

**PAGES  
MISSING**

FEATURING PROVISIONS

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE: TORONTO, MARCH 26, 1915

No. 13

## The Evolution of SNAP

### And what it means to the Retail Grocer

**S**NAP started out by being good for one thing. People are still finding out new uses for it every day. Some grocers say they are amazed at the different classes of people who buy it.

**Y**OU remember what Old Gorgon Graham said about the packing industry — "When I started, it was all plain sailing—just turning hog into hog meat, dry salt and sugar cured. But when we get through with a hog nowadays, he's scattered through a hundred different cans and packages and he's all accounted for but the squeal." And it may happen that the phonograph company will get up a record entitled "A Day On The Farm," and then even the hog's squeal will have a money value.

It's the same way with SNAP.

It started out as a hand cleaner—and was sold mostly to mechanics, machinists, engineers, firemen and other men whose work made their hands grimy and greasy.

**C**HAUFFEURS found that SNAP was the best thing out for cleaning their hands after cleaning a car. Owners of automobiles, who drove their own cars, followed the chauffeurs' example and became large users of SNAP.

**W**IVES began to notice that their husbands' hands were soft and smooth despite dirty work, and asked the reason.

"WE USE SNAP," was the reply.

**T**HEN, these clever women put on their thinking caps and reasoned, "If SNAP will keep men's hands soft and smooth and free of stains, it is just what we women need for our hands after housecleaning." And it was.

**T**HEY used SNAP after peeling potatoes and at preserving time and saw that SNAP removed the stains of fruits and vegetables. Then they tried it on their good Aluminum ware and found that it made the aluminum shine like silver. They got to using SNAP on pots, pans, kettles, steel knives and forks and earthenware. They found out that bathtubs, taps, marble, tiling, oil-cloth and linoleum and stained hardwood floors took on a new brightness when cleaned with SNAP. Now, these housewives are buying thousands of tins of SNAP from the grocers of Canada.

**D**ENTISTS say SNAP is the only thing that cleans false teeth, and recommend it to their patients. Doctors use SNAP because it is antiseptic. Men, who take care of their own furnaces, find SNAP indispensable. The Boy Scouts are old friends of SNAP. And the Canadian troops are using SNAP to clean up after drills and route marches.

So you see, SNAP is considerably more than a mere "hand cleaner."

You surely see how it has developed into an all-the-year-round seller.

**D**EMONSTRATE the possibilities of SNAP to your customers—explain its multitude of uses—make up an occasional window display, with handsome cards and hangers which we will send you.

SNAP is a money-maker for grocers.

**SNAP COMPANY, Limited**  
**Montreal**



# CODOU'S

*solves the housewife's question  
of paying less for better  
things to eat*

The quality of Codou's is something quite apart from ordinary paste products. Made from specially selected Russian Taganrok wheat—the best in the world for the purpose—and processed by French experts who have devoted their lives to perfecting paste products of quality.

Whether you handle the vermicelli, spaghetti, macaroni or all of the delicious Codou line, those hidden qualities of wholesome goodness, which are the real source of continued sales, will show themselves from your first trial order.

**Get your wholesaler to  
supply you to-day.**

**A. P. TIPPET & CO.**  
AGENTS                      MONTREAL



# Lantic Sugar



—*The  
Sugar  
of  
Quality*

Your wholesale to-day has the new Made-in-Canada sugar—the sugar that links up most emphatically the Made-in-Canada and quality ideas.

In our 2 and 5-lb. cartons, 10 and 20-lb. cotton bags, we pack only Extra Quality “Fine” Granulated. Your best trade will appreciate this fine, clean-cut sugar in these handy packages.

In our 100-lb. bags and barrels we pack both Extra Quality “Standard” and “Fine” Granulated at your option.

Specify “Lantic” sugar in ordering from your wholesale.

## Atlantic Sugar Refineries, Limited

Montreal, P.Q.

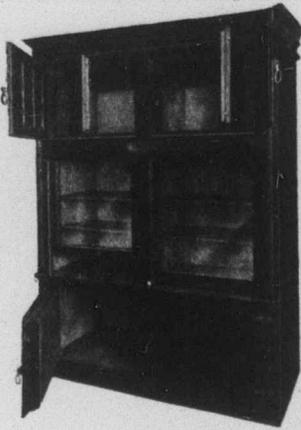
St. John, N.B.

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THE

**ARCTIC**  
Refrigerator  
makes a Nor'-  
Wester seem like  
a Chinook



The perfect construction of the Arctic Refrigerator creates a circulation of dry cold which chills perishable eatables through and through, thus preserving them and forestalling decay.

The Arctic Refrigerator is a handsome display case as well as a perfect preserver. With the warm weather coming you should look into the Arctic. It will save hundreds of dollars in a year. Pays for itself in a short time.

Write for catalog.

**John Hillock & Co., Limited**

Makers of High-Grade Refrigerators and Fish Cases

**TORONTO**

Don't Buy "An Electric Coffee Mill"  
Buy a **COLES GUARANTEED**  
**ELECTRIC MILL**



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

**From Mother  
to Daughter**

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

**Shirriff's**  
**True Vanilla**

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.



It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

**Imperial Extract Co.**

Steiner and Matilda Streets

**Toronto**

Don't wait until you're asked for E.D.S. Jams, but suggest them in an attractive way in your window and on your counters.



Certainly people will come and ask you for what they want when they want it, but always remember that a man's pocket book is reached through his eyes—what looks inviting will create a desire to try.

To try is to buy

## E.D.S. Jams or Jellies

We're doing much to create sales for you in E.D.S. Jams and Jellies through our advertising; you can help by clinching the sales through the attractiveness of your displays of these delicious pure fruit products.

Trim your windows to-day with E.D.S. goods and stir up the spring business.



**E. D. SMITH & SON**  
LIMITED  
WINONA - - - - - ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; B. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.



## Just Ask Your Own Mother—

she will tell you that years ago, when she was bringing up her children, there was one infant food generally recognized as a safe substitute for mother's milk. It was then, and is now,

## Eagle Brand Condensed Milk

For generations the purity and cleanliness of Eagle Brand has been unquestioned. It has successfully fed thousands of infants when some other food was necessary to take the place of mother's milk.

There are many mothers right in your locality who would indeed be grateful for your suggestion to use Eagle Brand Condensed Milk—and not only for infant feeding, but for general household use.

Get up an impressive display to-day.

**Borden Milk Co., Ltd.**  
"Leaders of Quality"  
MONTREAL

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



A  
22 CARAT-INVESTMENT

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. - And the SILVO shine lasts.

**SILVO**

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold. Write for trial sample and prices and prove its polishing advantages.

**RECKITTS' (Oversea) Ltd.,**  
122, Wellington Street West, TORONTO.



All Canada is Aglow with  
the Made-in-Canada Fever

*How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case .....	\$4.80
St. George Evaporated Milk, 4 doz. in case ....	3.60
Banner Condensed Milk, 4 doz. in case .....	5.25
Princess Condensed Milk, 4 doz. in case .....	4.50
Premier Skimmed, 4 doz. in case .....	3.80

ORDER NOW.

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

# **SUMMERTIME VEGETABLES— NOW!**

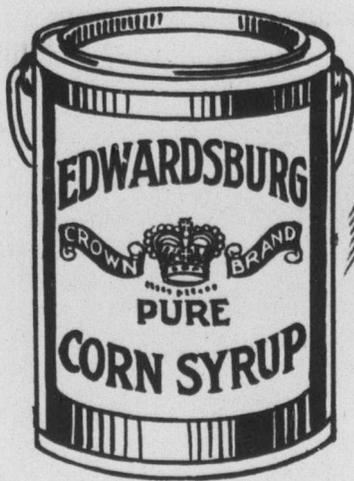
with all the crisp tenderness that only  
summer picked vegetables possess—

## **SIMCOE BRAND Summer Vegetables**

an assortment of Turnips, Carrots,  
Onions, Barley, Rice, Peas, Cabbage,  
Celery—all ready chopped and seasoned.

**Phone or Write your Wholesaler NOW!**





Are you recommending  
**“Crown Brand” Corn Syrup**  
for Candy-Making?

Not just for Homemade Taffies and Butter Scotch—  
but also for Fudge, Nougat, Creams, Toffee, Caramels  
and all kinds of Nut Candies?

Tell your customers all about “Crown Brand”—how  
good it is for Candy-Making—for Cakes, Pies,  
Doughnuts, Cookies and Sauces.

Such Sales Helps will help your sales.

**THE CANADA STARCH CO. LIMITED**  
MANUFACTURERS OF THE  
**EDWARDSBURG BRANDS**  
Works, Cardinal, Brantford & Fort William, Ont.



**BANNER BRAND**  
Jams and Jellies

Contain nothing but pure fruit and best of cane  
sugar. Such perfect Purity and full flavor mean  
maximum economy in use.

Put up in 2, 5 and 7-lb. gold-lacquered pails, also  
special Anchor Cap Tumbler, and 12-oz. glass  
jars.

Get in touch with your Wholesaler, and replenish  
your stock to-day.

**LINDNERS LIMITED**

306 Ross Ave., WINNIPEG

340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina;  
Jacksens, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

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# Keep your name above inferior goods

## QUALITY MEANS FUTURE BUSINESS

Let the name of your store drag to the level of inferior, unreliable goods and you will find it a hard matter to raise it again. Your quality trade cannot be held with such goods.

In handling our

## Biscuits, Candies *and* "Bordo" Chocolates

you will satisfy the most discriminating of your customers.

"Bordo" is one of our many high-grade chocolates, the chocolate with the distinctive flavor, a big repeater. Every piece bears the name "Bordo," which is a guarantee of quality business.

We have a big variety of Staple and Fancy Mixtures, Mints, Delicious Drop Goods, Caramels, Penny Goods and High-Grade Chocolates, as well as a full line of Staple and Fancy Biscuits.

*We Solicit and Welcome Inquiries.*

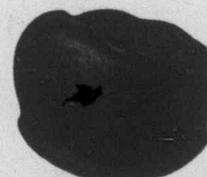
# The Montreal Biscuit Co.

BISCUITS AND CONFECTIONERY

Montreal



"Bordo"  
Chocolate



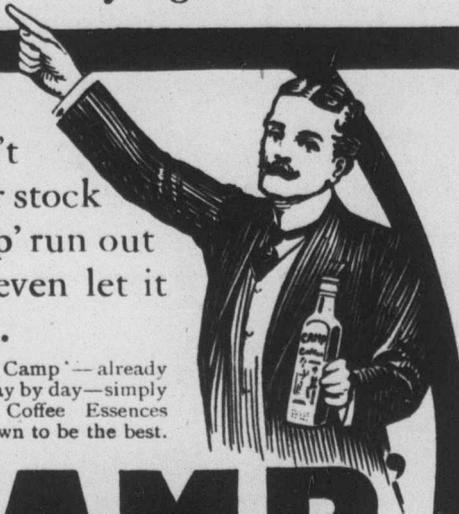
"Bordo"  
Chocolate



'Camp' Coffee is off your shelves almost before you get it on!

Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.



**'CAMP'**  
**COFFEE**

See your Wholesaler to-day.

*R. Paterson & Sons,  
Coffee Specialists,  
Glasgow*



**GOOD FLOUR**

*versus*

**Indifferent kinds**

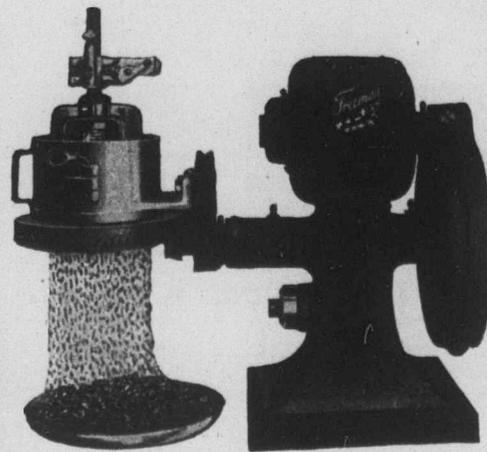
**MAKES GOOD BREAD**

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

**Leitch Brothers' Flour Mills**  
LIMITED  
Oak Lake, Manitoba

**Freeman's Electrical**



**Driven  
Meat  
Chopper  
Bone  
Grinder  
and  
Coffee  
Mill**

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

**The W. A. Freeman Co., Limited**  
Hamilton, Canada

**MASTER MASON**

Smoking

**ROSE QUESNEL**

Smoking

**KING GEORGE NAVY**

Chewing Plug

**MAPLE SUGAR**

Chewing Plug

The unquestioned choice of smokers who know the best and how to appreciate it. The Rock City Lines will not only broaden your tobacco sales, but develop for you increasing demand.

Stock up to-day.

**Rock City Tobacco Co.**  
LIMITED  
QUEBEC WINNIPEG

Your Store is the natural  
outlet for

# GIPSY Stove Gloss

in your neighbourhood — why  
compel intending purchasers to  
buy elsewhere.

**Order from your Wholesaler**

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

Western Agents: For Manitoba, Saskatchewan & Alberta:  
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary  
and Edmonton. For British Columbia & Yukon: Donkin,  
Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

# "SOVEREIGN" SALMON



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

PACKED BY  
**THE ANGLO BRITISH COLUMBIA PACKING CO.  
LIMITED  
VANCOUVER, B.C.**

## Continental Grocery Bags

Let the fame of the name be your guide in  
buying.

REPUTATION is not always "a bubble"—  
sometimes it is a very beneficial thing—  
As witness the reputation (DOMINION  
WIDE), of the

### Continental Grocery Bags

Here are bags whose PRESENT PERFEC-  
TION is the cumulative result of constant  
effort and perfect methods in manufacture.  
Let this well-won fame decide your choice  
of Bags, and you will "close the avenue of  
future regrets."

