week Cubans had advanced to 4³/₄c per pound, or a basis of 5.88¹/₂c duty paid. Despatches from New York on that day stated that the Federal Company had advanced the price of their refined to 7.75c, and intimated that they would very shortly go to 8c. Arbuckle and Warner companies on the same day followed up to 7.75c. H. A. Himely has stated that in his opinion the Cuban crop will be less than 2,900,000 tons, which is less than the production of last year. The crops of Mauritius and Barbadoes are also expected to be short of the previous estimates given. There has been a good demand for Canadian refined in the face of the advancing market.

100 lbs.	
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 94
Acadia Sugar Refinery, extra granulated	7 84
Dominion Sugar Refinery, extra granulated	7 84
Yellow No. 1	7 54
Special icing, barrel	8 14
Powdered, barrels	8 04
Paris lumps, barrels	8 54
Assorted tea cubes, boxes	8 54

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated. Dark yellow is sold 20c below No. 1 yellow.

*Shortening Has
Advanced \$1 Case*

Toronto

SHORTENING.—Owing to the high prices that have prevailed for oils and fats of all kinds within recent weeks, manufacturers have been forced to increase the price of all compound lards. During the week Crisco has been advanced \$1 per case, and is now selling at \$8.70 per case. Pure lard is also at a high price, constituting a record in fact, at 24c to 24¹/₂c. With compound lard selling in bulk at 18c to 18¹/₄c, authorities on the situation point out that the differential is too great, and that either pure lard will have to come down or compound will have to advance. With hogs selling at the present high prices, there seems small prospect that the pure product will come down.

Continued Strength In Molasses Market

Toronto

MOLASSES AND SYRUPS.—There was continued strength in the molasses market during the week, with indications of a continuation of firmness. Requirements of the British Government for molasses are heavy, and this is at all times a bullish feature in the market. With the coming of summer there is small likelihood that prices will be easier, as the difficulty attached to transporting molasses and the loss occasioned by leakage is usually a factor tending to firmness. Locally buyers have not been in the market for large quantities. Corn syrups held in firm market, although no advances were recorded. Manufacturers are now in a position to make little better deliveries and are getting caught up with orders. Cane syrups remain unchanged.

Corn Syrups—

Barrels, per lb.	0 04%
Cases, 2-lb. tins, 2 doz. in case.....	3 45
Cases, 5-lb. tins, 1 doz. in case.....	3 85
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	
Cane Syrups—	
Barrels and half barrels, lb.....	0 04%
Cases, 2-lb. tins, 2 doz. in case.....	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, half barrels, gal.....	0 42
West India, 10-gal. kegs	0 50
Tins, 2-lb., table grade, case 2 doz... ..	3 75
Tins, 2-lb., baking grade, case-2 doz... ..	2 75

Canned Lobsters Registered Decline

Toronto

CANNED GOODS.—Owing to the operation of the British embargo on canned lobster there was a movement toward lower levels. Opening prices on the Epicure brand, which two weeks ago were \$2.75 per dozen for the half-pound tins, are now quoted at \$2.50 to \$2.60. Supplies of canned salmon are in narrow compass, and prices are holding firm, with the demand reported good. Canned corn is also in good demand, and prices are holding firm.

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

Salmon Sockeye—

Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	1 45
Chums, 1-lb. talls	1 40	1 45
Pinks, 1-lb. talls	1 65	1 80
Cohoos, ½-lb. tins	1 45	1 50
Cohoos, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 35	2 75
Lobsters, ½-lb., doz.	2 50	2 60
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Peas, standards	1 35	1 45
Peas, early June	1 45	1 45
Beans, golden wax, doz.	1 35	1 45
Asparagus tips, doz.	2 75	3 00
Corn, 2's, doz.	1 60	1 75
Pumpkins, 2½s	1 75	2 10
Red raspberries, 2s	2 65	2 45
Red cherries, 2s	2 45	2 50
Strawberries, 2s	2 50	2 75
Pineapple, Hawaiian, 2s, doz.	2 90	2 75

Hallowee Dates Are Higher From Importers

Toronto

DRIED FRUITS.—Two cars of dates arrived in the city last week. On Monday of this week the importers advanced the price of dates 1c per pound, which now makes the basis to the wholesale

trade on a par with the price being paid by the retail trade. There is a firmness in the date market, which points to higher prices for the retail dealer. There was a continued firmness in the market for prunes. Reports from the West Coast state that the idea of an organization of prune growers is proceeding, with good prospects of being consummated. Apricots are high in price for importation, and would cost more for importers to bring in than they are selling to the retail trade at present. Raisins are in somewhat slow market at present, as fairly good stocks are being carried. Prices on American candied peel have not yet been announced, but are expected shortly.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 25	0 30
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Cleaned, ¼ cent more.		
Australians, lb.		0 22
Dates—		
Excelsior, packages, 3 doz. in case... ..	3 25	
Dromedary dates, 3 doz. in case.....	4 00	
Hallowee, per lb.	0 11½	
Figs—		
Taps, lb.	0 06½	
Malagas, lb.	0 10	
Prunes—		
30-40s, per lb., 25s, faced	0 13	0 13½
40-50s, per lb., 25s, faced	0 12	0 12½
50-60s, per lb., 25's, faced	0 12	
60-70s, per lb., 25's, faced	0 11½	
70-80s, per lb., 2s, faced	0 09½	0 11
80-90s, per lb., 25's, unfaced	0 12	0 11½
5-lb. tins		0 65
Peaches—		
Choice, 25-lb. boxes	0 12	
Stds., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seedling, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 15

Eastern and Western Tea Buyers in Market

Toronto

TEA.—There was considerable inquiry during the week from tea buyers in Winnipeg and Montreal of local tea merchants, but stocks locally are in narrow compass, and there was very little available to meet the demand from the East and the West. Toronto tea buyers, in some instances, have in the past been picking up stocks in Montreal where they were available. There is considerable tea changing hands locally, but stocks are light. It is reported that some tea has left Calcutta by direct shipment for Canada, but that as yet nothing has been sent on its way from Colombo. When any considerable quantities will move out from those markets headed for Canadian importers' warehouses remains a matter of conjecture. Prices locally held firm. In all probability there will be considerably higher prices before the present situation is relieved. Packet teas are in firm market, and an advance in these would not come as a surprise. Recent advices by cable from Calcutta

to tea importers stated that they would sell tea for delivery only at Calcutta, and would, therefore, not quote on teas subject only to buyer paying export duty, Calcutta storage, insurance. Growers are unable to guarantee freight shipment to America.

	Per lb.
Pekoe Souchongs	0 38 0 40
Pekoes	0 40 0 43
Orange Pekoes	0 42 0 45
Broken Pekoes	0 44 0 45
Broken Orange Pekoes	0 45 0 50

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

Brazil Nuts Down; Peanuts Are Firm

Toronto

NUTS.—There was an easier feeling in the market for Brazil nuts during the week, when there was a decline in the primary market of ½c per pound, and local importers were quoting lower during the week. Peanuts, on the other hand, are in firm position, with an advance of ¼c per pound in Virginia on No. 1 Spanish. There are predictions by nut dealers in New York that this grade will be fully 2c per pound higher in the near future. Shelled walnuts and almonds are in firm market owing to the fact that shippers in the producing countries are demanding higher prices. In the market in New York stocks are within narrow compass. The recent sinking of the S.S. Casque by a submarine with a shipment of nuts on board gave a stimulus to firmness. Locally the stocks of shelled nuts are light, as evidenced by the fact that there has been trading between brokers.

In the Shell—

Almonds, Tarragonas, lb.	0 30	0 31
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 14
Brazil nuts, lb.		0 15
Cocoanuts, per sack 100		6 00

Shelled—

Almonds, lb.	0 42	0 45
Walnuts, lb.	0 46	0 50
Walnuts, California	0 26	0 33
Peanuts, lb.		0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.		0 85

Rice Continues To Move Very Freely

Toronto

RICE AND TAPIOCA.—Wholesalers report a continuation of an active movement in rice, and prices have held steady during the week. In the United States there has been a good demand for this commodity, with considerable going into the export trade. Wholesalers are expected to be in the market for fresh supplies in that country, which may tend to make for further firmness in the Southern rice market. The rice growers of the South are stated to be loosening up in some instances and letting go their stocks. The demand for tapioca continues good, with quite a wide range of prices, running from 11c to 12½c. There are fairly heavy bookings of tapioca due

to arrive, which were bought at reasonable prices, and these may have a steadying effect in the market.

Texas, fancy, per 100 lbs.	6 50	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	6 00
Tapioca, per lb.	0 11 1/4	0 12 1/2

Ontario Bean Stocks Are Getting Very Low

Toronto
BEANS.—Ontario beans are daily becoming within narrow compass. There are a few quantities being held by farmers in certain sections, but stocks are pretty generally cleaned up. Stocks in wholesalers' hands are light. There is a good demand reported for lima beans in certain quarters, and prices are ruling high. Stocks of California black-eyed beans are about cleaned out of this market, some that are still left being quoted at \$4.80 per bushel.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 00	7 50
Rangoon, per bushel	6 25	7 00
Black eyes, California, bushel	4 80	5 00
Yellow eyes, bushel	7 20	7 50
Limas, per pound	0 12	0 15

One Brand Cornflakes Has Been Moved Up

Toronto
PACKAGES.—Krinkle cornflakes were moved to higher levels during the week, now being quoted at \$2.60 per case as compared with \$2.45 formerly. Announcement has been made by the Quaker Oats Company that they will build a new and larger plant at Peterborough than the one recently built. This company will then have five mills at different points in Canada, and are looking forward to developing the export trade in cereals in the future. The company expects to have their unit for the manufacture of puffed wheat and puffed rice in operation in the near future.

Cornflakes, per case	2 50	2 35
Rollod oats, round, family size, case.	4 00	4 50
Rollod oats, round regular 2-lb. size, case	1 40	1 80
Rollod oats, square case	4 00	4 50
Shredded wheat, case	3 00	3 00
Cornstarch, No. 1, pound cartons	0 08 1/2	0 08 1/2
No. 2, pound cartons	0 07 1/2	0 07 1/2
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	0 08 1/2	0 08 1/2

Fish Demand For Lenten Season Good

Toronto
FISH AND OYSTERS.—Wholesalers report the demand for fish during the Lenten season has been very good this year. The demand for fish from all quarters seems to be improving with the high prices now being asked for fresh meats of all kinds. Whitefish from Northern Alberta are now reaching the market in fairly good quantities. Haddie fillets are slightly easier in price, being quoted at 16c to 17c, as compared with 17c to 18c previously. Cohoe salmon is also slightly easier, being quoted at 13 1/2c to 14c per pound. Demand for

oysters is falling owing to the approach of warm weather.

SMOKED FISH.	
Ciscoes, per lb.	0 15
Haddies, per lb., new cured	0 12 1/2
Haddies, fillets, per lb.	0 16
Kipperd herring, per box	1 60
Digby herring, bundle of five boxes	1 10
Smoked boneless herring, 10-lb. box	1 60
Strip cod, 30-lb. boxes	4 50

PICKLED AND DRIED FISH.	
Skinless cod, 50-lb. boxes	4 50
Acadia cod, 20 1-lb. blocks	2 60
Salt mackerel, kits	2 20
Salt cod, lb.	0 08 1/2
Quail on toast, lb.	0 10
Shredded cod, 24 cartons	1 80

FRESH SEA FISH.	
Crabs, per dozen	1 75
Halibut, frozen	0 17 1/2
Chicken halibut, per lb.	0 15
Qualla salmon (pink), frozen	0 10
Cohoe salmon (red), frozen	0 13 1/2
Haddock, fancy, express, lb.	0 09
Steak cod, fancy, express, lb.	0 11
Flounders, lb., frozen	0 06

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

Bananas Are Easier; Oranges Quoted Up

Toronto
FRUIT.—Bananas were slightly easier in price owing to the fact that shipments came into this market a little more freely during the week. They are quoted at \$2 to \$3 per bunch, as compared with \$2.25 to \$3.50 last week. California navel oranges are slightly higher, being quoted from \$3.25 per case up to \$4, as compared with the quotation last week of \$3 to \$4 per case. Florida oranges held steady in price during the week. Florida grapefruit is quoted as high as \$5 per case. Porto Rican pineapples are quoted at \$5 per case, while Cuban pineapples are quoted at \$4.25 to \$5 per case. Rhubarb per dozen bunches is quoted firm at \$1.25. Strawberries were inclined to be easier in price, the range being from 60c to 65c. Shipments of fruit were inclined to be slow during the week.

Apples—	
Baldwins, No. 1 N.S. bbl.	6 00
Baldwins, No. 1 Ontario	6 00

Ben Davis, No. 1	5 00
Ben Davis, No. 3	3 50
Boxes, American	2 50
Bananas, bunch	2 00
Cranberries, bbl.	9 50
Boxes, 28-qt.	3 25
Oranges—	
Cal. Navels	3 25
Floridas, case	4 25
Grapes—	
Spanish Almeria, small bbl., 40 lbs.	7 00
Grapefruit, Florida, case	4 00
Grapefruit, Cuban	3 50
Lemons, Cal., case	4 25
Messinas, case	3 75
Grapefruit, Florida, case	4 00
Pineapples, Porto Rican	5 00
Cuban, case	4 25
Rhubarb, doz. bunches	1 25
Strawberries, 1-qt.	0 60

New Zealand Onions Arrived in Market

Toronto
VEGETABLES.—The first shipment of New Zealand yellow onions to reach this market was placed by commission men during the week. These onions are put up in 100-lb. crates, 97 pounds net, and are being sold at \$10 per crate. Beets showed an inclination to sag to lower levels during the week, being quoted 50c per bag under last week by some wholesalers. The range of prices in these vegetables is now \$1.75 to \$2.25 per bag. New cabbage in case was out of the market during the week, but in the hampers it is quoted 25c higher at \$4. Potatoes held in a fairly steady market, with a disposition towards lower prices. Turnips are quoted at 85c to 90c per bag, which represents a decline of 10c to 25c per bag.

Beets, bag	1 75	2 25
Brussel sprouts, imported, quart.	0 15	0 15
Cucumbers, hothouse, doz.	3 00	3 00
Cabbage, hampers	4 00	4 00
Cauliflower, Cal., 18 to 24 in box	4 50	4 50
Carrots, bag	2 25	2 25
New, dozen bunches	1 00	1 00
Celery, Florida, half case	5 00	5 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 35	0 50
California head lettuce, case	3 50	5 00
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
Spanish, crate, 120 lbs.	10 00	10 00
New Zealand, 100-lb. crate	8 50	9 00
Ontario onions, 75-lb. sack, yellow	8 50	8 50
Ontario onions, 75-lb. sack, red	8 50	8 50
Green, per bunch	0 75	0 75
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	3 25	3 50
Sweet Jerseys, hamper	3 00	3 00
Western, 90-lb. sack	3 00	3 00
Ontario, 90-lb. sack	3 00	3 25
Parsnips, bag	2 50	2 50
Spinach, bushel hamper	3 25	3 25
Green peppers, doz.	1 00	1 00
Tomatoes, Florida, 6-basket carriers	6 00	6 50
Parsley, 11-qt.	0 75	0 75
Watercress, doz.	0 30	0 30
Turnips, bag	0 85	0 90

MANITOBA MARKETS

WINNIPEG, March 28.—The roads have been very bad in the country, which has interfered with retail trade greatly. Business however, with brokers and jobbers is brisk. Sugar jumped 20c last week-end, Crisco went up \$1.00 per case.

Miscellaneous Changes

E. B. Eddy Co., announce a change which will enable the dealers to buy matches on a new basis. It has been their custom to give 5 per cent. on 5 case lots of Silent 200's or Silents 500's; now they have extended this so as to include Pony Silent. Bird's custard powder is being offered here as follows:

custard powder in packages is quoted \$1.65 per dozen, and in lever tins \$3.75 per dozen. Several wholesale firms have been fortunate in getting delivery of this from England before the embargo went into effect. It may be difficult for retailers to secure deliveries at a later date.

Regarding the marked advance in the price of cheese, a wholesaler points out that such high prices are being asked for fodder cheese, that it was only natural that the price of September cheese should go up in the same proportion. A local wholesale merchant draws attention to the fact that before long mar-

lade will be scarce and higher in price. He goes on to state as follows:—"As is well known to the trade, practically all standard brands of marmalade are manufactured from imported Seville oranges, or are imported here from Britain after the marmalade has been manufactured there. It is stated that Great Britain is now very short of oranges, and has not more than half the usual supply. Owing to delays in deliveries and the fact that several best loads of oranges were sunk by submarines, and the great waste in overly matured fruit, it is anticipated that higher marmalade prices may be the rule within a short time."

Sugar Up 20 Cents Following Advance Raws

Winnipeg
SUGAR.—On Saturday last there was an advance of 20c per 100 lbs. at all points. Prior to the advance raws firmed up considerably, but few at the trade expected such a big advance in refined. It was thought the market would go up ten cents as a result of raws being firmer, but 26c came as a surprise. Buying was stimulated.

Demand For Cane Syrup; Corn Still Very Firm

Winnipeg
SYRUPS.—The corn market has been very firm, but the predicted advance in corn syrup and starch has not taken place yet. Representatives of sugar refineries report a bigger demand for cane syrup, and this they attribute to the higher prices being asked for corn syrup. Brokers state that there is every indication of a heavy demand for maple syrup, and manufacturers are reported as being unwilling to make guaranteed price on account of the fact that the market for old syrup is bare and new crop is not expected for three weeks or a month yet.

B. C. Cane Syrup—

2-lb. tins, 2 doz. to case, per case.....	4 10
5-lb. tins, 1 doz. to case, per case.....	4 70
10-lb. tins, ½ doz. to case, per case.....	4 40
20-lb. tins, 3 tins to case, per case.....	4 25

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

Molasses—

	Per gal.
Barbadoes, ¼ bbls., per gal.....	0 70 0 75
New Orleans, blackstrap, ¼ bbls., gal.....	0 43 0 46

Dried Fruits Higher New Differential Adopted

Winnipeg
DRIED FRUIT.—Dried Fruit Association of California have put into effect a new differential, which makes the prices of all dried fruits slightly higher. This was put into force because of the increased cost of boxes and other packing materials. The advance amounts to ¼c on 50's and about one ¼c on 25's and 10's. It will be seen that this is

rather slight, amounting only to 1¼ cents on a 10 lb. box and about 3½c on 25's. This applies to all California dried fruits, and the same differential is being followed by Oregon packers. The trade may expect prices this week on new crop Australian currants, and it is expected that prices will be 1½c lower than they were last year. Raisins are reported to be moving slowly, despite the fact that currants are so high and scarce.

Dried Fruits—

Apples, evap., new, 50-lb. boxes, lb.....	0 11½	0 12½
Apricots—		
Choice, 25's	0 22	
Choice, 10's	0 23	
Pears—		
Choice, 25's	0 13	
Peaches—		
Choice, 25-lb. boxes	0 11	
Choice, 10-lb. boxes	0 12	
Currants—		
Fresh cleaned, Australian, lb.....	0 19	0 21
Figs—		
Cooking figs	0 07	0 07½
Dates—		
Hallowees, new, bulk, lb.....	0 12	2 00
Parris, box, new, 12 lbs.	0 12	
Raisins, California—		
16 oz. fancy, seeded	0 11½	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09½	
12 oz. choice, seeded	0 08½	
Raisins, Muscatels—		
3 crown, loose, 25's	0 10	
3 crown, loose, 50's	0 10½	
Raisins, Cal. Valencias—		
3 crown, loose, 25's	0 09	
3 crown, loose, 50's	0 08½	
Figs, cooking, lb.	0 09	
Prunes—		
80 to 100, 25s	0 09	
40 to 50, 25's	0 11½	
Peels—		
Orange, lb.	0 22	
Lemon, lb.	0 21	
Citron, lb.	0 25	

Winnipeg Jobbers Pay High For Beans

Winnipeg
DRIED VEGETABLES.—A notable change has taken place in the situation locally. The majority of the jobbers have run out of white beans, and have had to buy again in the present high market. The result is that retail grocers will have to pay higher for their beans from now on. An occasional house has stock of beans at the old market price.

Beans—

Manchurian, hand-picked, bushel.....	6 50
Manchurian, 3-lb. pickers	5 70
California Lima Beans—	
80-lb. sacks	0 11½
Barley—	
Pot, per sack, 98 lbs.	4 75
Pearl, per sack, 98 lbs.	6 60 6 85
Peas—	
Split peas, stk., 98 lbs.	6 60 7 00
Whole peas, bushel	3 60 4 00

Winnipeg
TEA.—Indicating further advance in the tea market, a local concern has been compelled at last to raise price on their private brand. This firm states that during the 31 months of the war they have kept the price of their tea stationary. They now announce an advance of 5 cents to customers, and 4 cents to the trade, adding that the tea market is so firm that the price should be up a further 5 cents or more. They announce their intention of maintaining 45 cent and 55c prices as long as possible in the face of this market, but are of opinion that they will only be able to do this for a limited time.