## The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO  
Agencies throughout Canada



### A Profit Producing Store

is the end and aim of every mer-  
chant. The surest way to attain  
this result is to sell what the public  
wants. The reputation of

## Libby's Food Products

for purity and flavor have made  
them popular favorites for over  
forty years.

Olives California Fruits  
California Asparagus  
Canned Meats Alaska Salmon  
Pork and Beans  
Hawaiian Pineapple Mince Meat  
Plum Pudding Jams and Jellies  
**Libby, McNeill & Libby  
Chicago**



# We Sell O-Cedar Polish For You You Take in the Cash

Our extensive advertising campaign is creating a demand which it is up to you to supply. We are telling the women to go to their dealer. You will most certainly be asked and asked often for

## O-Cedar Polish

(Made in Canada)

Do you want to turn away business to your competitor? If you want this profitable business, don't lose time, but put in a stock of this wonderful polish at once.

*Write Your Jobber To-day.*

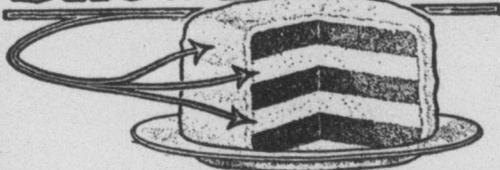
**Channell Chemical Co., Limited**  
369 Sorauren Ave. - TORONTO



## Satisfaction and Profit

Camp on the trail of every retailer who features

### Snow-Mellow



the new pure food product for making the most delicious icing, cake-filling and meringue.

**Satisfaction** because he strengthens his hold on the housewife's good-will and

**Profit** because "Snow-Mellow" sells on sight and leaves a generous profit margin.

"Snow-Mellow" is easy to make. Just one tablespoonful of "Snow-Mellow," one cup of granulated sugar, and flavored to suit the taste, and she has the makings for a score of dainty desserts or rich, fluffy, tender icing and filling.

Ask your jobber for details.

**The W. T. OTT CO., Inc.**  
32-34 Front St. West    518 St. Catherine St.  
TORONTO                      MONTREAL

89-M

## Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

*Write us to-day for particulars.*

**MACLEAN PUBLISHING CO.**  
143 University Ave.    --    Toronto, Ont.

# B E A N S



We venture the opinion, Mr. Grocer, that practically every one of your customers is more or less a Bean Eater, and we have no hesitation in affirming that nearly all of them show a decided predilection for

## CLARK'S PORK & BEANS

### Why?

Simply because they know from experience that the CLARK label always stands for quality combined with reasonable cost, and that CLARK'S goods are always **what they claim to be—the best.**



Get busy and sell **BEANS**

Buy them from  
**W. CLARK**



**LIMITED**

**Montreal**

**Sartan**  
**BRAND**  
THE SIGN OF PURITY

## FISH FOR LENT

Our Special Sea Trout, also complete assortment of Dry and Pickled Fish. See our travelers for prices, or mail, telegraph or 'phone at our expense.

3597, 3596, 3595, 3598, 4656, 748; Night 'Phone, 1807.

**BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON**

## TEA LEAD

*(Best Incorrodible)*

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

**ISLAND LEAD MILLS Ltd.**

Tel. Address: "Laminated," London. LIMEHOUSE  
A.B.C. Codes used 4th & 5th Editions. LONDON, E., Eng.

Canadian Agents:

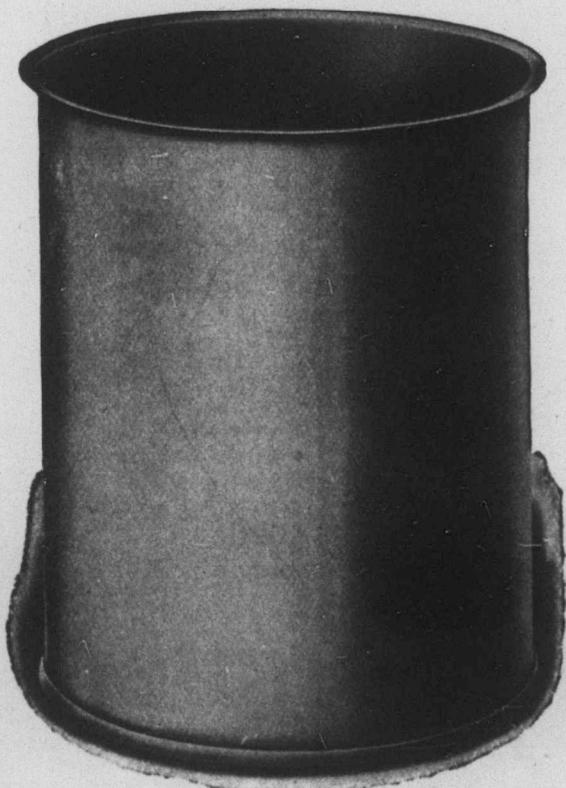
HUGH LAMBE & CO., TORONTO  
J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL



### The Surprise of Most Housewives

is that you can offer her such thoroughly high quality as Bee Brand Jelly Powders, Starch and Borax at so reasonable a price. But her appreciation doesn't end with surprise alone. For once a housewife uses Bee Brand products you'll find them continually in her orders. After the first sale Bee Brand products sell themselves. Push Bee Brand TO-DAY.

**FORBES & NADEAU, - Montreal, Que.**



## Sanitary Cans

*"The Can of Quality"*

Baked Beans,  
Soups,  
Meats and Milk.

**Sanitary Can Company**

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER



# This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller.

Have you tried it?



## 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.

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

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

**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

## ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here—nearly all the leading grocers make a leading line of H.P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

# H.P. SAUCE



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

**W**HEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

## Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

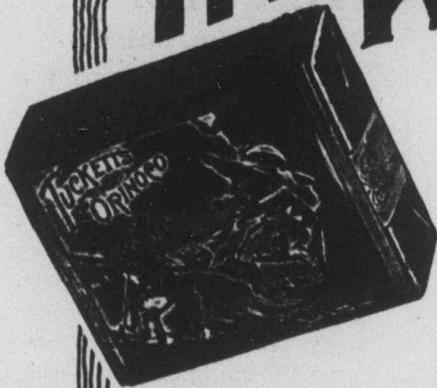


## General Joffre says:

"We are making satisfactory progress," and doesn't bother with a lot of details and figures. We are tempted to do the same. But in addition to reporting "satisfactory progress" all along the line we feel justified in mentioning the Indian tea qualities of richness, vigor and strength as being in a large measure responsible for the continued success of Red Rose Tea.

T. H. Estabrooks Co., Limited, Toronto

# TUCKETT'S ORINOCO



is the finest Old Virginia—not the tasteless, harsh weed that is often sold for real "Virginia" tobacco.

"Orinoco" is a really delightful blend that has a rich, mellow flavor and a fragrance that bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco supply. Cultivate this trade.

*Order from your wholesaler.*

**TUCKETT, LIMITED**  
HAMILTON, ONTARIO

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

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

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

**W. H. Millman & Sons**  
 Grocery Brokers, - TORONTO

**The Harry Horne Co.**  
**GROCERY BROKERS**  
**Manufacturers' Agents and Importers**  
 309-11 King W., Toronto, Can.  
 We can place your goods on the market successfully.  
 (Correspond with us.)

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

**HENRI DE LEEUW**  
 28 Front Street E. TORONTO  
 Importer—Foodstuffs—Exporter  
 I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**  
**COMMISSION MERCHANT**  
 Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.  
 P. O. BOX 1721,  
 Edmonton, - - - - - Alberta.

**H. P. PENNOCK & CO.,**  
 Limited  
 Wholesale Grocery Brokers and Manufacturers' Agents.  
**WINNIPEG.**  
 We solicit accounts of large and progressive manufacturers wanting live representatives.

**W. H. Escott Co.,**  
 LIMITED  
 Wholesale  
 Grocery Brokers and  
 Manufacturers' Agents  
 Commission Merchants  
**WINNIPEG                      REGINA**  
**CALGARY                      EDMONTON**

**WATSON & TRUESDALE**  
 Wholesale Commission Brokers and  
 Manufacturers' Agents.  
 120 Lombard Street  
**WINNIPEG                      MAN.**  
 Domestic and Foreign Agencies  
 Solicited.

**FRANK H. WILEY**  
 Manufacturers' Agent  
 Groceries and Heavy Chemicals  
 Enquiries solicited for shipment from  
 Spot stock Winnipeg or for Import.  
 757-759 Henry Avenue, Winnipeg

**RUTTAN, ALDERSON & LOUND, Ltd.**  
 COMMISSION BROKERS  
 Representing Canadian and British  
 Houses  
 Agencies Solicited  
**WINNIPEG,                      MAN.**

**BRITISH COLUMBIA.**

**The Campbell Brokerage Co.**  
 Manufacturers' Agents and Commission Brokers.  
 We have our own warehouse and track-  
 age. Shipments stored and distributed.  
 Can give special attention to a few  
 good agencies.  
 857 Beatty Street - Vancouver, B.C.

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**  
**ST. JOHN'S - NEWFOUNDLAND**  
**MANUFACTURERS' AGENTS**  
 and COMMISSION MERCHANTS  
 Importers and exporters. Prompt and  
 careful attention to all business. High-  
 est Canadian and foreign references.  
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 Codes: A, B, C, 5th edition and private.

**QUEBEC.**

**W. J. McAULEY**  
 Commission Broker  
 Flour, Feed, Grains, Potatoes.  
 We are open for a good agency in food-  
 stuff line, calling on the retail trade.  
 522 Board of Trade Bldg., Montreal.

**Grocery Advertising**  
 By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

**PRICE, \$2.00.**

**ALL ORDERS PAYABLE IN ADVANCE**

**MacLean Publishing Co.**  
 143-153 University Ave., Toronto

**YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH WANT AD. IN THIS PAPER**

An ad. in this journal brings your goods to the attention of the buyer.

# IS IT NOT REMARKABLE

how some tea merchants reduce the quality of their tea in sympathy with rising markets?

Admittedly the auction prices of teas on the London, Calcutta and Colombo markets have risen to an extraordinary level, and there is little respite ahead.—

Nevertheless, we will continue to supply the public with the same high standard of Quality that they have learned to rely upon and expect in "SALADA" packets.

"SALADA" has always been kept "up to a quality" and never "down to a price," and we will never depart from this principle, which has earned us such appreciation.

If market prices make it unprofitable to supply "SALADA" at present prices, then the cost to the retailer and consumer must advance. We will never reduce our quality to meet market conditions.

# "SALADA"

TORONTO MONTREAL LONDON, ENG.

## Easter Orders for Hams and Bacon

We are booking up orders to be shipped in time for Easter trade and we will be pleased to book yours.

Give it to our travelers or send it in direct.

Also for eggs.

**F. W. Fearman Co., Limited**

Curers of "Star" Brand  
Hams and Bacon.  
HAMILTON



Warm weather will soon demand quick action. The

## EUREKA Refrigerator

will soon pay for itself

Do not take a chance with something said to be just as good. Place your order now, and have it ready. You run no risk with the EUREKA. Thousands of them are in use. Ask anyone who has one, how it suits him. Send for new Catalogue, or call at the Showroom.

**Eureka Refrigerator Company**

31 Brock Ave.

Limited

TORONTO





# KEEN'S SOXFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

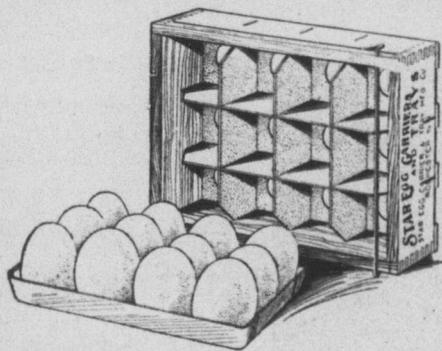
*Your nearest wholesaler is ready to supply you.*

**MAGOR, SON & CO., Limited**

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



## Eggs Break



Because

**They Are the Most Fragile Article You Handle**

**An Egg Carrier built to protect eggs is absolutely necessary**

**Safety First**— The Star System for Safe Egg Handling will deliver eggs **WITHOUT BREAKAGE**, Winter and Summer, because the Star Egg Carrier contains an ingenious cushion bottom upon which the eggs ride **SAFELY**.

The present condition of roads—ruts and ridges—offer no perils to eggs delivered with the Star System.

**A Time Saver**— With the Star System you can put up your eggs during spare moments, like sugar and other bulk articles.

This time saved during rush hours and in actual delivery will, alone, more than pay for the Star System for Safe Egg Handling, to say nothing of the saving of broken eggs, dissatisfied customers, and good-will.

**Order One Star System for Each Vehicle You Run**

Four Dozen Star Egg Carriers

5000 Star Egg Trays Printed with Your Advertisement

One Package Divisions to Keep Your Star Egg Carriers Always New

HANDLED BY ALL LIVE JOBBERS

Fifty-Nine Per Cent. of the Grocers Delivering by Vehicle Use the STAR and Are Satisfied. Ask Them.

**STAR EGG CARRIER & TRAY MFG. CO., 1500 Jay Street, Rochester, N.Y.**

# CANADIAN GROCER

VOL. XXIX

TORONTO, MARCH 26, 1915

No. 13

## A Billion Pounds Annually

Authority Estimates That as the Quantity of Cured and Cooked Meats Turned Out of Canadian Packing Factories—Another of the Essentially Canadian Industries — Great Variety of People Who Benefit From It.

**O**NE billion pounds a year! That is the quantity of cured and cooked meats turned out of Canadian packing factories according to the estimate of a high authority.

A billion pounds! That means 125 pounds for every man, woman and child in Canada basing figures on 8,000,000 of a population.

That billion of pounds is irrespective of the fresh meats that leave our factories and go into consumption as they are. These figures in themselves indicate the greatness of the Canadian provision industry which has grown to rank as one of our most important.

From the retailer's standpoint the old-fashioned, indifferent but sometimes ill-tempered, and always hungry hog is the most prominent of the raw material that goes into our factories. And if one has ever had an opportunity to go through a modern packing plant and follow the hog in his divers wanderings until the bacon and the hams are loaded on to the car on the siding, he would see that everything but the squeal is turned into some kind of product. Where the squeal goes is difficult to say—and there are few of us who give a hang.

### Value to the Producer.

Government statisticians tell us—and they ought to know if anyone does—that in 1914 the value of the hog to the

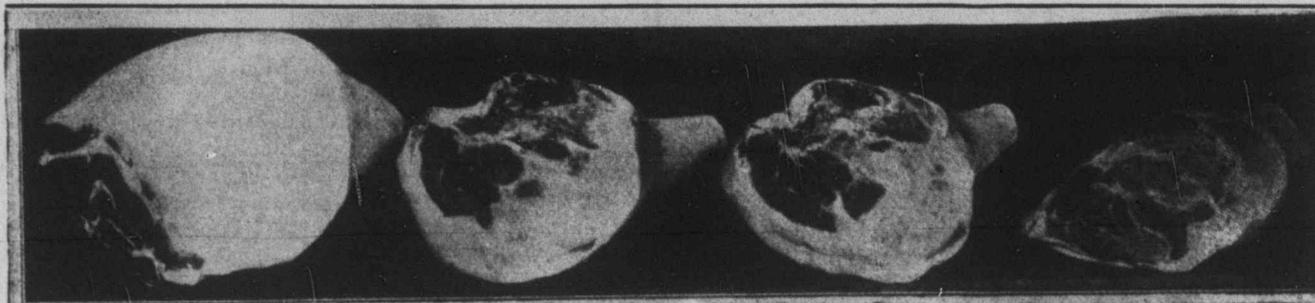
Canadian farmer was the enormous sum of \$42,418,000, which figures out at more than \$5 per capita on the same population basis as mentioned above. At an average say of \$10 apiece that would mean the sale of 4,241,800 animals. Now, it is commonly known that a few years ago there was a law passed compelling the inspection of all live stock in factories in Canada where an interprovincial or export trade was done. This matter comes under the jurisdiction of the veterinary director-general, department of agriculture, Ottawa, and from him as well as from other sources we get the information that for the year ending March 31, 1914, there were 1,799,060 swine slaughtered in the factories that come under that law. This does not of course include the hogs slaughtered in small abattoirs or in larger ones where the product is consumed within the province; nor does it include the hogs killed by the farmer for his own use or for sale on the local markets.

These few figures open up the way to the realization of the bigness of the hog and cured meat industry and if the Canadian hog could only see himself as others see him—valued at more than forty-two millions—he might be induced to appear in top hat and silk stockings and to keep his feet out of the mud. But then if others of the human race could see themselves similarly they

might, like the hog, feel more at home 'far from the madding crowd.'

To begin with the feeding of 4,000,000 or so hogs sets in motion the tilling of the soil and the production of a large amount of grain. All this requires a large number of employees, and in these modern times, the latest and costly farm implements which the customers of the grocers in the big cities help to manufacture. The farmer builds barns, stables and fences all of which reverts us back to our Canadian forests, to our lumber mills, nail, roofing and fence factories.

The railways in their turn reap a benefit from carrying the stock to the factories each of which employ large staffs of men and spend huge sums of money turning them out either as fresh meat or as cured and cooked products for consumption at home and abroad. While it is impossible to say how much capital is invested in Canadian packing plants, we all appreciate the fact that there is a great deal and that the packing industry is another of the essentially Canadian which deserves the hearty selling support and co-operation of every retailer. As in the flour and cereal and the canned goods industries, the dealer who pushes sales of the products of our packing plants is creating new business for himself by helping along the entire industry. And now that Easter is only



Cuts of hams of various qualities. The ham comes into its own with the end of Lent and the coming of Easter.

## CANADIAN GROCER

a week in the future, and as this is a time when bacon and ham, etc., is a palatable dish there is all the more reason why the trade should get behind these lines with their selling power.

With the exception of the year ending March 31, 1912, when the number of live stock slaughtered in Canadian inspected factories reached the high water mark of 1,852,997, the figures for the last fiscal year for which we have statistics were the greatest. In 1914 Canada exported more than three and a half million dollars' worth of bacon alone.

### An Important By Product.

The chief by-product of the hog is lard and our Canadian factories last year—that is those under government inspection—refined lard from 1,799,060 hogs. In addition to that our packing plants are large producers of fertilizers from offal, all of which finds its way back to the land again.

The erection and operation of a plant itself draws on a great many industries as it requires intricate refrigerating machinery, cooking and curing departments, barrels, cases, etc.

### Government Statistics.

Later official statistics give the hog production in Canada in the year ending March 31, 1914, at 3,434,261. Ontario leads among the provinces with 1,535,624 to its credit. Quebec is next with 634,569 during the same period. The same figures however, indicate that a great change has come over the prairie provinces of Western Canada. In 1910 Manitoba produced a little over 142,000 hogs, whereas in the last fiscal year the production was more than 186,000. The figures for Saskatchewan in 1910 were 125,000, while for the year ending March 31, 1914, they were 454,703, and the corresponding statistics for Alberta were 143,560 and 397,123. This advance in mixed farming in the West is significant for it demonstrates that the Western farmer is not pinning his faith entirely to grain, although in all probability this year the production of grain will be given special attention in view of the high prices.

The increase in the hog production in Western Canada is one of the big reasons why prices have sagged of late. A few years ago Eastern Canada used to ship the West's supply which gradually grew less and less until to-day the tables are turned and the West is shipping East.

### BANANAS FREE: DUTY ON COFFEE AS BEFORE.

Since the last issue of Canadian Grocer went to press, some changes of interest to the grocery trade have been made to the tariff. It will be remember-

ed that Finance Minister White in bringing down his budget early in February announced an additional 5 per cent. British preferential and 7½ per cent. general tariff on the entire tariff as it stood at that time with a number of exceptions. These exceptions have been enlarged by the recent decision of the government to include coffee and extracts, bananas, wild berries, milk food, fertilizers, cottonseed cake, silk in the gum, manuscripts, wines and spirits, and platinum.

According to trade returns for the year ending March, 1914, the imports of the articles upon which the tariff has been altered are:

Silk in the gum .....	\$ 78,066
Berries, wild .....	6,130
Manuscripts .. .....	33,248
Bananas ... .....	2,663,453
Fertilizers ... .....	602,142
Cottonseed cake .....	138,224
Coffee and extracts ....	2,375,940
Milk food .....	327,190
Platinum ... .....	116,698

Total .. .. . \$6,195,359

Hon. Mr. White announced that at the request of Jamaica it had been decided to place bananas on the free list and at the request of Newfoundland wild edible berries were to be free. It had also been decided not to add the special war tax to coffee, especially as tea was on the free list.

In reply to a question in the House as to the principle on which coffee had been taxed and tea exempted, the Minister of Finance stated that it was because tea was the poor man's drink, being cheaper and in more general use than coffee. He explained that the duty on coffee as a result of the latest exemptions was now three cents per pound.

Those who have kept on file the old and the new tariff schedules as printed previously in Canadian Grocer should file this item with that list.

### STANDARDS FOR CANADIAN EGGS.

The Canadian Produce Association has adopted the following standards for Canadian eggs:—

CLASSES:	Fresh	Storage.	Cracked		
	Gathered.		and Dirties.		
GRADES:	Specials	Extras	No. 1's		
	Extras			No. 2's	
	No. 1's				No. 1's
	No. 2's				

Allowance for deterioration in transit 10 per cent., i.e., eggs should grade at point of delivery 90 per cent. of grade named at point of shipment.

### DEFINITIONS OF GRADES.

Specials are eggs of uniform size, weighing over 24 ozs. to the dozen, or over 45 lbs. net to the 30-doz. case, absolutely clean, strong and sound in shell; air cell small, not over 3-16 of an inch

in depth (measured from top of cell to outer rim); white of egg to be firm and clear, and yolk dimly visible, free from blood clots.

Extras are eggs of good size, weighing at least 24 ozs. to the dozen, or 45 lbs. net to the 30-doz. case; clean; sound in shell; air cell less than ⅜-inch in depth (measured from top of cell to outer rim); white of egg to be firm and yolk ony slightly visible.

No. 1's are eggs weighing at least 23 ozs. to the dozen, or 43 lbs. net to the 30-doz. case; clean; sound in shell; air cell less than ½-inch in depth (measured from top of cell to outer rim); white of egg to be reasonably firm; yolk may be quite visible, but mobile; not stuck to the shell or seriously out of place; air cell not necessarily stationary.

No. 2's are eggs that are clean; sound in shell; may contain weak, watery eggs, and eggs with heavy yolks and all other eggs sound in shell and fit for food.

## Letters to the Editor

### PAYS MORE FOR GOOD EGGS.

The Editor Canadian Grocer:

Dear Sir,—We read your article on trading in bad eggs. We do not think it would be wise for country merchants to invoke the aid of the law to make their customers honest.

We find it works out much better to pay the top price for No. 1 eggs, and let the customer take the stale and grass-stained eggs home.

We have been adopting this plan for several years and find it works out nicely.

Your suggestion in reference to the pamphlets and egg testers issued by the Government is good, and we will not lose any time in acting upon it.

We enclose copy of circular letter which we have just issued to our customers, from which we expect good results. If it is any use to you, you are at liberty to use it.

A. B. CARSCALLEN & CO.

Tamworth, Ont.,

March 19, 1915.

Editorial Note.—Canadian Grocer is pleased to receive this letter from Mr. Carscallen on the egg question. We believe he has adopted a sound method for raising the quality of the eggs producers bring to market, and we would like to hear from other merchants who have overcome the difficulty in this or in any other way. The circular letter mentioned is a splendid one, and will be reproduced in full in a future issue. Every general merchant should watch for it.

# The Public Calls the Tune

If It Has to Pay the Piper—Story of Why Mrs. Madd Didn't Like the Provisions and Plainly Said So—Jeremiah Jones Was Led to See the Light and Changed His Methods  
—The Public Must Be Satisfied.

Written by E. A. HUGHES for Canadian Grocer.

**J**EREMIAH JONES came down to the store one spring morning. He wasn't in the best of tempers. The sun was shining and it was a bright, cheery sort of day, but Jeremiah wasn't at all bright or cheery. He say no reason for being bright and cheery himself.

The fact was things weren't going very well with Jeremiah. Trade was bad with him. No longer did he have a store full of people any time you happened to be passing. And the worst of it was that Jeremiah knew the people in Mainville were buying just as many groceries. War or no war the people have got to eat and some one was getting the trade. The point to Jeremiah was that he wasn't the someone. Mr. Satisfaction over the way from Jeremiah, seemed to be doing a roaring trade, and Jeremiah scowled as he noticed that Satisfaction had a number of people in his store who used to be customers of his—Jeremiah's.

So that when Jeremiah put his hand on the latch of his store door he wasn't in a particularly beatific frame of mind. He was just about to go in when he heard some one shrieking inside. Being a cautious person Jeremiah peeped through the glass door. He beheld his clerk, Brown, standing behind the counter looking very worried while a woman was breathing out threatenings and slaughters against someone or something after the manner of Saul of Tarsus. Jeremiah, I said, was a cautious man, so he determined to see how the land lay.

## Something Wrong With the Eggs.

"Fresh eggs, fresh eggs, indeed!" the irate woman was saying, "Why, young man, my husband said that the eggs I put on his

plate this morning spoke to him. Spoke to him! Why, goodness, I heard those eggs myself, when I came along the passage. Fresh eggs, indeed! And I paid thirty-five cents for those twelve temples of miasmatic effluvia"—or words to that effect.

"But, Mrs. Madd, those eggs were guaranteed to be—" broke in Brown, obviously apologetic.

"Guaranteed fiddlesticks! What do you think I bought them for? There's no election in the town that I know of. Fresh eggs, indeed! The hens that laid those two eggs were the couple that Noah took into the ark. And as for the butter—"

Here the lady paused for breath. It began to dawn on Jeremiah Jones outside that those eggs hadn't been strictly fresh.

"As for the butter," went on the irate one, "rancid, absolutely rancid, young man! And I paid 37c a pound for it! Why, the only thing we can use it for is to grease locks with. Creamery butter, indeed!"

"But, Mrs. Madd—" again interpolated Brown.

## And the Ham Was Out, Too.

"Then I paid for some cooked ham. I suppose the stuff you sent up was intended for cooked ham, but, my life, it was so high, so high, young man, that unless you chained it down it would fly away. Ham, ham indeed!" and the flowers on the woman's hat began to bob to and fro as if nodding acquiescence in her disgust. "Ham! Why I daren't feed that to the dog! He'd think I was punishing him. And it isn't the hot weather. I

might be able to understand it if it were in the middle of August, but in cool weather like this why ham ought to be delicious. Instead of that it's turned. It isn't turning or thinking about turning—it's turned, and it's coming back the other way. Ham, indeed!" and the good lady breathed hard.

Brown said nothing. Then after a pause, which he took to mean that the lady was out of breath, and that now was his chance, he said, "I really can't understand it, Mrs. Madd. We have never had complaints of this kind before that I remember. I'll speak to Mr. Jones about it. He will be very sorry that—"

"Whether he's sorry or not won't matter now," growled the lady. "I'm through here. I'll have to go where I can get provisions that are what they are sold as. Good day, young man!"

Now, Brown didn't (Con. on page 30.)