Louisiana Strawberries In; Potatoes Still Weak

Winnipeg
FRUITS AND VEGETABLES.—Retailers may expect new strawberries this week from Louisiana. Florida strawberries are pretty well done. The new strawberries will be slightly cheaper, selling around \$6.00 per case of 24 pints. Florida tomatoes are up slightly, bringing \$1.75 per basket. There is some difference of opinion regarding potatoes: there is nothing to indicate that the market has recovered yet, and some state that it is very weak. One dealer states that he could not buy good potatoes for less than \$1.35, while another states that they can be bought for 1.10 and 1.25, good quality. It appears there are plenty of potatoes on the market, and there is no saying when exportation to U.S. is liable to begin, although reports here are to the effect that there are plenty of potatoes on the market to the south. Oranges appear to be about the biggest seller on this market just now; navels have recovered on account of the heavy demand, selling to-day at \$4.25 per case, whereas last week there was a drop to \$3.75. The market is getting very bare of Ontario apples.

Manitoba potatoes, bushel	1 10	1 25
Celery, Cal., doz.	1 75	
Cucumbers, box	5 50	
Carrots, bushel	1 00	
Turnips, bushel	0 60	
Cabbage, per cwt., old	8 00	
Cabbage, Cal., lb.	0 09	
Cauliflower, Cal., case	5 00	
Head lettuce, Cal., doz.	1 75	
Lettuce, leaf, box	0 65	
Imported mushrooms	0 80	
Sweet potatoes, hamper	4 50	
Tomatoes, Florida, basket	1 75	
Parsley, imported, doz.	0 75	
Fruits—		
Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200.....	5 00	
Lemons	5 00	
Grape fruit	5 00	6 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	
Rome Beauties, box	2 50	
Cranberries, bbls.	11 00	
Pears, Winter Nellis, box	4 50	
Strawberries, Louisiana, case 24 pts.....	6 00	
Bananas, lb.	0 05½	
Rhubarb, lb.	0 14	

Poultry Very Inactive; Salmon For Easter

Winnipeg
FISH AND POULTRY.—There is very little change in the situation this week, and it is still between seasons. Frozen fish is dwindling away, and very little fresh fish is coming in. It is expected there will be some fresh salmon soon. There is no marked scarcity of anything, even halibut being rather plentiful. As for poultry, there is practically nothing doing yet.

Oysters, Imperial gallon	3 00
Whitefish	0 12 0 13
Salmon, frozen	0 15
Halibut, fresh	0 16
Cod, Ling	0 10
Cod, black	0 12½
Kippers, boxes	2 00
Bloaters, boxes	1 75
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 00
Salt herrings, 20-lb. pails	1 50
Smelts	0 14 0 16
Haddock	0 09
Flounders	0 08
Brook trout	0 30
Smoked fillets	0 17
Sea herring	0 07½ 0 08

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., March 27.—Business in wholesale grocery and produce circles for the month just closing has been quiet. In volume it is below last month, though last month was short in days. There has been short buying by retailers and the weather conditions have been the adverse of encouraging for specialties. There has been a slight continuance on the part of householders to buy certain commodities such as sugar in bulk and retailers have to act accordingly and fancy packages are less in demand. The price of potatoes still rules high but it is a patent fact that less potatoes went into consumption this month in Vancouver than for any corresponding month for three years past. There has not been a corresponding increase in the consumption of rice such as is reported from other places. Beans have gone into consumption freely but the supply is small and the real handlers are reticent about giving quotations. Sugar has advanced 30c per hundred and flour 30c per barrel. Pure lard has advanced 3/4c and fresh made creamery butter has declined 4c. New laid eggs are quoted down to 36c.

VANCOUVER, B.C.—

Sugar, pure cane, granulated, 100 lbs.	8 30
Flour, first patents, Manitoba, per bbl., in car lots	10 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, per 100 lbs.	
Beans, Japanese, per bushel	
Potatoes, per ton	55 00 60 00
Lard, pure, in 40-lb. tierces, per lb.	0 22 1/2
Butter, fresh made creamery, lb.	0 45 0 50
Eggs, new laid, in cartons, per dozen	0 36
Cheese, new, large, per pound	0 27 1/2

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., March 27.—Sugar has advanced 20c per hundred and is holding firm at the higher price. Lard has also advanced a half cent., three-pound pails now being quoted at \$15 per case. Canned lobster is quoted at slightly higher prices and white canned domestic herrings show considerable advance. Small white beans are this week quoted at 10 1/2c to 11c per pound. Crisco has

advanced \$1 per case, while corn starches are in firm market with a disposition to look for higher prices. Shelled walnuts advanced 2c per pound during the week and peanuts are in firmer tone. Peanut butter of Eastern make has been advanced to 24c per pound in bulk. Cornflakes, castile soap and quick puddings show slight advances. New-laid eggs are now quoted at \$8.50 to \$9 per case.

CALGARY:

Beans, small white, Japan, lb.	0 10 1/2	0 11
Flour, No. 1 patents, 98s, per bbl.		9 90
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s		3 35
Rice, Siam, cwt.		4 78
Sago and Tapioca, lb.		0 09
Sugar, pure cane, granulated, cwt.		8 65
Cheese, No. 1 Ontario, large	0 26	0 27
Butter, creamery, lb.		0 44
Lard, pure, 3s, per case		15 00
Bacon, smoked backs, lb.		0 30
Bacon, smoked sides, lb.		0 29
Eggs, new-laid, case	8 50	9 00
Tomatoes, 2 1/2s, standard case	4 50	4 75
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case		2 50
Apples, gala, Ontario, case		2 50
Strawberries, 2s, Ontario, case		5 25
Raspberries, 2s, Ontario, case		5 50
Peaches, 2s, Ontario, case		4 25
Salmon, finest sockeye, tall, case		12 25
Salmon, pink, tall a case	5 00	5 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., March 27.—The spring trade is opening up well with the market showing considerable fluctuation. Sugar advanced 20c on March 24 and is now selling at \$8.49 per cent. Another advance is expected. Flour has advanced 30c and is now selling at \$10 per barrel. Lard, 3's, pure, is selling at \$4.60, an advance of 85c per case. Currants have gone up 1/2c per pound and white beans have advanced to \$6.50 per bushel, with lima beans selling at 14 1/2 cents. Coconut in the bulk has advanced and evaporated apples are up 1/2 cent. Eggs have dropped to 30c per doz. for strictly fresh. Shelled walnuts are selling from 1c to 3c per pound higher and canned meats show some advance.

REGINA—

Beans, small white Japan, bush	6 60
Flour, No. 1 patents, 98s, per lb.	10 00
Molasses, extra fancy, gal.	0 71
Rolled oats, balls	3 50
Rice, Siam, cwt.	0 09 1/2
Sago and tapioca, lb.	8 49
Sugar, pure cane, granulate, cwt.	0 28 1/2
Cheese, No. 1 Ontario, large	0 40
Butter, creamery, lb.	14 60
Lard, pure, 3s, per case	0 30
Bacon, smoked sides, lb.	0 28
Bacon, smoked backs, lb.	0 28
Eggs, new-laid	0 30
Tomatoes, 3s, standard case	4 50
Corn, 2s, standard case	2 25
Peas, 2s, standard case	2 80
Apples, gala, Ontario	2 10
Strawberries, 2s, Ontario, case	5 15
Raspberries, 2s, Ontario, case	5 40

Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	12 25
Salmon, pink, tall, case	6 85 7 00
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 23 0 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., March 27.—Flour has made an advance of 30c a bbl., Manitoba first patents selling at \$11.00 and Ontario flour at \$10.25. All grades of sugar have advanced 25c a hundred weight, while Paris lumps are selling at \$9 to \$9.10 which is an advance of from 25c to 50c a cwt. New laid eggs are selling at 35c a dozen. These are no case eggs on the market. Butter has dropped 5c to 7c a lb. and is now selling at 35c a lb. Pure lard is selling at 26 to 26 1/2 cents a lb. While lard compound sells at 18 1/2c to 18 3/4c. Potatoes are selling at \$5.50 a barrel which is an advance of 25c a barrel.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	11 00
Ontario	10 25
Cornmeal, gran., bbls.	7 50
Cornmeal, ordinary, bags	2 75
Flour, buckwheat, 100-lb. bag	5 50 5 75
Molasses, extra fancy, gal.	0 60 0 60
Rolled oats, bbl.	8 25
Beans, white, bush.	7 80
Beans, yellow-eyed	7 55
Rice, Siam, cwt.	5 00 5 25
Sago and Tapioca, lb.	0 11 0 12
Sugar—	
Standard granulated, cwt.	7 80 7 85
United Empire	7 70 7 75
Bright yellow	7 60 7 65
No. 1 yellow	7 40 7 45
Paris lumps	9 00 9 10
Cheese, N.B., twins	0 26 0 26 1/2
Eggs, new laid	0 35
Roll bacon	0 28
Breakfast bacon	0 28 0 31
Butter, dairy, per lb.	0 35
Lard, pure, lb.	0 26
Lard, compound 6	0 18 1/2 0 18 1/2
American corned pork	47 00 48 00
Beef, corned, 1s	2 80 3 50
Tomatoes, 3s, standard case	4 70
Corn, 2s, standard case	3 50
Peas, 2s, standard case	2 80
Apples, gala, N.B., doz.	3 10 3 25
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	4 00
Salmon, red spring, talls, case	10 80
Salmon, pink, talls, case	6 25 6 50
Salmon, Cohoes, case	9 00 9 25
Salmon, Chums	5 00 5 25
Sardines, domestic, case	4 60
Cream tartar	0 42 0 45
Currants, lb.	0 27
Raisins, choice, lb.	0 12
Raisins, fancy, lb.	0 12 1/2
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 11 0 11 1/4
Candied peel, citron	0 25 0 28
Candied peel, orange and lemon	0 21 0 22
Evaporated apples, lb.	0 12 0 12 1/2
Evaporated apricots, lb.	0 21
Pork and beans, case	4 50 4 80
Fresh Fruits and Vegetables—	
Apples, bbl.	2 00 5 50
Lemons, Messina, box	4 50 5 00
Lemons, Cal., box	4 00 4 75
Oranges, Cal., box	6 00 7 00
Grapes, Malaga, keg	4 50 5 00
Grapefruit, per case	4 50 5 00
Potatoes, bbl.	5 00
Onions, per 100-lb. bag	10 00 11 00