## Easter Time is Ham and Bacon Time

The Easter Season is one of the prominent festive seasons of the year. It is usually a time of home-coming and of family reunions. In making preparations don't overlook Ham and Bacon as well as Cooked Meats, Sausage, and the Eggs. Our Hams and Bacon possess a fine flavor, are delicious, tasty and tempting. To smell them cooking in the frying pan makes one's mouth water. Note these special suggestions:

**Extra Fancy Hams**—If you want a real quality ham for Easter you will ask us for "\_\_\_\_\_". (Name of brand). They are fine, mild, sweet, sugar-cured hams, properly trimmed, and each ham perfect. Per pound, . . .c.

**Breakfast Bacon**—This is the Blank Brand, cured by a mild process which produces that delicate and appetizing flavor so pleasing to every lover of bacon. Per lb., . . .c in the piece, and . . .c per lb. nicely and evenly sliced.

**Sliced Boiled Ham**—If you haven't the time to select, boil and trim a ham let us suggest our delicious boiled ham. You may have it daintily sliced ready for the table at . . .c per lb.

**Sliced Cold Meats**—Our selection will appeal to you. We have for sandwiches or luncheon quite a variety, including, besides cooked ham, roast pork, roast beef, cooked specialty, sliced tongue, dried beef, pickled hock, etc.

**Sausage for Breakfast**—These sausage are delicious— not strong or greasy, but properly spiced and with a delicate, appetizing flavor that will please the most critical. Per lb., . . .c.

**New Laid Eggs**—It wouldn't be Easter if there were no Eggs. We receive shipments of absolutely new-laid eggs every day, and are in a position to serve you with the very best. There is no chance of you getting from us an egg that isn't fresh. Per doz., . . .c.

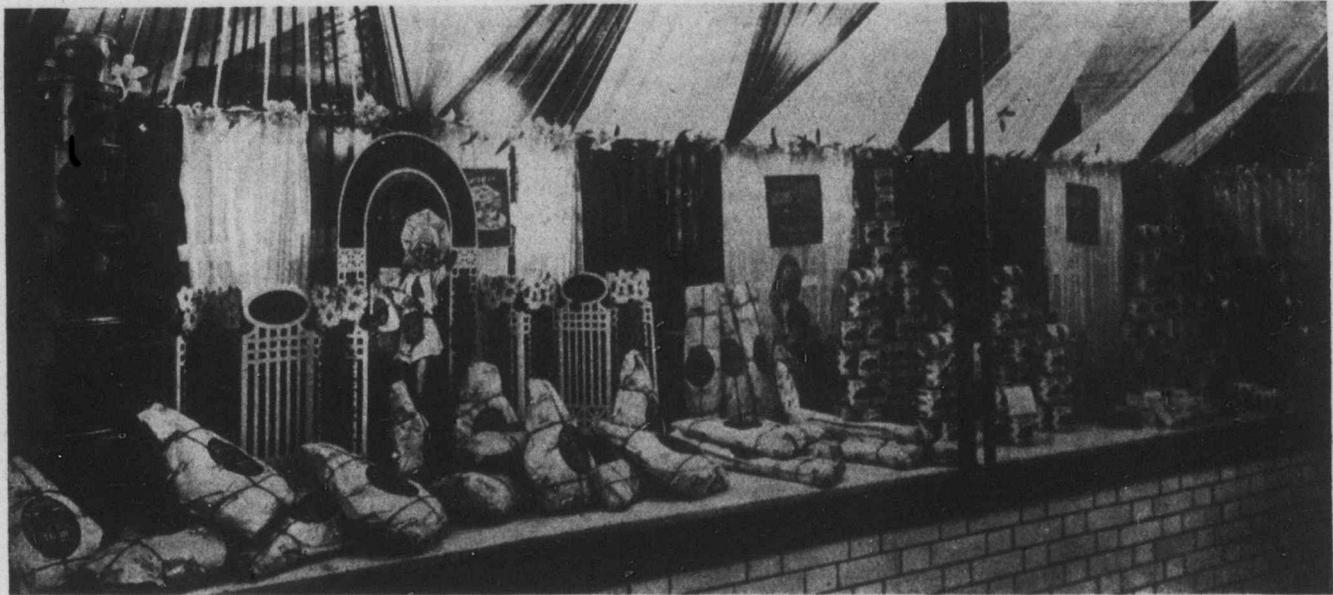
## James Brown & Co.

76½ Main St.

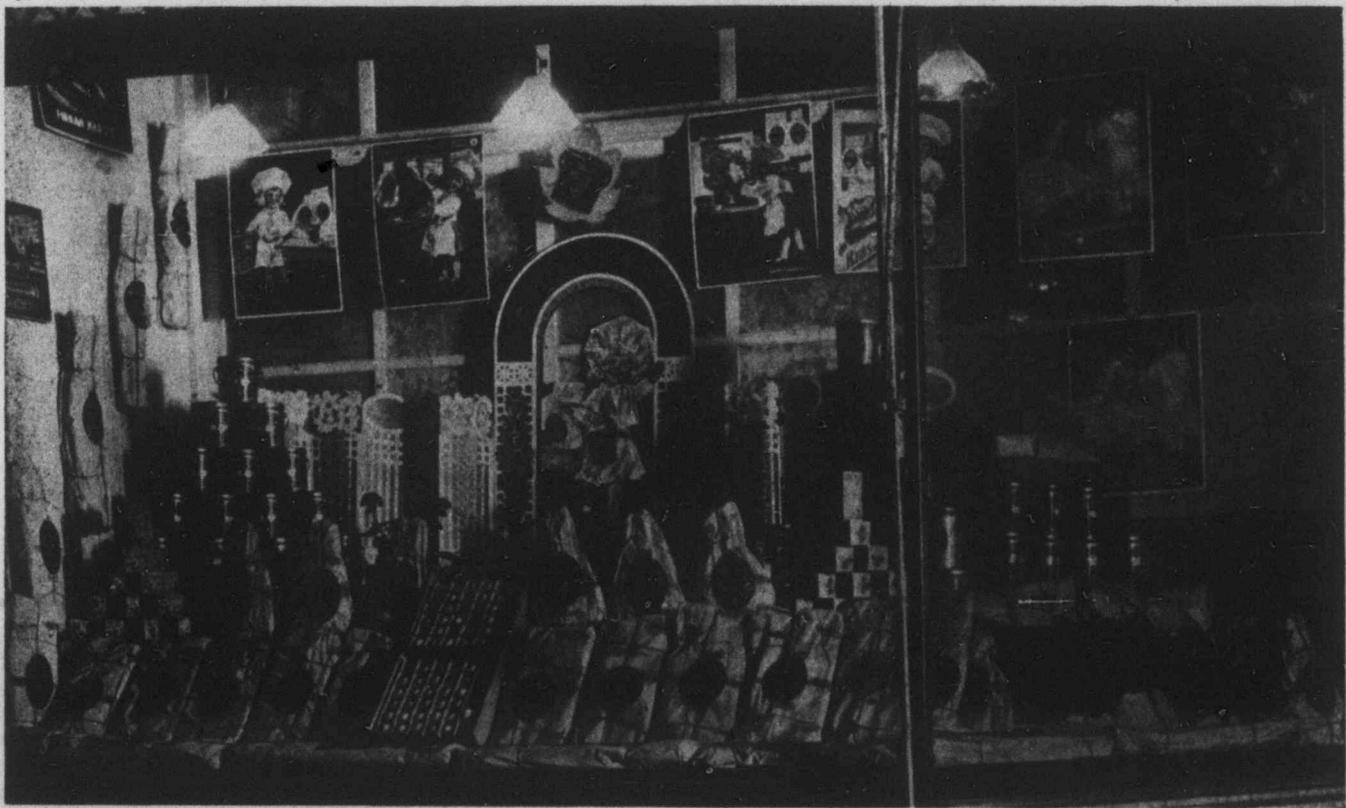
Phone 67

The above advertisement is tendered as a suggestion to our readers. All that is necessary is to insert the brands desired and the prices.

## PRIZE EASTER DISPLAYS



This appetizing window was used prior to Easter last year by the Fort Garry Market, Winnipeg. This won a prize in Canadian Grocer's 1914 Easter Window Contest.



An Easter display in which provisions are the feature. Note the neat arrangement of the hams, bacon, butter, eggs, etc. This was shown last year by Bertins, Limited, Swift Current, Sask. A first prize winner in our 1914 contest.

# The Chinese Merchant in B.C.

Writer in That Province Tells of the Competition of the Chinaman Contrasting Him With the Montreal Oriental—A Great Imitator and Price Cutter—A Sagacious Merchant When It Comes to Making Agreements.

Written by a BRITISH COLUMBIA MERCHANT.

SOME time ago there appeared in Canadian Grocer an article on how Chinese grocers do business in Montreal. You are alright as far as the old-fashioned Chinaman goes, but you don't know the follower of Sun Yat Sen. The modern Chinaman in all the small towns of British Columbia, if not in the large ones and in this vicinity and others I know of is right up-to-date, competing shoulder to shoulder with the best white stores. You could not tell their stores from the whites; in fact you would hardly know the employees to be Chinese in some cases. They dress and speak as we do. They keep their books in English and send out their accounts in English. They are as obliging, courteous as any white man; are willing to work longer hours, for less money. They are always on the job. They do not drink. Their young men work as apprentices. They live together in rooms back of their stores, do their own cooking, etc. If it were not that we were an established firm I feel sure we would feel this competition greatly and the day is not far off when the nation is going to feel this kind of competition.

Chinese are great placer miners and this gave them a great foothold in this district. At present they have three stores in this town — one old-fashioned, one just between, and one modern. They have rented a number of the farms near town. They have the only cobbler in town, and a barber (half price). All the laundries are Chinese, and all the gardeners are Chinamen. They have also a butcher shop, all the restaurants; they own their own cattle and sell beef at half price. They have the biggest building built by themselves, some of their clerks doing most of the work, and the biggest dance hall. Nearly all the cooks in town are Orientals, and to-day there are dozens of them mining along the Fraser river, making 75c to \$1 a day, while in other places idle men are starving.

## Handicapped by Nationality.

Their stores are working against odds as certain people won't trade at any cost. They are great imitators it seems and it is sometimes laughable the way they watch us. They have every Chinese cook pulling for them, and they find out from them as soon as we introduce any new goods. If we put some new

line in our windows, they copy. If we make a change in our store they do the same. They have one great advantage over us, and that is they keep open Sundays. I believe in early closing and cut an hour off the evening and morning making our present hours 7 a.m. to 8 p.m., and ask them to do the same, but I notice if there is anything doing they are open later.

During good times I employed four men at from 75c to \$1.25 a day. They had four Chinese boys, steady, obliging, willing workers doing more than my four men and giving the public better satisfaction. Against my \$400 expense theirs was probably \$40. The moment I left the running of my business to others the Chinaman gained as my men were not accustomed to such competition. There are ways to meet them, but a person has to understand their methods, and be willing to work long hours. Chinese get on well with the Indians, and can make Indians believe they are treating them well, while in the opinion of many some really are doing them up badly.

Farmers once patronized the Chinese as they got better terms they said. They told me Chinese never charged interest, even if accounts were a year overdue,



Upper cut is of a typical B. C. Chinese merchant. The other shows an Oriental in his Sunday Western dress.

but now they find out they can't sell a pound of their produce, as the Chinese have cornered the markets, by having their farms close to town.

## A Sagacious Merchant.

Some people may think that the Chinaman is giving goods away. In the long run he gets more for his goods than we do, but by one method or another he fools the people. A scheme of some of them is to get us to agree to sell certain articles as sugar, flour and butter at a certain price, and at once they cut under this figure a few cents; people wonder why we are a few cents higher.

With their cheap labor they certainly make more money than we do and they spend little of this in the country. They don't do much to improve the country. A white man making the money they do would build a beautiful home and give employment to whites, but their money is probably going home to China perhaps some day to equip an army that may give us more to do than ten Kaisers. The writer of your article says they already own most of the laundries and restaurants in the East. What is to prevent them from entering every vocation and ousting the whites. They can keep just as clean grocery stores as any white and do in this part of the country. Wholesale travelers of the best white houses have Chinamen as their regular customers, whom they keep well informed. I have had travelers look through my stock and because I didn't feel like buying everything from them they would tell the Chinamen what I was out of.

Wholesalers, farmers and whites in all branches of trade will find that the Chinamen may soon have such a footing it will be impossible to oust them.

At present they have their wholesale houses in Vancouver, and I have had their representatives call on me. Will we have to get down to living on 10 cents a day—rice for breakfast, rice for lunch and rice for supper?

Nicholls & Laidlaw have opened a grocery store at 103 Twentieth street, west, Saskatoon, Sask., next door to Burnett's Hardware. A. L. Nicholls has been manager for Cave Bros. for the past three years, while B. Laidlaw has been with A. W. Wylie for the last four years.

# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Vol. XXIX.

TORONTO, MARCH 26, 1915

No. 13

## RESOLUTIONS OF A. LIVE WIRE.

*In order that I shall be in a position to pay my bills as they become due, I have resolved to place a time and credit limit on each new customer asking for credit. I have also determined to place a limit on those customers who have hitherto been paying cash and who from time to time request credit. I maintain that I owe it to my business and to my family to get in the money owing me promptly. This will enable me to meet my own obligations promptly, and to keep square with the world.—A.L.W.*

## Present Zone System Should Stand

IN the House of Commons the other day, James Bowman, the member at Ottawa for Huron East, Ontario, advocated the removal of the parcel post zone system in so far as the farmers who are in a position to send products to the large cities, such as Toronto, are concerned. He maintained that while the zone system is necessary to protect the local merchants from the mail order houses, yet in his estimation it was unfair to the farmers living at a distance beyond twenty miles from Toronto and other large centres. He wants to see this end of the zone system abolished.

Just how this man's idea can be realized without removing the entire zone system—and the only protection the local merchants have—is difficult to understand. The retailers in the large cities will never be up against serious competition through farmers sending butter, eggs, poultry, etc., to their customers. Canadian Grocer pointed out when parcel post was first established just why this is so. Apart from the risk being run in breakage and spoilage, particularly in warm weather, there is always the difficulty of satisfying the consumer at a distance. One bad egg in a dozen, or a bad batch of butter, upsets all the ideas the city customer ever had about the advisability and the alleged saving of buying her

goods direct from the country. There has always, of course, been considerable trade done direct with the country, and always will be, between people who know one another; but it is a question whether parcel post has or ever will increase this business to any extent. The weight, too, of butter, eggs and poultry is against any big business being done through the mails unless the rate of postage should be reduced to practically nothing.

So it would appear that whether the zone system from the country to the city is removed or not, the farmers of the country are getting, and will get, little advantage from it. On the other hand, any monkeying with the present system would probably end in the removal of the entire zone protection and give the mail order houses a much greater advantage over the local dealers, who have to bear a heavy share of local taxes, and who are prominently and personally connected with the maintenance of their localities. The cry of "discrimination" would undoubtedly be raised if any attempt were made to split up the parcel post zone system as outlined by this member of Parliament.

## Folly of Giving Goods Away

ONE has only to watch the daily and weekly newspapers throughout the country to see a vast number of schemes of varied descriptions for the securing of more business. Before the writer is one worth while reviewing. It is an advertisement in a newspaper announcing that the retailer—a grocer—will give, commencing with a certain month and in each subsequent month until further notice, a FREE DAY. By a free day this means that the value of groceries purchased on that day will be refunded to customers. It is announced that a different day will be selected each month and that no one will know what it is going to be until the end of the month. Then every purchaser on the lucky day will receive back the amount of money spent with the merchant.

Canadian Grocer does not believe permanent business can be built up on such a basis. The fact that a retailer finds it necessary to "give away" some-

thing to attract business admits to himself that he is not capable of getting the business he thinks he should have, on straight principles of quality, service, fair treatment and prices commensurate with the quality and service. It demonstrates that the merchant has not given proper attention and thought to the fundamental principles of the art of attracting business. Suppose this man does a business of \$20,000 a year, or say \$70 a day. In 12 months no less than \$840 would be given away and, unless very handsome margins were made on the goods—which does not seem probable when one considers competition and the fact that prices of staples are always known to the consumer—it would be hard to understand at what point the dealer in question would alight.

When the time comes that business will be done on business principles, we shall find that the standard of grocery retailing will be very much enhanced.

### Means Much to the Retailer

**E**IGHTY million dollars is the approximate amount of war orders secured recently by Canadian firms from the Russian military authorities. These orders are for shrapnel shell principally and they mean that a large number of men will be kept busy for a long time. While we all regret that conditions in Europe have made it necessary for factories in any country to turn out such vast amounts of death destroying missiles, yet these conditions have to be met and we are glad that Canada is getting a share in the manufacture of the weapons with which to meet them.

This big contract has been sublet so that factories in various parts of the country are engaged in the work, all of which will mean much to the retail trade. It should help greatly in keeping business as usual.

It has been stated that already 100,000 shrapnel shells have been manufactured by Canadian firms and have gone to Europe and that the orders from Britain alone have totalled somewhere in the neighborhood of \$60,000,000. The whole thing has meant an increase in the size and staffs of plants that before the war were closed or practically closed down from lack of business.

With the majority of our other factories operating and with the farmers getting big prices for their grain and a vast harvest assured them this year, we in Canada have every reason to be elated. Spring is with us once again and all the advantages that it brings with it are due, including the reopening of navigation, a revival in building and the commencement of the spring work on the farm. Business is GOOD and it will be BETTER.

### World Wheat Supplies

**S**OME figures in connection with the visible supplies of wheat in the different countries of the world are worth noting. The European visible supply of good stuff is practically 90,000,000 bushels, that is 6,000,000 bushels in excess of the same time last year.

On the other hand our own visible supply in Canada is over 10,000,000 bushels below what it was a year ago and that of the United States is about 10,000,000 below March last year. A reliable authority estimates that at the present time no less than

two billion bushels of wheat are tied up. This enormous sum represents 50% of the world's production of wheat. Even supposing that next year the warring nations of Europe produce a crop half as good as last year there will still be a deficit of one billion of wheat. Canada as a great wheat producing country thus has her chance. We need "production more than usual" in wheat almost above everything else. Canadians might very well see the handwriting on the wall and do as much as they possibly can to increase the production of wheat. When the war is over we have got to begin to think about feeding the people that are now starving to death.

### Old at Forty?

**A** PHYSICAL director who examined over 2,000 business men during the year claims that he finds the type physically deteriorating, and average man growing old before his time. He says that at the age of forty, the business man of to-day shows many of the symptoms of old age and very often seems on the verge of a physical breakdown. Statements of this kind are quite frequently heard, and in the cases of many individuals the facts are as stated. There is, however, another side to the story and the encouraging part of it is that few men need to be old at forty unless they so choose. To a great extent it is an optional matter. If the business man continuously keeps his nose to the grindstone of business, eats too much, gets no physical exercise and does not enjoy sports or amusements—if he takes his business cares home and to bed with him every night, he is very likely to be what the physical director says he is. Very few men should be old at forty—the suggestion that a man is old at forty should be absurd. That it is not absurd is a reflection upon many people who through their own faults are actually bringing on old age at forty.

### Editorial Notes

GOOD FRIDAY and Easter mean more business for the busy grocer.

A GOOD DISPLAY of hams, bacon, cooked meats, etc., would sharpen the appetites of many around Easter time.

THE MANUFACTURER should take into account the retailer's cost of doing business and help him to higher selling efficiency.

FARMERS ARE getting a good crop of advice this year. If talk would produce crops, Canada would grow enough in 1915 to feed the world.

IT LOOKS AS if there might be some monkeying with the parcel post zones. The retailers should see that there are no thin wedge edges injected into the present arrangement.

INFORMATION gathered from reliable sources shows that the value last year of the principal farm products of the Prairie Provinces of the Dominion totalled \$260,120,000.

IF THE HEN could appreciate the drop in the value of her eggs during the past few weeks, she might go on strike—luckily for the lover of the egg her understanding has remained undeveloped.



## Thro' Other Spectacles



### Compliment from a Contemporary

From Simmons Spice Mill, New York.

One of the biggest surprises to the grocery trade of Canada that accompanied the presentation of the 1915 Budget was the absence of a tax on tea. For some weeks past the great majority of tea importers, wholesalers and retailers, had expected that tea would be made to pay a share of the extra revenue required by the Government. Canadian Grocer consistently opposed a tax on the national beverage since the 1st of December and, practically single-handed, that excellent and influential trade paper has won out. A few moments' reflection will show the Canadian dealer what a trial it would have been to him had there been a tax of 5 or 7½ per cent. on tea, which rather than coffee is the national beverage of Canada. Tea costing the retailer 28, 29 and 30 cents per pound would have been increased about 2 or 2¼ cents, and as tea is an article usually sold at a popular price (a multiple of 5), it would have been impossible to have raised the price an additional 5 cents, and a raise of 2 or 2¼ cents would have been exceedingly clumsy and difficult to explain. To maintain the old prices would have left the retailer with his profits shaved down to a loss in some cases when overhead expenses are taken into consideration. This decision of the Canadian Government not to tax tea is not necessarily insusceptible to future revision. In the meantime it is essentially final, and the incident is worthy of reference when the lawmakers at Washington propose plans to tax the universal beverages of the breakfast table—coffee and tea.

### The "Co-operative" Dividend

From the Scottish Trader, Glasgow, Scot.

To one outside the co-operative movement the disparity in the dividend is a constant source of mystery as well as amusement. The calm or rather callous manner in which the quarterly and half-yearly reports of the "Stores" are received and passed augurs badly for the future prospects of co-operators. One joint in their armour is the ever-present

difficulty of the young folks finding remunerative employment after leaving school. One object of co-operation is the elimination of so-called useless labor, with the curious result of overtaxing the energies of their employees, who are compelled to drudge or sweat to the large crowds who frequent the "Store" (or ain shop), where valuable time is frittered away in idle gossip. If the dividend were withdrawn or reduced it is probable that doleful lamentations would be heard, as if the movement had proved a failure.

It is sometimes argued that the private trader does not give something back to the customer when a monthly, quarterly, or half-yearly (even yearly sometimes) account is being settled. The customer is charged the current prices, and by "booking" keeps the trader from using his or her money when it might be of the utmost service in securing stocks of flour, sugar, butter, cheese, and other commodities when favorable opportunities arise.

### Getting Cold Feet

From Interstate Grocer, St. Louis, Mo.

A grocer in a town in Kansas has come out publicly and proclaimed that he is tired of running an "ethical grocery business," meaning that he runs his store along legitimate lines, giving no trading stamps or coupons, and don't cut prices, and proposes to give the people what they want—something for nothing. He quotes Sears, Roebuck & Co.'s catalogue of recent date where they are offering 33½ pounds of sugar for a dollar with a ten-dollar order of groceries and intimates he is going to follow the same plan. It is a sad sight to see a grocer get cold feet and give in to the mail order concerns in this way. Suppose every grocer in the country should make up his mind suddenly to do the same thing? What would be the inevitable result? In about three shakes of a lamb's tail, the grocers would be out of business and the mail order houses would have what they are looking for—a monopoly of the grocery business. The greatest general of them all once said: "I propose to fight it out on this line if it takes all summer," and he made good. This would be a good motto for the gro-

cer when it comes to fighting the mail order houses. Keep fighting!

### A "Cafeteria" Grocery

From South-West Commercial Bulletin.

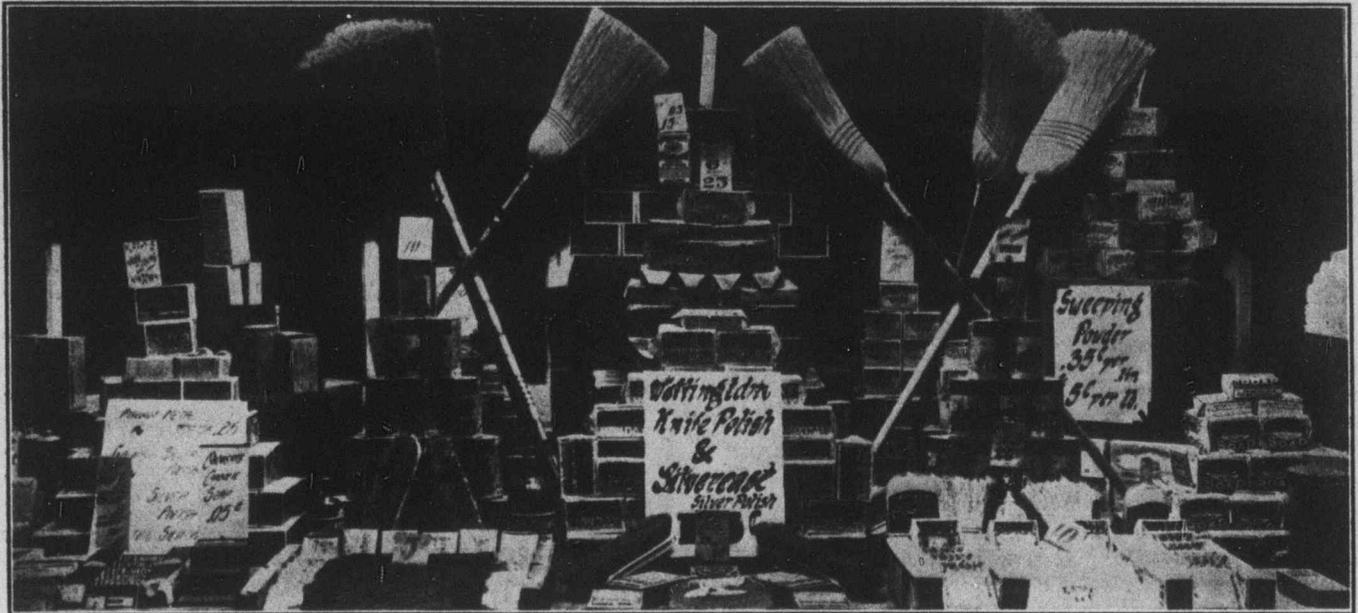
J. R. Newberry, the famous California grocer—sometimes wholesaler and then again retailer, but always original and sensational—is out with a brand new adaptation of the idea of cutting down service costs in the grocery trade. He is converting his Riverside grocery store—the last one left of his old chain—into a "cafeteria grocery."

His plan is to operate along practically the same lines as cafeteria restaurants are conducted. Railings will be built into the store, and as the customer enters she will pick up a basket arranged for her convenience. Then she will pass down the aisles and help herself to whatever she wants, arriving at the end of her journey in front of the cashier's window, where her purchases will be checked up and she will pay over the spot cash. Every article in the stock will be plainly marked, so that the purchaser will have to ask no questions.

For several years Mr. Newberry has been liquidating his business, and now has his grocery interests down to the one Riverside establishment, which carries a stock of perhaps eight or ten thousand dollars. At one time he operated a near-wholesale grocery house and a string of more than thirty retail stores all over Southern California, including two large down-town establishments in Los Angeles. These chains flopped from a high-class credit to a cash and no delivery basis five years ago, and the change was not successful. Since that time he has been selling his stores as rapidly as possible, and the one at Riverside alone remains.

It is understood that the Riverside experiment is being made by Mr. Newberry largely for amusement, and for the purpose of trying out a decidedly unique scheme. He is getting on in years, and is reputed to be wealthy. His experience as a retail grocer in Southern California dates back to Riverside and San Bernardino thirty-one years ago, where he started in a small way and rapidly grew until Los Angeles was made the centre of his activities.

# HOUSE CLEANING WINDOW TRIMS



Here is a simple but a good-selling display showing various spring house-cleaning lines.