FLOUR AND CEREALS

Flour Advanced By Thirty Cents: Firm

Montreal

FLOUR AND FEED.—As indicated in last week's report, wheat and flour have taken a firming move, and a thirty cent advance went into effect last week making First Patents again pass the ten dollar mark per barrel. This bears out predictions vaguely made off and on during the winter, and though the prophets are modest and not blatant upon to-day's markets the undercurrent of opinion keeps murmuring of higher prices for flour before new crop wheat is harvested. Railway difficulties have however returned in their strength during the present week, and their influence is perhaps helping the firmness forward. But wheat supplies dwindle, and the indications in the United States are that their winter wheat crop is disappointing. This would throw more demand upon Canadian resources in wheat, and might help to firm the market here. Then the news of locust visitations in the Argentine, and the reports of crop damage there have a further firming effect upon this country's wheat market outlook, so that the suggestion that firmness and a long continued period of high prices for flour are likely is not without foundation in market symptoms. At present the flour market responds rapidly to the tendencies of wheat, and any advances in wheat would mean further advances in flour. Feeds continue as quoted last week, in very good demand, but the railway delivery problems are retarding shipment and also milling activity. There is a strong demand for Edwardsburg gluten feed along with the other mill feeds. This is a by-product of the starch and corn-syrup manufacturing industry. Winter wheat is in firmer toned market at the prices quoted last week.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 10	10 30
Second patents	9 60	9 80
Strong bakers	9 40	9 70
Winter Wheat Flour—		
Fancy patents	9 00	9 25
90 per cent., in wood	8 50	8 75
90 per cent., in bags	4 00	4 10
Bran, per ton	36 00	38 00
Shorts	39 00	40 00
Special middlings 4	43 00	44 00
Feed flour	52 00	53 00
Feed oats, per bushel		0 77

Cereals Show the Firmness of Wheat

Montreal

CEREALS.—Following the firming tendency in wheat the cereals are again firmer. Graham flour, whole wheat

flour, and wheatlets are up in price in unison with the flour market. Cornmeal, however, quotes a little easier though the market is subject to delivery difficulties. Rolled oats are getting firmer, the market for oats being considerably firmer at present, and with every tendency towards greater firmness. Demand for the cereals is strong, and business reported better than in previous weeks.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.		5 00
Corn flour, 98 lbs.		3 80
Cornmeal, yellow, 98 lbs.	3 40	3 60
Graham flour, 98 lbs.		4 80
Hominy, granulated, 98 lbs.		4 75
Hominy, pearl, 98 lbs.	3 75	4 00
Oatmeal, standard, 98 lbs.		4 10
Oatmeal, granulated, 98 lbs.		4 10
Peas, Canadian, boiling, bush.		3 75
Roller oats, 90-lb. bags	3 50	3 60
Whole wheat flour, 98 lbs.		4 80
Rye flour, 98 lbs.		4 50
Wheatlets, 98 lbs.		5 05

Flour Returns To \$10 Per Barrel

After Remaining at Point of Recent Decline for a Week, Firmness in Wheat Caused Upward Movement

Toronto

FLOUR.—Flour is again selling on a basis of \$10 per barrel for Manitoba first patents after having been down to \$9.70 for a little over a week. With the strong wheat market and the consistently high prices that are being paid for cash wheat at Winnipeg, there was every encouragement to return to the recent high level. Wheat is now selling at approximately 10c over the point at which the recent decline took place. On Tuesday of last week the market for the cash article at Winnipeg closed at \$1.87½, and there has been a generally upward tendency during the week, until on Tuesday of the present week wheat at Winnipeg closed at \$1.917½. The bullish elements in the wheat market during the week have been reports from the West and South-western United States that winter wheat in those districts has wintered badly, and that the aggregate acreage which has been plowed under amounts to 4,885,000. Throughout the week there were continued reports of the poor condition of the wheat crop in Nebraska and Kansas. Furthermore, the reports of a poor crop in the Argentine have been confirmed to the extent that the Government of that country has placed an embargo on the shipment of all grain and flour in order to conserve their stocks for their own use. Locally the demand has been normal for domestic uses. Many of the mills continue to be fully occupied with export business for the British Government, but ocean tonnage for home consumption abroad

still continues lacking. Shipments of feed and flour from the West are improving in that the Canadian Pacific is moving shipments readily, especially to points where their own lines reach. With wheat holding at the present level, a strong position for flour still maintains. Ontario winter wheat flour advanced 20c per barrel during the week, with high patents now selling at \$8.80 and second patents at \$8.40 per barrel. Demand for the latter is somewhat light at present, but for export the trade is good.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 00	10 30
Second patents	9 50	9 70
Strong bakers	9 30	9 50
Ontario Winter Wheat Flour—		
High patents	8 80	9 00
Second patents	8 40	8 60

Further Orders For Oat Products

Toronto

CEREALS.—Additional orders for rolled oats and oatmeal have been placed among Canadian mills during the week on account of the British Government, which is helping to keep the cereal mills busy. There has been a steady demand for these products from the Government. For the most part there has been a steadiness in the prices for cereals during the week, with a continuation of price-cutting reported in certain quarters. There has been a brisk demand for all cereal products.

	Car lots	Small lots
Barley, pearl, 98 lbs.	6 30	7 50
Barley, pot, 98 lbs.	4 50	5 50
Buckwheat flour, 98 lbs.	4 75	5 25
Corn flour, 98 lbs.	3 75	4 00
Cornmeal, yellow, 98 lbs.	3 25	3 50
Graham flour, 98 lbs.	4 75	4 85
Hominy grits, 98 lbs.	3 55	3 75
Hominy, pearl, 98 lbs.	3 75	4 00
Oatmeal, standard, 98 lbs.	4 15	4 30
Roller oats, 90-lb. bags	3 52½	3 65
Roller wheat, 100-lb. bbls.	5 00	5 50
Rye flour, 98 lbs.	4 75	5 50
Whole wheat flour, 98 lbs.	4 75	4 85
Wheatlets, 98 lbs.	4 80	5 75

Oats Again Move To Higher Levels

Toronto

MILL FEEDS.—Under the stress of a brisk demand for oats to be used in cereals and in sympathy with the advancing wheat market, Manitoba oats and Ontario oats were quoted higher during the week. Ontarios were quoted at 67c to 69c, an increase of 2c, while Manitobas were quoted at 75c, an increase of 1c. There was a continued brisk demand for mill feeds of all kinds, and prices for these commodities remained unchanged.

	Mixed cars	Small lots
Mill Feeds—		
Bran	38 00	38 00
Shorts	39 00	41 00

(Continued on page 44.)

PRODUCE AND PROVISIONS

Hogs Higher And Products Firmer

Montreal—

PROVISIONS.—There is a very firm tone now in all hog products, and prices are likely to advance to greater firmness. This week the prices quoted for provisions in this column are available, but there is talk of shading upwards by from ½c to 1c a pound in all lines of hog products. Live hogs sold at \$16.75 per 100 pounds this week, an advance of from 25c to 50c over last week's prices, and the dressed hog market was at \$23 per 100 pounds, an advance of about the same amount over last week's quotations. It is unlikely that any easier feeling can be found on the market now before June, as the supplies offering are dwindling lower and lower, and the new season's summer run of hogs will not begin till June. Whether the summer supplies are to be in larger quantity and better quality than the supplies now offering is a matter of conjecture so far. Very poor hogs have been bringing very fair prices for a good while back, and the hog-raiser has been securing reasonable returns.

Hams—			
Medium, per lb.	0 27	0 27½	
Large, per lb.	0 25	0 25½	
Bacon—			
Plain	0 27	0 28	
Boneless, per lb.	0 31	0 32	
Bacon—			
Breakfast, per lb.	0 30	0 31	
Roll per lb.	0 23	0 24	
Dry Salt Meats—			
Long clear bacon, ton lots	0 20	0 21	
Long clear bacon, small lots	0 20½	0 21½	
Pat back, lb.	0 19	0 20	
Cooked Meats—			
Hams, boiled, per lb.	0 38	0 39	
Hams, roast, per lb.	0 37	0 38	
Shoulders, boiled, per lb.	0 31½	0 32½	
Shoulders, roast, per lb.	0 32	0 33½	
Lard, Pure—			
Tires, 400 lbs., per lb.	0 23½	0 24	
Tots, 60 lbs.	0 24	0 24½	
Pats	0 24½	0 24½	
Briets, 1 lb., per lb.	0 25½	0 26	
Lard, Compound—			
Tires, 400 lbs., per lb.	0 18½	0 18½	
Tots, 60 lbs.	0 18½	0 19	
Pats, 20 lbs., per lb.	0 19½	0 19½	
Briets, 1 lb., per lb.	0 19½	0 20	

Cold Storage Poultry Principally Offered

Montreal—

POULTRY.—Supplies of poultry arriving from the country are still almost insignificant in quantity, and the market is dependent principally on storage birds at the prices quoted last week. Prospects are for freer supplies as the spring advances, and following Easter there should be steady demand for poultry of all kinds that are marketable. Efforts will no doubt be made to have a rather better offering of poultry for Eastertide marketing, but the season is young yet

for supplies in any considerable quantity.

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

Egg Arrivals Only Supply Daily Needs

Montreal—

EGGS.—The market for eggs is gradually coming back to its springtime standards of supply. Rather more Ontario eggs are coming along, but Quebec farms are non-productive in the egg department of poultry farming. This is a condition which local produce men feel might well be improved upon, and the market could certainly stand many more eggs from Quebec Province. While some firms are not importing many more eggs from Chicago (where the local demand is now outstripping production), others are still getting in the United States product. Prices show a steady tendency at time of writing owing to the fact that each day's arrivals are practically all absorbed by market needs in the day's business. Arrivals show rather a falling off for the week ending March 24 as compared with the corresponding period last year. The figures are: Week ending March 24, 1917, 6,581 cases; corresponding week, 1916, 8,331 cases. The price quoted for eggs to retail trade is 38c, and only very slightly less to wholesalers from sources of supply.

Butter Outlook Is For Richer Supplies

Montreal

BUTTER.—Butter market conditions are not very active or unusual just at present. Supplies in storage are being conserved as far as possible, as new-made butter is not coming in very freely as yet. Conditions for fresh-made are, however, rapidly improving with the advance of spring. Prices for butter to the retailer maintain as quoted last week, with a steadiness present, but anticipations inclining now towards probable easier prices in the future as supplies grow more plentiful. Arrivals in Montreal for the week ending March 24 were 2,317 packages, as compared with 1,051 packages for the corresponding period of the previous year.

Butter—		
Creamery, prints (storage)	0 44½	0 44½
Creamery, prints (fresh made)	0 42½	0 42½
Creamery, solids (fresh made)	0 43	0 43

Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lbs., in tube	0 37	0 38
Bakers	0 33	0 34

Cheese Market Quiet; Good Supply Coming

Montreal

CHEESE.—Quietness of market is the characteristic of the present time in cheese market circles, but there is great firmness of tone, both for the present and for the future in generally expressed opinion. The outlook is for fine quality cheese when the new making begins to come forward. Reports are good as regards the condition of the cattle, and farmers are anticipating high prices for the April make of cheese. Local business is meantime light, and the stronger interest inclines towards the export outlook, which seems to promise high prices still. There is on the local market a striking shortage of triplets, and twins are scarce too. Prices remain as quoted last week for these grades and the various other grades of cheese. Lenten demand for cheese has not been at all abnormal. Arrivals for the week ending March 24 were 1,278 boxes. For the same period of 1916, 1,538 boxes arrived.