A well thought-out display of house-cleaning suggestions, with a wide variety from which to choose.

# Reduced Fares for the Convention

Preparations Being Made Well in Advance for the Ontario Grocers' Convention in London—Masonic Temple Selected for Sessions and Exhibits—Conference With Wholesalers and Manufacturers Likely—Banquet for the Visitors.

LONDON, March 25 — (Special).— Secretary W. C. Miller of the Grocer's Section of the Retail Merchants' Association, Ontario branch, has been in the city for some days making advance preparations for the big grocers' convention here early in May. Mr. Miller came to London at the request of the local association to look over the ground, and make final preparations for the Convention Building, and the space to be left to foodstuff manufacturers for exhibits.

After taking into consideration the number of applications from manufacturers for space in the exhibit, that have already been received. Mr. Miller reported adversely to the committee on Hyman Hall, and made an arrangement instead to hold the convention in the Masonic Temple. This he claims, after looking over available locations, is the finest hall for the convention to be found in London, if not in Western Ontario. This has been secured for three days, Monday, Tuesday and Wednesday, May 3rd, 4th and 5th. The large auditorium in this temple will be used for the business session, and the banquet hall, which itself is large, has been set aside for manufacturers' exhibits of Canadian made products. Invitations will be extended to the general public to visit this exhibit, so that the manufacturers will have an opportunity for meeting both the retailers and the London consumers. Some forty spaces have been reserved, the size of each being about 9 x 9 feet in dimensions. Mr. Miller has charge of this end of the work, and he says that already about 10 spaces have been spoken for. The erection of stands, etc., will all be provided for, and everything will be in readiness to permit exhibitors to arrange

their displays on Monday morning, the day prior to the first big business session.

## Banquet to the Visitors.

The large ante rooms in the building will be used, and special reservations made for the comforts of feminine visitors. The London Grocers' Association have also arranged for a complimentary banquet to be tendered to the visiting delegates, and they are leaving no stone unturned to make this the biggest and best social function that has ever yet been held in connection with the Ontario Grocers' convention.

Reduced railway rates have been secured from the Eastern Canadian Passenger Association, and it remains for the retailers themselves throughout the Province, as to the rates that will be secured. For instance if the secretary certifies that 99 or less are on attendance holding properly receipted certificates of the standard form, delegates will be returned to their original starting point at two-thirds of the regular one-way first class adult fare, plus 25c. The 25c to be paid to the special agent at the time the certificate is validated. If the secretary certifies that 100 to 299 are in attendance, holding properly receipted certificates, they will be returned home at one-third of the lowest regular one way, first class adult fare, plus 25c. If there are more than 300, present, holding the proper certificates, they receive their return fare on payment of 25c only. There should at least be more than 100 present, and if so delegates will receive the fare and one-third rate for the return trip, plus 25c.

Grocers attending the convention must purchase a first class full fare one way—fare for which must be not less than

50c—and secure a certificate to that effect on regular certificate form, which must be presented to the secretary at the convention immediately on arrival. Ticket agents are all supplied with standard convention certificates, and have instructions from the Eastern Canadian Passengers' Association to issue them on application. One does not necessarily say he is even going to attend the London convention. If there are 300 or more present—and there will be if the Ontario grocers do their duty—the association will be able to return them to their destination free of charge with the exception of the 25c for using the certificates.

## Joint Conference Probable.

As already mentioned in Canadian Grocer, there is every possibility that a joint section of retailers with manufacturers and wholesalers will be held. This will be one of the leading features of the entire convention.

An address of welcome will be extended by representatives of the London city council. Secretary Miller expects to have the complete program and official notices sent out in about two weeks.

A telephone is installed in the building, and any delegate will be able to be in touch with his business, without leaving the Masonic Temple.

Every retailer in the Province is invited to attend this convention, whether he is yet a member of the association or not. It is assured that this is going to be one of the liveliest conferences of retailers that has ever been held. The dates have been announced a sufficient time ahead to give everyone an opportunity to make arrangements to be in attendance. The trip will certainly be worth the time.



This picture of the Executive of the Grocers Section, Retail Merchants' Association, Ontario Branch, was taken at time of the convention last year, when it was the Ontario Retail Grocers' Association.  
Front row (left to right): E. K. Barnadale (3rd Vice-Pres.), Stratford; Ed. Hazell, Hamilton; Gordon B. Drake, London; W. J. Mellen (Pres.), Brantford; Thos. Shaw (Treas.), London; Adam Palmer (2nd Vice-Pres.), London; Alex. Phillips, Ottawa.  
Top row (left to right): Donald McLean, Toronto; F. C. Harp, Brantford; J. A. McIntosh (1st Vice-Pres.), Hamilton; W. C. Miller (Sec.), Toronto; Chas. McCausland, Paris; and E. F. Mason, Peterborough. D. W. Clark, Toronto; W. J. McCully, Stratford, and J. D. Wisdom, Allandale, are executive members not in this picture.

# London Grocers' Annual

New Officers Elected and Two Presentations Made—Address by Ontario Grocers' Secretary—Wednesday Half-Holiday Again.

London, Ont., Mar. 22.—(Special).—The annual meeting of the Retail Grocers' Association was held on Tuesday last in their rooms over the Imperial Bank. The election of officers for the ensuing year was the primary object of the meeting. There was a large attendance. A. W. Palmer, the retiring presi-



J. W. EEDY,

Elected head of the London Retail Grocers' Association at the annual meeting.

dent, was presented with a handsome gold-mounted umbrella, Harry Ranahan making the presentation, to which Mr. Palmer replied, thanking the members for their gift, and saying he would remember them always, but especially on the "dark days when it looked like rain." Thos. Shaw, the treasurer, was also presented with a nice gold-mounted umbrella. Gordon Drake made this presentation, mentioning the hard work Mr. Shaw had done since he has been in the office, and congratulating him on being elected for the seventh successive year. Mr. Shaw replied in his usual happy manner, thanking the members for their kind remembrance.

W. C. Miller, secretary of the Grocers' Section, R.M.A., Ontario Branch, was present and was given a hearty welcome. He gave an interesting address on the work which had been accomplished during the year, and pointed out some of the leading matters which would come up for discussion at the convention. He spoke with emphasis on the fact that never before in the history of the retail grocer did they require to be united

more than now, to combat the conditions with which they are face to face to-day. He also reported on the arrangements which had already been made in regard to the convention and intimated that he would be in London for a few days to assist the local committee in further completing their arrangements. Mr. Miller was given a hearty vote of thanks and assured of the hearty co-operation of the London grocers in association work. The representative of the Atlantic Sugar Refinery also gave an address.

The treasurer's report, which showed a substantial balance to the credit of the association, was submitted and was adopted unanimously.

The following were appointed as chairmen of the different committees in connection with convention in May:

- Reception Committee—T. Shaw.
- Hotel and Billeting—Harry Ranahan.
- Publicity—Ald. Adam Palmer.
- Membership—Gordon B. Drake.

Every member present agreed to do all possible to make this year's convention A Raid on London.

The meeting decided on Wednesday half holiday for five months, May, June, July, August and September. The matter of the annual excursion was left over till the next meeting in April. The fol-



H. H. HARLEY,

Re-elected Secretary of the London Retail Grocers' Association.

lowing officers were elected for the ensuing year: J. W. Eedy, president; Geo. H. Ellis, 1st vice president; Alfred Cave, 2nd vice president; Thomas Shaw, treas-

urer; Harry Harley, secretary; auditors, P. T. May and J. A. McFarlane. The executive was left with the new president. He has chosen, since the meeting, for his executive: J. A. McFarlane, H. Fountaine, P. H. Ranahan and W. V. Charlton.

On the following morning, W. C. Miller and Mr. Harley of the London Association looked over Hyman Hall, the place chosen by the London grocers for the coming convention. Mr. Miller thought the basement hardly suitable for demonstration purposes. Then Mr. Harley showed him the new Masonic Temple and he was delighted with it. It is more spacious and modern and will accommodate twice the number of exhibits. So they decided on the Masonic Temple for convention purposes.

## N.B. MERCHANTS' CONVENTION Extensive Preparations Being Made for Large Delegation.

St. John, N.B., March 25—(Special).—The New Brunswick Branch of the Retail Merchants' Association of Canada will hold their first provincial convention on April 13th and 14th, in St. John.

At a meeting of the Provincial Executive held on Wednesday evening, March 17th, the provincial secretary, N. C. Cameron reported seven hundred members since the organization started, about four and a half months ago.

Preparations are being made for entertaining a large number of delegates, such as single fare on all railroads, automobile drives around the city with the ladies, a trip through the Corona candy factory, as well as through the Atlantic Sugar Refinery. There will also be a number of manufacturers' exhibits in the hall where the convention is held.

It is expected that the Dominion secretary, E. M. Trowern, from Toronto, will be present, also the Dominion treasurer, J. A. Beaudry, of Montreal.

The two organizers in charge of the work are R. G. Doyle, of Ontario, and I. MacDonald, of Halifax, N.S.

A great many resolutions are being received by the provincial secretary, which will come before the convention, and it is expected that a large attendance of the merchants will be the result.

## MORE GROCERS STUNG.

Merchants in several parts of Canada have been victimized of late by men posing as soldiers who tell plausible stories of placing contracts for groceries, eventually passing a bad cheque off on the grocer.

There is nothing new under the sun. All the good excuses have already been made.

### OUTSTANDING ACCOUNTS REDUCED.

#### Splendid Work of Association in Cranbrook, B.C.

Cranbrook, B.C., Mar. 25.—(Special.)—The first annual meeting of the Cranbrook Retail Merchants' Mutual Protective Association, held recently, was well attended, and a lively interest evinced in the proceedings throughout.

The association has twenty-four members, nearly 100 per cent. of the eligible merchants of the town, all of whom declare that their only regret with regard to the association is that it was not started years ago. The president, Ira R. Manning, of Ira R. Manning, Ltd., read an interesting report, in which he congratulated the association on having passed from the experimental stage to the standing of a recognized institution.

The secretary's report disclosed some interesting statistics with reference to the huge reduction in outstandings on merchants' ledgers at the present time, as compared with a year ago when the association was started, and suggested to members that the influence of the association was largely responsible for this, the very existence of the association having created an atmosphere wherein credit was coming to be regarded for what it is—a privilege rather than a right.

The balance sheet showed a very satisfactory state of affairs, especially taking into consideration the abnormal period through which the association had plowed its first furrow, the item referring to collections being of especial interest. This indicated that the association office had been practically self-supporting, the collection department having succeeded in collecting nearly as much money for members as they had subscribed in fees. This was considered highly satisfactory, having regard to the class of accounts turned into the association office for collection, many of them years old, the delinquent parties being scattered all over the country.

Reference was made to the splendid service rendered by the Retail Merchants' Association of B. C., whose office at Vancouver had been of great assistance in tracing parties from town to town, and also in the collection of accounts.

A strong executive was elected to carry on the business of the association, E. J. Patterson, of the Fink Mercantile Co., being appointed as president, Ira Manning as vice-president, and Geo. S. Hougham as secretary-treasurer; and the following gentlemen as executive: R. J. McCreery, of McCreery Bros., ladies' and men's furnishings; Mr. Gilchrist, manager for P. Burns & Co., butchers; W. Marshall, accountant for Messrs. McBride, hardware supplies;

Frank Murphy, of the Beattie, Murphy Drug Co.; W. H. Wilson, jeweller; and W. J. Atchison, of Little & Atchison, grocers. Other matters of local interest, including the establishment of a weekly half holiday, occupied the attention of the meeting till a late hour, the opinion of all being that the evening was well spent.

### SERVICE DEPARTMENT

March 17, 1915.

Editor, Canadian Grocer.—Kindly let us know the names of firms in Toronto, acting as grain brokers.

Plain Court, Ont.

G. B.

Editorial Note.—Following are Toronto grain brokers: Canada Grain Co., 59 Yonge street, and L. Coffee & Co.; W. Gunn & Co.; Hogg & Lytle, Ltd.; J. C. McKeggie & Co.; J. T. Melady; C. E. Nourse & Co.; Stark Bros. & Co., all in the Board of Trade Building.

### MARITIME PROVINCE PROSPERITY.

Halifax, N.S., March 26.—Wentzells, Limited, is a concern in Halifax that shows no injurious effects from the war and the depression consequent thereon. On the other hand, the company, at the meeting of shareholders a few days ago, announced that not only was the 7 per cent. dividend paid on the preferred stock, but 3 per cent. had been declared on the common. Their business is wholesale and retail grocery, and the turnover, the largest in the company's history, reached \$1,020,000. Since the organization of the company in 1892 dividends have been paid on the preferred stock. The net profits for the year, available for dividend purposes, were \$39,100.

### READERS' SERVICE DEPARTMENT.

*Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.*

slightly less than 4 per cent. on the overturn. After payment of the two dividends there remained \$19,502 to carry forward to the credit of profit and loss. The balance of \$8,648 to the credit of profit and loss at the close of the preceding year was added to the reserve, which now stands at \$31,000. The authorized capital of the company is \$300,000 7 per cent. cumulative participating preference stock, of which \$235,500 is issued, and \$116,000 common stock, of which \$112,000 is issued. The directors are H. W. Wentzell (president and general manager), J. J. Penny (assistant manager), D. S. Hart (secretary), R. Moulton (vice-president), G. A. Moulton, G. F. Ring, and John W. Regan.

### THE PUBLIC CALLS THE TUNE.

(Continued from page 21.)

want the sun to go down on the lady's wrath so he made another effort.

"But, Mrs. Madd—"

"Good day, young man."

And with that she flounced out of the store, but not before Jeremiah had disappeared down an entry at the side of the store.