Cheese—		
Large, per lb.	0 27½	0 28
New twins, per lb.	0 23	0 23½
Triplets, per lb.	0 28½	0 28½
Stilton, per lb.	0 30½	0 30½
Fancy old cheese, per lb.	0 30½	0 30½

Honey Supplies Steadily Dwindle

Montreal

HONEY.—Still in dwindling supply, honey is maintaining its firm market with good demand, and some supplies reported of Ontario white clover honey in the comb. Comb honey is being retailed readily at present, and the demand for strained honey is quite normal. Prices remain as quoted last week, but advances are not unexpected.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 13	0 13½
Buckwheat, 60-lb. tins, per lb.	0 13	0 13
Clover, 5-10 lb. tins, per lb.	0 15	0 15½
Clover, 60-lb. tins	0 14½	0 14½
Comb, per section	0 18	0 18

Cooked Hams And Barrel Pork Up

Toronto

PROVISIONS.—With a good demand for cooked meats of all kinds there was a tendency toward higher prices during the week. Roll bacon was quoted ½c to 1c higher. Wiltshire bacon 1c up, and long clear bacon was quoted firm at 21½c. Roast hams are quoted up 1c to

2c per pound. In mess pork there has been an advance of \$2 per barrel, \$1 per barrel advance in short cut backs in barrels and \$1 advance for pickled rolls. Live hogs were also in firm market during the week, with higher prices being quoted by 75c per hundred. The run of live hogs was light last week, but gives promise of being somewhat heavier during the present week. Some packers are quoting dressed hogs as high as \$22.50 per hundred with heads on and \$24 per hundred with heads off. Pure lard held in a firm market during the week, and prices held steady on compound.

Hams—			
Medium, per lb.	0 28		
Large, per lb.	0 25 1/2		
Backs—			
Plain	0 32		
Boneless, per lb.	0 35		
Bacon—			
Breakfast, per lb.	0 28	0 33	
Roll, per lb.	0 25	0 26	
Wiltshire bacon, per lb.	0 28		
Dry Salt Meats—			
Long clear bacon	0 21	0 21 1/2	
Fat backs, lb.	0 22	0 23	
Cooked Meats—			
Hams, boiled, per lb.	0 38 1/2	0 39 1/2	
Hams, roast, per lb.	0 40	0 42	
Shoulders, boiled, per lb.	0 32	0 34	
Shoulders, roast, per lb.	0 33	0 35	
Barrel Pork—			
Mess pork, bbl., 200 lbs.	42 00		
Short cut backs, bbl., 200 lbs.	44 00		
Pickled rolls, bbl., 200 lbs.	43 00		
Lard—			
Pure tierces, 400 lbs., per lb.	0 24	0 24 1/2	
Compound tierces, 400 lbs., per lb.	0 18	0 18 1/2	
In 60-lb. tubs, 1/4c higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.			
Hogs—			
Dressed, abattoir killed	22 00	22 50	
Live, off cars	16 00	16 15	
Live, fed and watered	15 75	16 00	
Live, f.o.b.	15 25	15 40	

Demand For Dairy Butter Is Active

Toronto
BUTTER.—There was a disposition for creamery butter to be in a slow market during the week. Commission men showed a disposition to want to cash in on their holdings, and the market did not seem in a mood to buy readily. Trade in consequence has been somewhat quiet. Dairy butter, however, has been in good demand, probably due to the difference in price between it and creamery. With a continuation of growing weather the cows will soon be able to get to the grass, when a heavier production, both from creameries and the dairies, can be expected. Prices held steady and unchanged during the week.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lb.	0 39	0 40
Bakers	0 33	0 34

Big Production of Eggs Now Under Way

Toronto
EGGS.—Production of eggs in Ontario is now at such a point that local eggs are taking care of the needs of the trade. Commission men are mildly surprised to see the way the eggs are pouring in from the producing sections. They state if the present movement keeps up they will soon be able to start the storage of eggs. Although production has now commenced strong, the season is

about four weeks behind normal years. There are practically no eggs coming from the Chicago district at present, the production locally making this district self-sufficient. In consequence of the good supply, the price during the week dropped 3c per dozen, and are headed to still lower levels.

Eggs—			
New laid, cartons	0 37	0 38	
New laid, ex-cartons	0 35	0 37	

Supplies of Cheese Are Getting Light

Toronto
CHEESE.—There is very little cheese obtainable in the market at present, and prices are accordingly very firm. Between a good export demand and a good local demand, prices are being maintained on a very firm basis. There is some new cheese reaching the market, but this is eagerly taken by shippers for export as soon as sufficient is available and tonnage can be secured. Prices have been moved 1/2c to 1c higher during the week.

Cheese—			
New, large	0 26 1/2	0 28	
Old, large	0 27 1/2	0 29	
Stilton	0 28 1/2	0 30	

First Shipment of Spring Chickens Due

Toronto
POULTRY.—Poultry men are anticipating the arrival of some of the first spring chickens next week. They are expected to be high in price, and will probably sell around 45c per pound. As spring proceeds, the supply is expected to become more plentiful, and prices accordingly become lower. There is still a quantity of frozen poultry around, and a better demand is developing for this in the face of the high price of meats. Conditions in the poultry business are very quiet at present. There is very little fresh-dressed poultry arriving.

Roosters, live, per lb.	0 20	0 22
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb.	0 23	0 24

Prices are those paid at Toronto by commission men.

New Crop Maple Syrup Arrived During Week

Toronto
HONEY, MAPLE SYRUP.—Some of the first of the new crop maple syrup reached the market during the week, and for the Imperial gallons is selling at \$1.25 to \$1.35, while the eight-pound tins are quoted at \$1.10 to \$1.15. The season for maple syrup is expected to be a short one this year owing to the rapidity with which the growing season seems to be advancing. Some of the early trees have already pushed out their buds, which is strong evidence that the sap is on the move. With the comparatively warm nights there is no impediment to the free movement of the sap. Honey continues to move in fairly normal demand for this time of the year.

Honey—			
Clover, 5 and 10-lb. tins	0 13 1/2	0 14 1/2	

60-lb. tins	0 12 1/2	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 10	1 15
Gallons, Imperial	1 25	1 35

Cheese Much Higher; Hog Market Erratic

Winnipeg
PRODUCE AND PROVISIONS.—The live hog situation during the past week has been erratic. For a day or two hogs sold as low as \$13.50, but prices quickly firmed, and towards the end of the week were firm at \$14.75 to \$14.85. There is very little cheese being held, although the demand is low, nevertheless prices are having a tendency to advance rapidly, and will hold firm until the new make. Local prices took a jump last week, and are now 29 to 30 cents.

Hams—			
Light, lb.	0 26	0 28	
Medium, per lb.	0 26		
Large, per lb.	0 24		
Bacon—			
Breakfast, per lb.	0 26	0 28	
Breakfast, select, lb.	0 28	0 31	
Backs, regular	0 26		
Backs, select, per lb.	0 28		
Dry Salt Meats—			
Long clear bacon, light	0 20 1/2		
Barrelled Pork—			
Mess pork, bbl.	38 00		
Lard, Pure—			
Tierces	0 23		
20s	4 70		
Cases, 50	14 40		
Cases, 3s	14 55		
Lard, Compound—			
Tierces	0 15 1/2		
Tubs, 50s, net	8 50		
Pails, 20s, net	3 48		
Butter—			
Fresh made creamery, No. 1, cartons	0 43		
No. 1 storage	0 42		
No. 2 storage	0 40		
Fresh Eggs—			
New laid	0 38	0 38	
Cheese—			
Ontario, large	0 29	0 30	

FLOUR AND CEREALS

(Continued from page 42.)

Special middlings	43 00	45 00
Feed flour	52 00	54 00
Ontario oats, No. 2 (nominal)	0 67	0 69
Manitoba oats, No. 2 (nominal)	0 75	

Little Feed Offered; Government Buys Oats

Winnipeg
FLOUR AND CEREALS.—Quotations on flour have undergone no change, first patents selling at \$9.70. Quietness in the market is due to the fact that the wheat market is very narrow which condition is largely due to transportation difficulties. The rolled oats market is in about the same condition, i.e., firm at \$3.00, with considerable business offering, although millers are having difficulty filling their contracts being unable to get equipment to Eastern Canada and to the seaboard. Much of the rolled oats and oatmeal going through is for Imperial and Canadian Governments. All mills are reported greatly oversold.

Flour—			
Best patents	9 70		
Bakers	9 30		
Cleats	8 80		
XXXX	6 60		
Cereals—			
Rolled oats, 90 lbs.	3 00		
Rolled oats, pkgs., family size	4 10		
Corrmeal, 90's	3 00		
Oatmeal, 90's	3 75		
Feeds—			
Rran, per ton	30 00		
Shorts, ton	32 00		
Middlings, ton	32 00		
Mixed chop, ton	32 00		

Say—
“Armour’s”

to your customers, and you need say no more. The transaction is completely safe—quality and value are given—and there can be no complaints. Make Armour’s Veribest your leader in

**HAMS
 LARD
 BACON
 SAUSAGE**



Armour's
Veribest
 TRADE MARK

Canned Meats, Fish, Eggs, Grape Juice and other Oval Label Products, are positive trade-winners. This Armour Line is “Made in Canada”—at Hamilton.

A big collection of Armour Store Signs and advertising material is at your service. Ask the Armour salesman, or write us direct.



ARMOUR AND COMPANY
 HAMILTON, ONTARIO, CANADA

1430

Bigger profits for you and better service for your customers

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

means to you



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

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

Retails at 20c.

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

Your customers' good taste

will be perfectly satisfied with the delicious goodness embodied in

**Moirs
 XXX
 Chocolates**

the wholesome confection which is sold in bulk or fancy packages.

The profits to be derived from selling Moirs Chocolates make it worth your while to get them before your customers immediately. Do this and learn what real business building potentialities this quality line offers you.

Moirs Limited
 HALIFAX, - CANADA

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

It's
an
Orlando
!



Did he purchase it in your store?

If he did you can confidently count upon him coming in again for a further supply of Orlandos—the popular three-for-a-quarter line that always satisfies.

Keep a box or two well displayed in your tobacco show case. The dollars of extra profit awaiting you in this line will make you more than ever convinced that a well stocked tobacco department is something decidedly worth while.

Start right in to-day and prove Orlando selling value for yourself.

W. R. Webster & Co.
LIMITED
SHERBROOKE, QUE.

THE SARDINES THAT ARE DIFFERENT



Norwegian Sardines (IN PURE OLIVE OIL)

Put up in attractive looking container, with patented opener attached, these delicious, wholesome products of Norwegian Waters make fast friends of particular people everywhere.

...

Results that a trial supply will produce will make you a regular dealer in these quality sea foods.

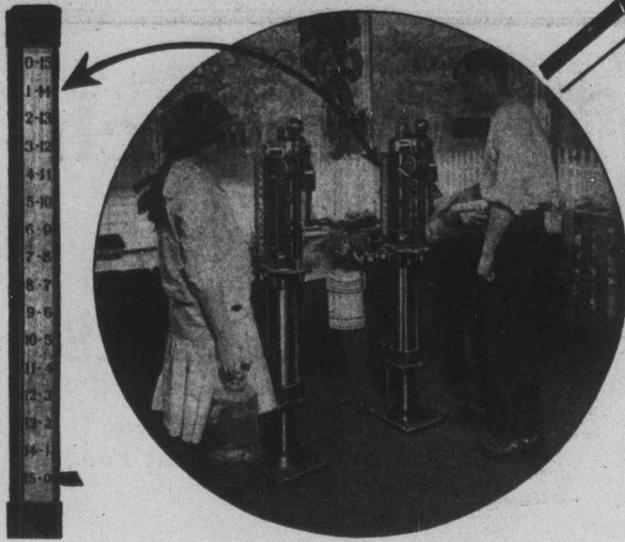
...

Special Brands in different grades to suit individual buyers.

May we send you particulars and prices?

Stewart Menzies & Co.
70 LOMBARD ST. TORONTO

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



Cultivating High Class Trade

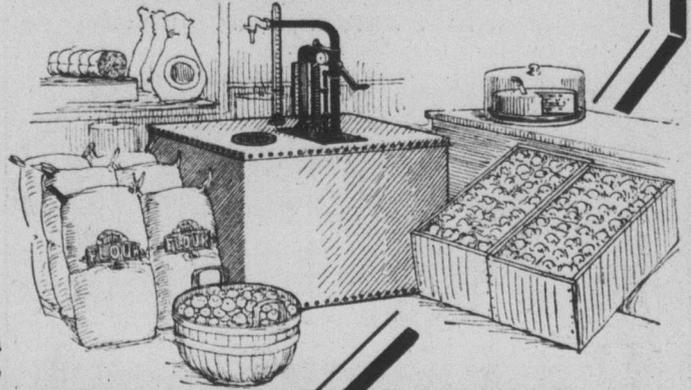
People soon get the "Habit" of going to the "Better Service" store; they admire your efforts to give them service and show it by sticking with you and sending their friends.

The installation of the

BOWSER

ESTABLISHED 1885

SELF-MEASURING OIL OR GASOLINE STORAGE SYSTEM



No danger of contamination — gives you more floor space.

No Guess Work Here—He knows exactly how much to charge.

is a long step toward encouraging a happy, well-satisfied trade to your store, because it prevents the contamination of food with that "oily" taste—prevents the odor of oil permeating your store and keeps it inviting and appetizing. Does away with the oil-soaked floors and the consequent "Fire Hazard," and above all, it eliminates entirely the danger common to the old tin tank method of storing oil or gasoline.

Write us to-day—right away—asking for illustrated bulletins showing how Bowser can help you increase your business.

S. F. BOWSER & CO., Inc., Fort Wayne, Indiana
Sales Offices in all Centres Representatives Everywhere



These Bird Products will bring new customers

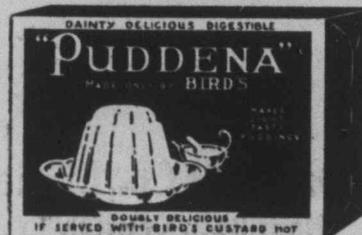
Bird's Custard Powder is sold in an attractive lithographed tin, which makes a very handsome package. Now sold in 5c tins, as well as the 15c size.

Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.



Bird's Egg Powder is the original egg substitute. There are many worthless imitations. Give your customers the best. This package sells for 20c.

Bird's Puddena, like Bird's Spongie, is comparatively new in the Canadian market. Before long you will consider it a staple, for it finds instant favor.



Bird's Lemonade differs greatly from the many so-called "Lemonades" on the market. The powder is the extract of pure lemons and is packed in glass jars, beneath the lithographed carton. Nothing to deteriorate or become rancid, no tin to corrode through coming in contact with acids. A pure, wholesome merchandise you will be glad to sell.

MADE BY
ALFRED BIRD & SON
Birmingham, Eng.



Sales Agents for Canada:
Harold F. Ritchie & Co.
10 McCaul Street
TORONTO

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



Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.



Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this RICHARDS line make it a favorite with everybody.



Write your Wholesaler or

The Richards Pure Soap Co.
LIMITED
WOODSTOCK, ONTARIO



Dutch Tea Rusks

The New Breakfast Food

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

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

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada

Wentworth Jam and Profits

Wentworth Brand Fruit Butter is preferable in many ways to dairy butter for a "spread" for the children, and even for the "grown-ups" at breakfast and supper.

BETTER THAN BUTTER

Suggest Wentworth Fruit Butter to your customers who are anxious to reduce the high cost of living. Wentworth Jams are extremely pleasing to the taste and healthful for old and young.

Your profit is assured.

Net Price List FRUIT BUTTER.

Flavors:—

- Peach and Apple
- Plum and Apple
- Pear and Apple
- Pineapple and Apple
- Tumblers\$1.15 per doz.
- 12-oz. Glass Jars . 1.40 per doz.
- 16-oz. Glass Jars . 2.00 per doz.
- No. 2 Gold Tins .. 3.00 per doz.
- No. 4 Gold Tins50 each

At Wholesalers, or write us direct

PURE ORANGE MARMALADE.

- Tumblers\$1.50 per doz.
- 12-oz. Glass 1.80 per doz.
- 16-oz. Glass 2.30 per doz.
- 2-lb. Tins 3.70 per doz.
- 4-lb. Tins50 each

WENTWORTH DESSERT JAMS AND JELLIES.

High-grade, made from pure fruit and apple jelly.

- Tumblers\$1.15 per doz.
- 12-oz. Glass 1.40 per doz.
- 16-oz. Glass 2.00 per doz.
- No. 2 Gold Tins 3.00 per doz.
- No. 4 Gold Tins50 per tin
- 30-lb. Pails11½ per lb.

The Wentworth Orchard Co., Limited
Sales Office: Hamilton, Canada

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

ESTABLISHED 1879

INCORPORATED 1904

No Relief in Sight

PRICES ARE BOUND TO BE HIGHER. IN MANY INSTANCES SELLING BELOW ACTUAL MARKET PRICES

Our large and modern warehouses are yet storing large quantities of foodstuffs bought at the right time. Might we suggest that you inquire our prices on:

CANNED FRUITS AND VEGETABLES
CALIFORNIA DRIED FRUITS
CURRANTS, bulk and packages
SALMON
SARDINES
KIPPERED HERRINGS
RICE
BARLEY
CORNMEAL
ROLLED OATS
COMPOUND AND PURE LARD
VINEGAR (from Canada's largest manufacturers)
JAPAN TEAS (Samples mailed on request)

We have the facilities for service giving

Telephone or wire your requirements at our expense

S. J. MAJOR LIMITED

Wholesale Grocers

OTTAWA

ONTARIO

SPECIAL ATTENTION GIVEN TO MAIL ORDERS

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

Grape Juice selling is worth while if you feature **BARNES**

Just try it out. The fact that you've been disappointed in other lines is all the more reason why you should give Barnes a trial and prove to your own satisfaction what a real good seller it is.

Pure unfermented juice of Concord Grapes — sparkling, palate pleasing, delicious — that's Barnes', and that's the reason for Barnes' popularity. Connect with this popular household beverage right now and give your profits a boost.



The **Ontario Grape Growing and Wine Mfg. Co.**
ST. CATHARINES, ONT. |

Quick selling and better profits follow displays of **Royal Salad Dressing**

The little selling effort required to effect a first sale of this tip-top Canadian-made sauce will be profusely rewarded by the ever-increasing repeat sales which will inevitably result.

Royal Salad Dressing is a real quality line, pure, sweet and delicious—the sort to please your particular customers. A couple of dozen bottles will enable you to form an idea as to what selling it signifies.

Send your order to-day. We know you'll sell it right along if you give it a trial.

HORTON-CATO MFG. CO.
Windsor, Ont.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

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

ROYAL BAKING POWDER

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

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

DOMINION CANNERS, LTD. JAMS.

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

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

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

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

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP
Manufactured from pure cane sugar.

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

BAKED BEANS WITH PORK

Brands—Canada First, Simcoe, Quaker.

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

1's Baked Beans, Plain, 4 doz. to case	0 90
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 86
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 86
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$1.85 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, plain, tall, \$2.40 doz.; 3's, Tomato Sauce, \$3 doz.; 2's, Chili Sauce, \$3 doz. The above 2 doz. to case. 10's, ½ doz. per case, for hotel and restaurant use (gals.), \$9 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 50
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 palls in crate, per pall	0 50
5's Tin, 8 palls in crate, per pall	0 72
7's Tin or Wood, 6 palls in crate	0 94
14's Tin or Wood, 4 palls in crate, per lb.	0 14½
30's Tin or Wood, one pall only, per lb.	0 14½

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25 pkgs.	4 50
Wheat Kernels, 2 doz. to case	2 70

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	\$4 50
Perfection, ¼-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ¼s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

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



THE reason why the average merchant sells so much "Surprise" is not because it pays him a larger profit than other 5c. Soaps; not because he cannot buy as many other kinds as he feels like buying and still get "Surprise" at the lowest price. No! No! Not at all.

The reason he sells more, much more, "Surprise" than of all other Soaps is that it is "easy to sell." It needs no boosting; no argument. He passes it out feeling absolutely certain that the person who buys it will not come back at him with a kick.

These are the real reasons why "Surprise" enjoys such continuous popularity. They are good reasons, too, don't you think?

THE ST. CROIX SOAP MFN'G CO.

ST. STEPHEN, N.B.

Branches:—Montreal,

Toronto,

Winnipeg,

Vancouver,

West Indies

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

HAMS

For Easter trade you will require a good stock of good Hams. There are no better than the "Star" Brand.

Order now, with instructions to ship for Easter trade.

All meats cured under Government Inspection.

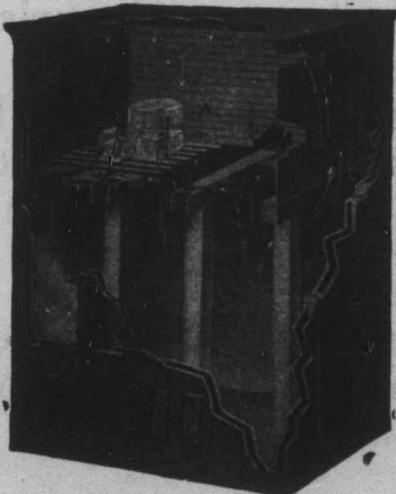
F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

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

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON CANADA

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box....	1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. bxs., Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

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

BORDEN MILK CO., LTD. CONDENSED MILK
Terms net 30 days.