Jeremiah issued very cautiously whence he had hidden, and instead of going into his store he went for a walk down to where the river meanders along south of the city. As he passed down the street, he saw Mrs. Madd in Mr. Faction's store giving the grocer an order.

Jeremiah sat down on the river bank and cogitated. He attempted Sydney Smith's feat; he tried to get out of his skin and sit in his bones so that he could have an argument with himself. And this is what he said:

"Jeremiah, you're an ass. I regret to have to admit it but you are. That woman was perfectly just. You know as well as I do that those provisions had been in that store for days, some of them for weeks. That's why you are losing trade. Satis Faction, over the way, is recruiting from the ranks that used to be yours, and you know it. And it's no wonder. Your buying is all part of your general short-sightedness. You've got to Please the Public. If you can't take the trouble to sell fresh stuff to your customers they won't take the trouble to buy at your store. See?"

Himself must have seen for he made no reply to the argument.

So Jeremiah went to his store. From that day to this he has never stocked eggs that spoke, nor ham that was ready to fly, nor butter that was only fit for greasing locks.

Jeremiah Jones learnt that the public, paying the piper, calls the tune.

## A Fine Issue for the Clerks

Annual Spring Sales Number Will Be Full of Meat for Every  
Salesman—Special Attention Paid to Window Displays,  
Interior Arrangement and Selling Ideas.

**T**HE clerk of to-day is the merchant of to-morrow.

In the majority of Canadian stores there is one or more young salesman behind the counter, who in five, ten, fifteen or twenty years from now will be the owners of businesses themselves, and many of them will be leaders in grocery thought and progress.

In the **SPRING SALES NUMBER** of Canadian Grocer, which will reach the trade on April 16, there will be many things of great importance and advantage to the young salesmen. Every clerk behind the counter is interested particularly in window display, store arrangement and selling ideas. From these standpoints there will be a wealth of informative ideas and illustrations, which we believe have never been surpassed in any issue of any trade newspaper that has ever reached the grocery trade.

The window displays have been selected from a large number with a particular regard to their selling advantages. Window display is an art that has got to be practiced by every young man who undertakes the work. Because everyone's ideas are more or less limited, Canadian Grocer makes it a special study to present to our readers in our regular issues new ideas in display. The Annual **SPRING SALES NUMBER** will be a regular issue in enlarged and elaborated form, with a number of very splendid displays.

The interior displays will be of the same high order. Small towns and cities, as well as large cities, will be represented, and among these are some of the finest in appearance that have ever reached the trade.

Selling ideas have been secured from salesmen, who from day to day and week to week are actually increasing business in their respective stores. Actual methods and sales talks will be presented of inestimable value to every clerk in his future advancement.

It has been frequently said that new men entering the trade are often short on how to conduct a bookkeeping system that will keep them well informed as to the progress of business. In this **SPRING NUMBER** will be a large number of suggestions along these lines, which will naturally be of particular interest to clerks. Besides there will be ideas in retail advertising, kinks in the grocery store, suggestions for getting after particular trade, and a hundred and one other new ideas of value to every dealer and clerk in every Canadian store.

Here is a suggestion for the merchant. When you have read the **SPRING SALES NUMBER** of Canadian Grocer, hand it over to the clerks. It will make them better equipped to advance your business afterwards. This big issue will appear on April 16.

March 25th, 1915.

THE EDITOR,  
Canadian Grocer.

P.S.—Not the least interesting and valuable feature of this number will be the advertising. Practically every advertisement will offer you ideas that can be turned into cash. Look out for them.



# The Clerks' Page



## HOW THE HUNDRED IS DIVIDED.

Editor Clerks' Page.—I figure the answer to Mr. N. Fink's question as follows:

48 children are getting.....	\$ 4.00
41 women are getting.....	41.00
11 men are getting.....	55.00
—	
100 people are getting.....	\$100.00

J. ARTHUR LEBOEUF,  
Montreal. 89 St. Catherine St.

## THE PORK DIVISION PROBLEM.

Editor Clerks' Page.—Re "Pigs Problem." I beg to submit the following answer.

Suppose A takes 100 lb. at \$5.50, and B takes 100 lb. at \$4.50. As B would be only getting \$4.50 worth in taking 100 lb. and A \$5.50 worth in taking the same quantity, I suggest that the pig was first cut in the centre, where the value of the meat is a fair average of the whole pig, or 5c a pound.

As B is short 50c worth and A is 50c over, B takes 10 lb. more from A's piece and they get 90 and 110 lb. respectively.

J. ARTHUR LEBOEUF,  
Montreal. 89 St. Catherine St.

Edit. Note.—Let us see whether this will prove out correctly:

90 lb. at 5½c equals.....	\$4.95
110 lb. at 4½c equals.....	4.95

Total.....\$9.90

This does not give either \$5 worth of pork and the total is 10c short of the \$10.

## SAYS LOSS WAS \$60.

Editor Clerks' Page.—My answer to the bogus money problem is as follows:

The grocer gave the hobo groceries valued at.....	\$ 5.00
And change.....	15.00
When Jones the hardware man found the bill was bogus, the grocer had to refund him....	20.00
Which amount he took from his child's bank.....	20.00
And would have to be replaced, so the grocer would lose on the transaction.....	\$60.00

J. D. Bankier.

Kingston, Ont.

## THE ENCYCLOPEDIA

### POTATO STARCH.

Editor Canadian Grocer,—Could you tell me where I could get information in regard to the making of starch from potatoes?

Armstrong, B.C.

F. L. S.

Editorial Note.—A large amount of starch is obtained from potatoes, which yield on an average about 16 per cent. of their weight. The first operation in making starch from potatoes is to thoroughly wash the tubers, after which they are reduced to a pulp in a rasping cylinder. The pulp falls from the rasper on to a starch separator, the bottom of which consists of wire gauze having thirty meshes to the inch.

This separator is slightly inclined, so that the shaking process gradually moves the pulp towards the lower end. The starch separator is of the same width as the hasps, namely, about thirty-six inches, and is twelve feet in length. During the progress of pulp along the separator, jets of water are thrown upon it from pipes arranged above. The water detaches the starch granules from the pulp, and the granules being small enough to pass through the meshes of the gauze, are carried through, while the pulp is left upon the screen, to be ejected finally at the lower end. The starch, when it enters these tanks with the water, rapidly settles to the bottom, and the reddish-colored water can be drawn off. In a few hours after the tank is filled the starch is settled in a hard compact mass in the bottom of the tank. The proportion of starch and water is such that a four-inch layer of starch will result from a quantity of starch milk which would fill the tank. In other words, four inches of starch are overlaid with about six feet of water.

The crude starch resulting from the above process, after the water is drawn off, is lifted by shovels and thrown into another tank of somewhat smaller size fitted with a revolving stirrer; water in large quantities is added at the same time, and the starch is beaten into a cream and again allowed to settle. This

process is simply for washing the starch and removing the larger portion of impurities. In the second settling the pure white starch first goes to the bottom, and when the water is drawn off it is found to be covered with a thin layer of starch mixed with various impurities. This layer is removed separately, and the pure starch underneath is ready for the drying tables.

The white starch derived from the process just described is dried in kilns of two kinds. The old-fashioned kilns were heated directly by furnaces, the hot air coming from the pipes being used to dry the starch. In modern kilns the drying is effected by means of steam coils. These permit a more uniform and more rapid drying, and at the same time diminish the danger of fire.

After a few hours' drying the large blocks of wet starch fall down in smaller portions, on raking, and these smaller portions fall through the slats, and are caught upon the shelves below. Thus, little by little, the starch which is raked through the shelves becomes drier and drier, and is brought into contact with the hot air.

In this way the starch granules are protected from swelling and conversion into a pasty mess, as would otherwise be the case if they were subjected in the wet state to the full temperature of the final drying.

Potato starch, besides being used for culinary purposes, is also used in the manufacture of cotton, woolen, linen and silk goods for three distinct purposes: (1) Sizing for the warp yarn before it is woven; (2) Bleaching, dyeing or printing; (3) In the form of dextrin or roasted starch as a thickener or vehicle for applying the colors to a fabric.

## CAN THERE BE TRUTH IN THIS?

A Canadian Grocer reader asks: "If the scale inspector hires a carter at two dollars a day and goes to, say, thirty places to inspect scales and charges each merchant 30c cartage, and his trip, say, covers six days, and on the seventh day he rests, how much does he make on the carter off the merchant?"



## Current News



### Quebec and Maritime Provinces.

Day & Crabb, grocers and provision dealers, St. John, N.B., have dissolved, W. C. Day continuing.

W. J. Bullock, representing Horton, Cato Mfg. Co., Detroit, leaves Montreal this week for an extended business trip through the Maritimes.

The success of the Dominion Fisheries Association which was formed recently seems assured, as applications for membership are coming in from all over the country.

Ralph Rodrigue, formerly in the employ of Fraser, Viger & Co., Montreal, has opened up for himself at the corner of Clarendon and Sherbrooke streets, Westmount.

Fire did considerable damage to the store of J. M. Richard & Co., groceries, dry goods and shoes, St. Jerome, Que., March 19. The store of J. D. Guay was also seriously damaged.

Saturday last was called Orange Day by a number of Canadian stores, who had special prices and special displays. A full page ad. was run in one of the newspapers by the stores who co-operated.

Fire starting from an unknown cause entirely gutted three departments of the wholesale grocery firm of J. B. Renaud & Company, on St. Andrew, St. Paul, Renaud and Dambourges Streets, Quebec, P.Q., causing over \$75,000 damage.

The unemployed who crowded the Maisonneuve, Que., Council Chamber, were given hope Wednesday, when Mayor Tremblay told them to go to their homes confident that the paving contracts would be given out without unnecessary delay with the object of setting the men to work. Mayor Tremblay was applauded by the crowd when he told them to call on their grocers and inform them that work would be provided within a few days.

### Ontario.

A. A. Farrar, grocer, Tweed, Ont., has sold to W. A. McMaster.

Clare Greer, grocer, Toronto, is succeeded by Isabella Worth.

J. McCallum, grocer, Strathroy, Ont., has sold to Samuel J. Marchman.

Thos. Maxwell has purchased Jas. Reynolds' general store business at Ban-

croft, Ont., and will take possession immediately.

Campbell & Gibbon, grocers, Port Arthur, Ont., sustained a fire loss recently.

Pipe & Presley, general merchants, Cobalt, Ont., have dissolved, Taylor Pipe continuing.

The National Cash Register Co., are opening a sales office at 40 Adelaide St. west, Toronto.

D. S. Litster has purchased the grocery and flour and feed business of S. Gowing, Burks Falls, Ont.

Jas. Broad, formerly with the Bowes Provision Co., Toronto, has joined the staff of Lindners, Limited.

John J. Hager, general merchant and postmaster of Hagersville, Ont., for thirty-five years, died recently as the result of a paralytic stroke. Mr. Hager's father was the founder of the village.

The following merchants have been elected as the Retail Merchants' committee of the Fort William, Ont. Board of Trade: C. H. Jackson, C. E. Chapple, S. D. Cashmore, R. E. Walker, C. W. Wilson.

J. H. Pickering, Fingal, Ont., has sold his stock of groceries, boots and shoes, and dry goods to D. A. Cattanach, who formerly owned the business, and who sold the business to Mr. Pickering two years ago.

J. H. Blake, a representative of M. J. Brandenstein & Co., importers of teas, coffee, etc., San Francisco, Cal., was in Toronto during the week and visited the Toronto offices of the Canadian Grocer. Mr. Blake is the author of a book on tea entitled "Tea Hints for Grocers," which Canadian Grocer advertised and sold for many years—in fact until all available copies were sold.

A despatch from Los Angeles, Cal., says that John C. Eaton, president of the T. Eaton Co., Ltd., Toronto arrived in Pasadena recently. He was accompanied by Mrs. Eaton, their three children, and William Dobie, president of the E. W. Gillet Co., Toronto, and Mrs. Dobie. The party intend to tour California, and for that purpose Mr. Eaton brought with him two automobiles reputed to be among the most costly built

abroad. Everywhere they go they attract attention.

### Western Canada.

A. T. Rowell will open a grocery store in Delburne, Alta., on the 1st of April.

There is a report to the effect that Nash Bros. will open a wholesale grocery establishment in Red Deer, Alta.

On March 1, a general store was opened at Peachland, B.C., under the management of H. E. McCall of Thompson & McCall.

Benj. Gallant has disposed of his general merchandise business at Bloomfield, B.C., to Andrew Martin, of Bloomfield, and Remie Arsenault of Bloomfield Station.

N. P. Schmit, Turtleford, Sask., has disposed of his general merchandise business to Davis & Underwood. Mr. Schmit will remain in Turtleford for some time. Davis & Underwood are having some alterations made to the interior of their store.

The monthly meeting of the Moose Jaw, Sask., Retail Merchants' Association was held recently following a luncheon of the members. Several important matters were discussed, including the recent report of the Fire Underwriters' Association regarding the reduction in the insurance rates in the city.

The Saskatoon Board of Trade is in favor of giving the Daylight Saving scheme another trial. Members are of the opinion that the short time during which it was in operation last year was not sufficient to test its advantages thoroughly, so in order that the merchants may satisfy themselves of the benefits of the scheme it is memorialising the council to put the scheme into operation again this year and to give it a fair trial.

Some time ago Canadian Grocer referred to the methods of a firm in Vancouver, B.C., which issued what it called "Scrip" to retailers who in turn gave it out to their customers buying goods—the scrip being good for transportation service. The same thing has arrived in Calgary, Alta., where several merchants have gone into the scheme. It would be interesting to have a ruling on this in so far as the Trading Stamp Act affects it.

# Big Changes in Dried Fruits

Several Lines Show Price Changes—Drop in Shelled Walnuts—Coffee Duty Removed—Tea Did Not Advance in London—Canned Lobster Has Good Sales.