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

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 40
Jersey Brand, Hotel, each 24 cans	5 40
Pearless Brand, Hotel, each 24 cans	5 40
St. Charles Brand, Tall, each 48 cans	5 50
Jersey Brand, Tall, each 48 cans	5 50
Pearless Brand, Tall, each 48 cans	5 50
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	4 90
Pearless Brand, Family, each 48 cans	4 90
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Pearless Brand, small, each 48 cans	2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, each 24 cans	5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE.

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

MOJA

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

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs.	0 27
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FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 00
8 oz. bottles, per doz., weight 14 lbs.	6 00
16 oz. bottles, 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

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c....	\$1 20
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 \$1.00..	12 20
Pint (1 doz. case), weight 29 lbs., retail each \$3....	24 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50..	45 00
Half gallons, each, retail each, \$10	7 00
Gallons, each, retail each \$18	14 00

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ¼s, \$2; 1s, \$3.10; 2s, \$7.00; 6s, \$25.14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.10; 2s, \$7.00; 6s, \$22.	
Bolled Beef, 1s, \$3.10; 2s, \$7.00.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$3; 1s, \$3.35; 2s, \$6.25.	

A Warm Nourishing Meal

Shredded Wheat Biscuit with hot milk and a little cream makes a warm, nourishing, satisfying meal. It not only pleases the palate, but supplies the body with strength and energy for the day's work.

Shredded Wheat

Tell your customers about the real food value of this delicious cereal, and suggest its use with milk and a little fruit, instead of the egg or meat breakfast that costs many times as much but gives no more nourishment.



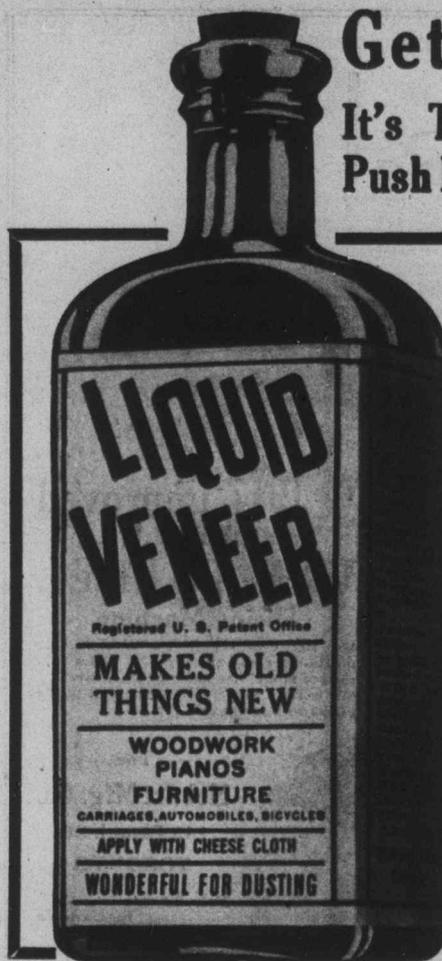
The Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario
Toronto Office:
49 Wellington Street East

Get Ready!

It's Time NOW to Push Liquid Veneer



62%
Profit
ON
Your
Investment

Send for FREE Advertising Matter and give it a good display.

Buffalo Specialty Company
Buffalo, N.Y., U.S.A.
Bridgeburg, Ont. Canada

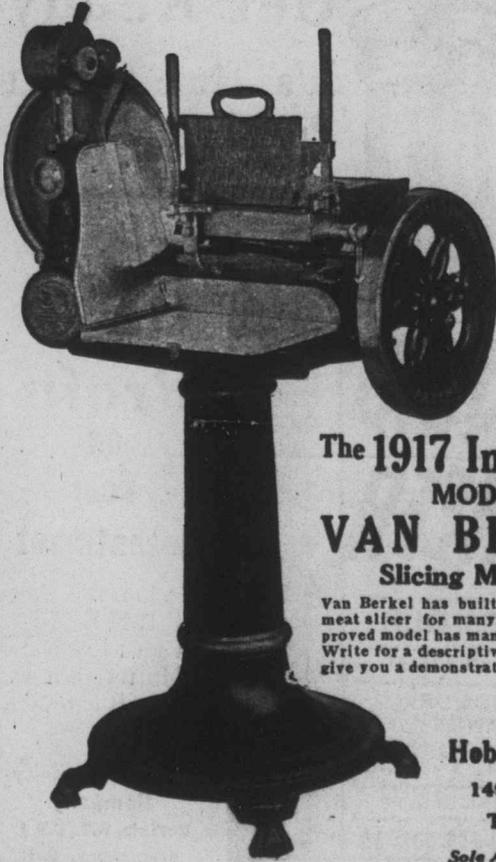


A glance

at this view, showing the main entrance of the fine new building for McCormick's Biscuits and one realizes the aptness of the description, "A snow-white home for a pure food." Forty thousand feet of glass flood the interior with sunshine and pure air. The tiled walls are white enamelled. The employees are spick-and-span in spotless white uniforms; everything is done to secure hygienic cleanliness. The building contains an employees' dining-room and cafeteria seating 1,500; a library, visitors' reception room, employees' rest room and a gymnasium. An output covering some 1,200 varieties gives an idea of the magnitude of the business done.

The McCormick Manufacturing Co., Limited

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



**The 1917 Improved
MODEL
VAN BERKEL
Slicing Machine**

Van Berkel has built the World's best meat slicer for many years. This improved model has many new features. Write for a descriptive catalog or let us give you a demonstration.

**The
Hobart Mfg. Co.
149 Church St.
TORONTO**

*Sole Agents
for Canada*

**Imperial Rice Milling
Co., Ltd.
VANCOUVER, B.C.**



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

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

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
- Boneless Pigs' Feet, 1/4s, \$1.75; 1s, \$2.75; 2s, \$5.50.
- Lambs' Tongues, 1/4s.
- Sliced Smoked Beef, tins, 1/4s, \$1.85; 1s, \$2.80; 4s, \$15.50.
- Sliced Smoked Beef, glass, 1/4s, ...; 1/2s, \$2.25; 1s, \$3.25.
- Tongue, Ham and Veal Pate, 1/2s, \$1.50.
- Ham and Veal, 1/4s, \$1.45.
- Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
- Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, ...
- Ox Tongues, tins, 1/4s, \$3.50; 1s, \$6.25; 1 1/4s, \$9.50; 2s, \$13.
- Ox Tongues, Glass, 1 1/4s, \$12; 2s, \$14.
- Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
- In Pails, 25 lbs., 13c lb.
- In 50 lb. Tubs, 13c lb.
- In 85 lb. Tubs, 12 1/4c lb.
- In Glass, 1s, \$2.20.
- Clarke's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.
- Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
- Clark's Tomato Ketchup, 16 oz., \$3.
- Pork and Beans, Plain Tails, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$3; 12s, \$12; 3s, flat, \$2.
- Individuals, 80c doz.
- Pork and Beans, Tomato Sauce, Tails, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45.
- Individuals, 90c doz.
- Pork and Beans, Chilli, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45.
- Individuals, 90c doz.
- Tomato Sauce, 1 1/4s, \$1.75; Chilli Sauce, 1 1/4s, \$1.75; Plain Sauce, 1 1/4s, \$1.45.
- Vegetarian Baked Beans, Tomato Sauce, Tails, \$1.80.
- Clark's Chateau Chicken Soup, \$1.25.
- Clark's Chateau Concentrated Soups, \$1.15.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
- Sphaghetti with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.
- Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

- BLACK TEAS**
- Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 - Princess Blend, 50 and 30-lb. tins, lb. 0 34
- JAPAN TEAS**
- H. L., ch. 90 lbs., lb. 0 35
 - Victoria, ch. 90 lbs., lb. 0 28
- COFFEES**
- Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
 - Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 - Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
- MUSTARD**
- COLMAN'S OR KEENE'S**
- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 75
 - D. S. F., 1/2-lb. 3 30
 - D. S. F., 1-lb. 6 25
 - F. D., 1/4-lb. 1 10
- Per jar
- Durham, 4-lb. jar, each .. 1 10
 - Durham, 1-lb. jar, each .. 0 25
- JELLO.**
- GENESSEE PURE FOOD CO.**
- Assorted case, 4 dozen \$ 3 60
 - Lemon, 2 dozen 1 80
 - Orange, 2 dozen 1 80
 - Raspberry, 2 dozen 1 80
 - Strawberry, 2 dozen 1 80
 - Chocolate, 2 dozen 1 80
 - Peach, 2 dozen 1 80
 - Cherry, 2 dozen 1 80
 - Vanilla, 2 dozen 1 80
 - Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.
- JELL-O ICE CREAM POWDERS**
- Assorted case, 2 dozen \$ 2 60
 - Chocolate, 2 dozen 2 50
 - Vanilla, 2 dozen 2 50
 - Strawberry, 2 dozen 2 50
 - Lemon, 2 dozen 2 50
 - Unflavored, 2 dozen 2 50
 - Weight 11 lbs. to case. Freight rate, 2d class.
- JELLY POWDERS**
- WHITE SWAN SPICES AND CEREALS, LTD.**
- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
 - List Price
- SPICES**
- WHITE SWAN SPICES AND CEREALS, TORONTO**
- | | | |
|--|----------|------------|
| | 5c | 10c |
| | Round | Oval lith. |
| | litho. | dredge. |
| | dredge | 2 oz. |
| | Per doz. | Per doz. |
- SPICES**
- Allspice \$0 48 \$0 90
 - Arrowroot, 4 oz. tins, 90c.
 - Cayenne 0 48 0 90
 - Celery salt
 - Celery pepper
 - Cinnamon 0 48 0 90
 - Cinnamon whole, 5c. pkgs., window front, 45c.
 - Cloves 0 48 0 90
 - Cloves, whole, 5c. pkgs., window front, 45c.
 - Curry powder
 - Ginger 0 48 0 90
 - Mace 1 25
 - Nutmegs 0 48 0 90
 - Nutmegs, whole, 5c. pkgs., window front, 45c.
 - Paprika 0 48
 - Pepper, black 0 48 0 90
 - Pepper, white 0 52 0 95
 - Pastry spice 0 48 0 90
 - Pickling spice, window front, 90c.
 - Shipping weight per case 10 lbs. 15 lbs.
 - Dozens to case .. 4 4

A little display of these 10c. Bottles

OF Worcestershire Sauce

*will pull excellent
results*

The housewife's favorite sauce in neat, attractively wrapped little bottles. Made to sell on sight. Made to give satisfaction and to build big profits for the dealer.

If you sell it once you'll sell it always. The demand will grow bigger daily. Have your wholesaler ship you a trial supply, or failing this, we'll send you a case or two. (4 dozen to case.)



Chas. M. Edwards & Co.

E. B. Thompson, Sole Proprietor
20 Front St. E., Toronto



Lines That Pay and Please

Bowes

PURE FOOD PRODUCTS

Your greatest source of satisfaction is in the knowledge that the lines you handle please. This is the only foundation upon which you can build a profitable, successful business.

Bowes' Products Never Fail to Please.

The Bowes Company, Limited

70-76 Front St. E., Toronto

Mr. Dealer

Here are the Season's Leaders in Shoe Polishes



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

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

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

Get More Profit Out Of Your Sea Food Sales



The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales. Replenish your stocks from the following:

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

CONNORS BROS.
Limited
Black's Harbor, N.B.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss07 1/2
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons08
100 lbs. kegs, No. 1 White07 1/2
200 lbs., bbls., No. 1 White07 1/2
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.08 1/2
48 lbs., Silver Gloss, in 6 lb. tin canisters10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes10
100 lbs., kegs, Silver Gloss, large crystals08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label07 1/2
40 lbs., Benson's Enamel, (cold water), per case	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.18
Celluloid, 45 cartons, case	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared08 1/2
40 lbs. Canada Pure Corn07 1/2
(20 lb. boxes 1/4c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.07 1/2
First Quality White Laundry—	
3-lb. canisters, ea. of 48 lbs.08
Barrels, 200 lbs.07 1/2
Kegs, 100 lbs.07 1/2
Lilly White Gloss—	
1-lb. fancy carton cases 30 lbs.08 1/2
8 in case10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case10
Kegs, extra large crystals, 100 lbs.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3.75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07 1/2
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.08 1/2
"Crystal Matze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.08 1/2
(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
1/2 lb. 60 } Packages Mixed	3.80
1 lb. 30 }	

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$3.25
2 lb. tins, 2 doz. in case	3.45
5-lb. tins, 1 doz. in case	3.85
10 lb. tins, 1/2 doz. in case	3.75
20 lb. tins, 1/4 doz. in case	3.70

(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs.04 1/2
Half bbls., about 350 lbs.05
1/4 bbls., about 175 lbs.05 1/2
2 gal. wooden pails, 25 lbs. 1.75	
3 gal. wooden pails, 38 1/2 lbs.	2.50
5 gal. wooden pails, 65 lbs.	3.86

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	\$3.95
5 lb. tins, 1 doz. in case	4.35
10 lb. tins, 1/2 doz. in case	4.25
20 lb. tins, 1/4 doz. in case	4.20

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	4.80
Barrels, per 100 lbs.	5.25
1/2 barrels, per 100 lbs.	5.50

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley— Doz.	
1 lb.	\$3.60
1/2 lb.	1.85
Robinson's Patent Groats—	
1 lb.	3.60
1/2 lb.	1.85

STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown	0.88
Dressing, White, 4-oz. bottle	2.00

NUGGET POLISHES Doz.

Polish, Black, Tan, Toney Red and Dark Brown	0.85
Card Outfits, Black and Tan	3.40
Metal Outfits, Black and Tan	3.80
Creams, Black and Tan	1.10
White Cleaner	1.10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1.20
Yeast for bakers, 12 1/2 lb. cartons; per carton, \$1.25.	

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

Black Watch, 8s. butts 9 lbs.	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs.	0.40
Currency Bars, 12s. 1/2 butts, 12 lbs., boxes 6 lbs.	0.40
Currency, 6s, 1/2 butts, 9 lbs.	0.40
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0.40
Walnut Bars, 8 1/2s, boxes 7 lbs.	0.64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	0.60
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0.60
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0.60
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs.	0.57
Great West, pouches, 9c.	0.72
Forest and Stream, tins, 11s, 2 lb. cartons	0.80
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0.80
Forest and Stream, 1-lb. glass humidors	1.00

EASTER

LET us have your orders for your Easter trade as early as possible.

We will have all kinds

**Fancy Fruits and Vegetables
Bananas, Oranges,
Grape Fruit, Pineapples,
Strawberries**

**New-Cabbage, Celery, Cauliflower,
Lettuce, Radish, Rhubarb, Etc.**

"The House of Quality"

**HUGH WALKER & SON
GUELPH, ONT.**

Established 1861

Easter Fruits and Vegetables

GOOD FRIDAY FISH

We are making special preparation for handling the Holiday Trade.

Orders Large or Small Solicited
**Bananas, Celery, Cauliflower, Lettuce,
Pineapples, Oranges, Grape Fruit,
Cabbage, Cucumbers, Green Onions,
New Carrots, Asparagus,
California Artichokes.**

The Fish Department

offers a complete assortment of Fresh and Frozen Fish for Good Friday Trade.

The Service and Quality House.

**WHITE & CO., LIMITED
TORONTO**

Main 6565

Let us handle your fruit re- quirements

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

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

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

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

Write us to-day.

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

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

**J. J. McCabe
Agent
TORONTO**

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

For more than a quarter of a century

McVitie & Price's DIGESTIVE BISCUITS

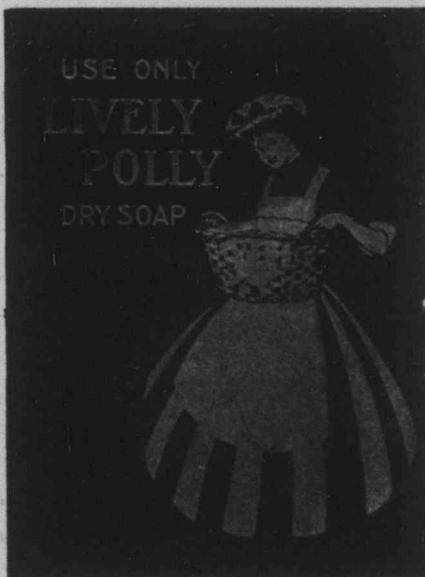
have steadily increased in popular favour.

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

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

Supplies can be obtained from the following:

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



Neat eye-catching cartons

"Lively Polly" is the best medium for washing clothes or household utensils, for cleaning and disinfecting closets, drains, etc. Put up a display to-day.

J. HARGREAVES AND SONS
(LIVERPOOL, ENGLAND)

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

MERIT MAKES IT MOVE

and merit keeps it moving too for the service, the all-round satisfaction that Lively Polly Soap Powder gives the housewife never fails to win her good will and a continuance of her custom.

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A grocer in S_____d, Scottish born, has been a reader of THE FINANCIAL POST for many years, and will probably continue reading this paper to the end of the chapter.

Asked how he came to subscribe for this paper costing him \$3.00 a year—a paper not directly related to his business, he said that some years ago he had put some money into land, and wanted to know more about the class of investment he had chosen, and about the influences that affect land values locally and territorially; and he found THE FINANCIAL POST OF CANADA, a newspaper giving him what he wanted.

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a highly successful and estimable grocer—and you instantly perceive some reasons for his notable success. He knows his immediate business—that is clear. He has the canny Scottish mind. He has character without which great and enduring success is not possible. *And he has a wide outlook on life—an informed knowledge of Canadian affairs.* He feeds this knowledge each week by reading

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Now, if you are a retailer, you, too, can become bigger than your business—can become a greater master of your business, by reading THE FINANCIAL POST. This paper is most readable. You may skip some parts of it, but most of it you will read, and enjoy reading. And you will actually perceive your mind expanding—reading in quest of special knowledge applicable to the conduct of your business.

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Coupon

C.G.I.

.....1917

The Financial Post of Canada

Dear Sirs:

Without any obligation on my part, please send me copy of The Financial Post. If I like the paper I will remit \$3 subscription price for same.

Yours very truly.

.....

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

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

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

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

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GROCERS—WE CAN PUT YOU IN LINE for the big profits—don't let the other fellow grab them all the time. Get in on the ground floor and manufacture your own goods; easily done in spare time. Write us to-day, we will show you how to get up to 500% profit. Address Box 220, Grocer.

WANTED

GENERAL STORE, IN GOOD LOCATION, requires active partner to extend profitable business. State capital, experience, age, and other qualifications, with references. Box 222, Canadian Grocer.

WANTED BY EXPERIENCED GROCER, position as manager of grocery business. Advertiser has had charge of the buying, advertising and window display of one of the largest grocery stores in the country. Address Box 223, Canadian Grocer.

GENERAL STORE MANAGER WANTS situation in Western Canada. Address Box 221, Canadian Grocer.

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

FOR SALE

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

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

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

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

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Send specification of your needs or samples of what you now use—stating **QUANTITIES**
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48 5c. Packages to Box



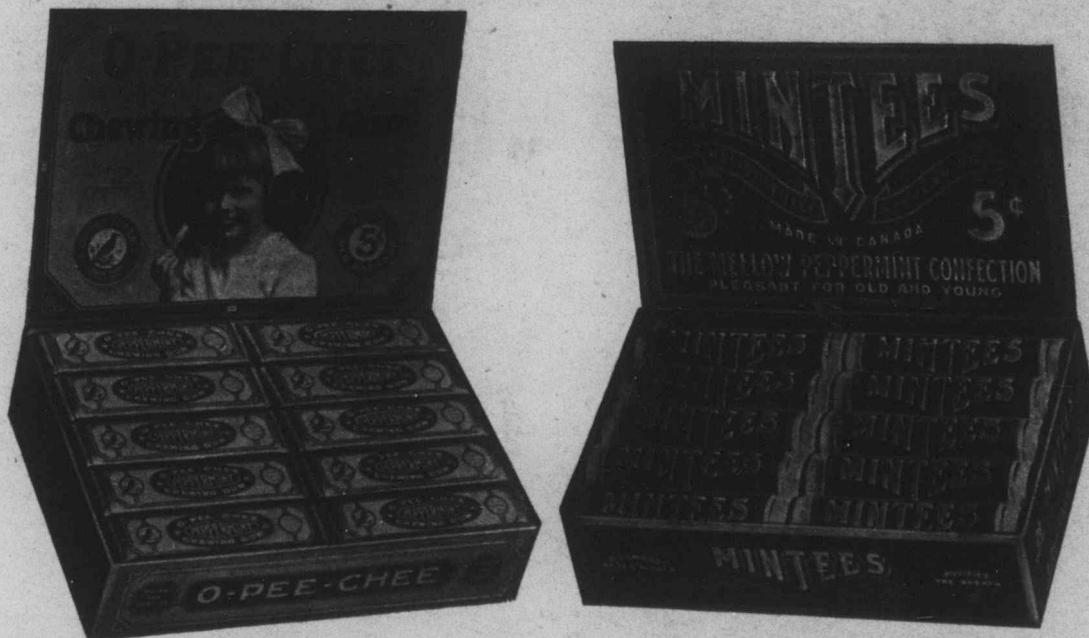
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