Office of Publication, Toronto, March 25, 1915.

**T**HE wheat market in Chicago and in Winnipeg took another slump this week, consequent upon the fall of Przemysl. Wheat was quoted in Chicago at \$1.51 a bushel and in Winnipeg at \$1.58½. This Chicago price is particularly low in comparison with the \$1.60 mark which was obtained less than a week ago. It will be interesting to see whether wheat is going to go up or down, for of course flour prices depend upon the antics of wheat. Such influences as this Russian victory and the promise of an early issue out of the Dardanelles troubles are all good bull factors. Without wishing to be unduly bearish, we would point out that it is a long way to those 65,000,000 bushels of wheat which Russia is going to liberate as soon as she gets the chance. And when those 65,000,000 bushels are liberated, it must be remembered that not only is Britain going to be in the market but also several of the Continental Countries.

The egg situation is interesting at present. There are now no storage eggs coming either in Canada or the States worth speaking about and the whole production new laid. This week we quote eggs from wholesaler to retailer at an advance from last week of 2c. This is due to the fact that accompanying the enormous production of new-laid eggs there has been an enormous consumption. Everybody is eating eggs; they are cheaper food just at present than meat. It was not ever thus. Three months ago a very different story had to be told. We understand from the States that no fewer than 90,000,000 eggs came into New York last week from Texas and no room could be found to store these. The fact of the matter is that the refrigerators in the States are so full up with beef imported from the Argentine and that sort of thing that there is no room to garner all these new-laid eggs. That means that there is going to be a glut on the market, and the effect of that so far as we are concerned will be to make the farmer keep down his prices on new-laid eggs in this country, which the man in the street won't complain of at all.

Once more we record an advance on cheese, this time of a quarter of a cent. There is very little cheese in the country and what there is can be sold most advantageously to Britain. Provision men say that there is to be no let-up on the high prices on cheese and we may not only look for no reduction on old cheese, but we must accustom ourselves beforehand to fairly high open prices on the new make when it comes along.

## QUEBEC MARKETS.

Montreal, March 25.—March is usually quiet in the grocery trade, and this is shown in an effort on the part of the wholesale trade to stir up business by means of lower prices. Several cuts have been made in the past two weeks. As a result, quietness exists in the primary market. Talk of peace will have an effect on the market, as it is realized that if the war comes to a close, many prices will go to pieces.

This being a lean year for olives, when prices should be high, little interest has been shown in new prices. These have not yet arrived from Europe, and few are expected, as it is believed by many in the trade that high prices will make them prohibitive. If such is the case, a higher value will be placed on stocks held in Canada. Pickles are an-

other line, the importation of which is expected to be small this year.

With a weakening of the oat market, lower prices were being quoted by the mills for rolled oats in bulk, the price of packages remaining the same. Retailers can secure oats at \$3.60 for 90-lb. bags, and it is expected that \$3.50 will be quoted next week.

Important changes have taken place in the dried fruit market. Prunes, 1915 crop, are now being quoted by the wholesale trade at prices lower than those of 1914, for November delivery. Contrary to expectations, plenty of dates, figs and raisins are being offered and difficulties experienced in making sales. Figs, both in bags and boxes, are being offered this week at much lower prices. Several lines of nuts are down in the primary market, including shelled walnuts and

## Markets in Brief

### QUEBEC MARKETS.

**FLOUR AND CEREALS—**  
Weakness in flour.  
Feed prices expected lower.  
Rolled oats down 20c.  
Rye flour quoted lower.  
**PRODUCE AND PROVISIONS—**  
Eggs at 23c for Easter; will be lower after that.  
Butter down two cents.  
Cheaper cheese anticipated.  
Higher prices for live fowl.  
**FRUIT AND VEGETABLES—**  
Strawberries here at 40c.  
Cheaper cauliflower coming.  
Parsnips up to \$1 bag.  
Radishes down to 40c.  
Florida tomatoes at \$4.50.  
**FISH AND OYSTERS—**  
Frozen market still weak.  
Dore, pike, perch and carp in.  
Tomcods sell for mere song.  
Tomcods off the market.  
Holland herrings delayed.  
**GENERAL GROCERIES—**  
Big changes in dried fruits.  
Figs, dates and raisins arriving.  
Shelled walnuts take a drop.  
Higher spice quotations.  
Peculiar sugar situation.  
Prices on 1915 prunes quoted.  
Recent tax on coffee removed.  
No sales of new molasses.

### ONTARIO MARKETS.

**FLOUR AND CEREALS—**  
Flour business quiet.  
Wheat slumps again.  
Rolled oats lower.  
Barley still strong.  
**PRODUCE AND PROVISIONS—**  
New laids are slightly higher.  
Cheese advances, too.  
Passover possibilities for poultry.  
No change in butter.  
**FRUIT AND VEGETABLES—**  
Carrots and turnips slow.  
Apples sell well.  
Navels moving briskly.  
Celery lower.  
**FISH AND OYSTERS—**  
Fresh halibut arriving.  
Oyster trade resurrected.  
Haddock moving well.  
Ciscos coming in.  
**GENERAL GROCERIES—**  
No change in tea.  
Dried fruits move better.  
Shelled walnuts down.  
Spices firmer.  
Coffee prices stiffen.

Tarragona almonds, in shell. The latter should be offered at 16c this week. Filberts seem to have followed walnuts on the down grade.

New maple syrup is confidently expected this week. Already a little has reached the market, but it is believed to be old stuff re-boiled. The price for 8½-lb. tins is down to 65c, with few kegs of old syrup offering.

A suggestion was advanced this week by a large holder of canned lobster that someone purchase a thousand cases at to-day's prices, and hold them until the war is over, which would net them a profit of at least \$5 per case. Lobsters can be bought to-day in the primary market at \$15, and the price as soon as the present depression is over will likely

# CANADIAN GROCER

jump to \$20. If such a purchase were made, it would relieve the market considerably. There is a story afloat that European Governments have bought large quantities of cheap canned lobsters in Nova Scotia. It is not credited by the trade. The French Government are considering the purchase of beans, but are not interested in other vegetables.

**SUGAR.**—A peculiar situation exists in this market, which is said by the refiners to be unprecedented. The raw market has shown remarkable firmness for some time, yet has not had the slightest effect on the market for refined in Montreal. The reason is probably that the trade here stocked up pretty heavily around the time Parliament met, and are not in a position to buy. This is a factor in keeping the price of refined down here. However, the wholesale trade showed considerable interest in the sugar situation this week, which seems to indicate that if raws become much stronger, they will be in the market, and prices will then advance. The market here can be described as strong, but quiet.

Item	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lump—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

**DRIED FRUITS.**—Startling things have occurred in this market during the past few days. Turkish figs, which brought enhanced prices when war was declared, are now coming on to this market, and are apparently hard to sell. New York is even shipping figs to England. A quantity reached Montreal this week which had been condemned in the States. These are Smyrnas in bags, and are offered at three cents lower than former quotations. These should cost 7c to the retailer. Box figs are offered with freedom, too. Contrary to expectations, there are also plenty of dates on the market. Hallowis, loose, are being put on the market so as to cost the retailer 7c, and 7½c for packages. There seems to be no scarcity of figs or dates. Currants are firm. Sultanas are about the only thing in the market which are scarce. Lots of Valencias are offered; in fact, there seems to be too many of them. California people have been offering 1915 crop prunes, and the response has been so good, several growers have withdrawn prices. Santa Clara prunes are being offered to the retail

trade, November delivery, at 7½-10½c for the larger sizes. The prices are a little under those quoted for 1914 crop.

Item	Per lb.
<b>EVAPORATED FRUITS.</b>	
Apples, best winter	0 07½
Apricots	0 15
Nectarines, choice	0 11½
Peaches, choice	0 09½
Pears, choice	0 13½
<b>DRIED FRUITS.</b>	
<b>Candied Peels—</b>	
Citron	0 20
Lemon	0 14
Orange	0 13½
<b>Currants—</b>	
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08½
Vostizzas, loose	0 08½
<b>Dates—</b>	
Dromedary, package stock, per pkg.	0 09
Faris, choicest	0 12½
Hallowee, loose	0 08½
Hallowee, 1-lb. pkgs.	0 08
<b>Figs—</b>	
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	0 15½
6 crown, 12 lb. boxes, fancy, layer, lb.	0 15
<b>Prunes—</b>	
30 to 40, in 25-lb. boxes, faced	0 15
40 to 50, in 25-lb. boxes, faced	0 14
50 to 60, in 25-lb. boxes, faced	0 13
60 to 70, in 25-lb. boxes, faced	0 12
70 to 80, in 25-lb. boxes, faced	0 11
80 to 90, in 25-lb. boxes, faced	0 10½
90 to 100, in 25-lb. boxes, faced	0 09½
<b>Raisins—</b>	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscatsels, loose, 3 crown, lb.	0 08½
Sultana, loose	0 11
Valencia, selected	0 09½
Valencia, 4-cr. layer	0 09
Cal. seedless, 16 oz.	0 11
Seedless, 12 oz.	0 09
Fancy seeded, 12 oz.	0 09
Choice seeded, 12 oz.	0 08½

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

**RICE.**—There seems to be no new crop offering from England. Men on the other side seem to be waiting until they have got the rice in their mills before quoting.

Item	Per cwt.
<b>Rangoon Rices—</b>	
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustris	3 85
<b>Fancy Rices—</b>	
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Item	Per lb.
<b>Imported Patna—</b>	
Bags, 224 lbs.	0 06
Half bags, 112 lbs.	0 05½
Quarter bags, 56 lbs.	0 05¼
Velvet head Carolina	0 09½
Sago, brown	0 05¼
<b>Tapioas—</b>	
Pearl, lb.	0 05
Seed, lb.	0 05½

**MOLASSES.**—No lower prices seem to have been quoted yet for new crop, but there is a feeling that they will be seen before many days. Wholesalers are still firm in their resolve not to buy at present prices, and are talking of bringing in New Orleans molasses. They do not seem to be worrying, and claim that their stocks are sufficient to last until May. There is one wholesaler, however, who says he expects to see 50c molasses this year. He has sold it before, and expects to again. He believes the people will pay the price just the same. At the same time, he will not buy at present prices, at least not just now.

Item	Per lb.
<b>Barbadoes Molasses—</b>	
Punchons	.45
Barrels	.48
Half barrels	.49

For outside territories prices range about 2c lower for fancy; nothing for choice.

Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Item	Per lb.
<b>Corn Syrups—</b>	
Barrels, per lb., 3¼c; ¼ bbls., 4c; ½ bbls.	0 04¼
Pails, 38½ lbs., \$1.95; 25 lbs.	1 46

Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
<b>Cane Syrups—</b>	
Barrels, lb., 3¼c; ¼ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 65
<b>Maple Syrups—</b>	
Pure, per 8½ lb. tin	0 66
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 10
Maple sugar, pure, per lb.	0 09

**COFFEE.**—The Government evidently listened to the representations made by the coffee importers, and decided not to impose a further tax, as announced when Mr. White brought down his Budget. This announcement has had practically no effect on business.

Item	Per lb.
<b>Coffee, Roasted—</b>	
Bogotas	0 26
Jamaica	0 23
Java	0 31
Marticaibo	0 22
Mexican	0 27
Mocha	0 33
Rio	0 17
Chicory, per lb.	0 21
Chicory, per lb.	0 10

**SPICES.**—Recently, wholesalers have raised their prices to the retailer on lines which have become scarce, particularly in peppers and Cayenne chillies. Cayenne pepper is now quoted at 29c.

Item	Per lb.
<b>5 and 10-lb. boxes.</b>	
Allspice	0 17
Cassia	0 23
Cayenne pepper	0 30
Cloves	0 41
<b>¼-lb. pkgs. ¼-lb. tins.</b>	
dozen	0 24
dozen	0 31
dozen	0 38
dozen	0 46
<b>Lower prices for pails boxes or ballers when delivery can be secured.</b>	
Cardamon seed, per lb., bulk	2 00
Carraway—	
Canadian	0 13
Dutch	0 15
Cinnamon, China, lb.	0 20
Mustard seed, bulk	0 19
Celery seed, bulk	0 36
Cayenne chillies	0 45
Shredded coconut, in pails	0 19½

**DRIED VEGETABLES.**—Market still quiet and easy. There was talk of a shipper offering beans at \$2.50 April delivery, but the trade do not credit this story. Sales are being made around \$2.90. Small millers in Ontario who have large accumulations, are letting go. This accounts more or less for the easy market. The trade believe that, while the market may decline 10 or 15 cents a bushel, when navigation opens up there are liable to be inquiries from the other side, which will bring the market back. Split peas and whole peas remain quiet.

Item	Per bushel
<b>Beans—</b>	
Canadian, 3-lb. pickers	3 25
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 07½
Peas, white soup, per bushel	2 85
Peas, split, bag 89 lbs.	5 25
Barley, pot, per bag	3 00
Barley, pearl	4 50

**TEAS.**—Low-grade Congous are exceptionally high, as well as Ceylons. Yet business is quiet. Japans cannot be bought for much less than 19-20c, and fine Japans selling for 22-25c are hard to get. There was another advance in London this week. We have information from Japan that the crop will be a fairly good one this year, and prices reasonable. There is a likelihood, though, that they will be affected by the high price of Ceylons and Indians. Several instances

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are recorded of tea, especially China Congous, being bought prior to the meeting of Parliament, and shipped to England from Canada at considerable profit. For a time it seemed that what we were long on here they were short on in England. A consignment of 500 half chests were shipped recently, but the profit only amounted to about 1/2c. When Congous were offering here at 13 1/2c, the market in England was 16-16 1/2c, which allowed it to be shipped at a profit. But when the market here reached 16c, this business stopped. Importers now prefer to do business at home, without going to all the trouble connected with shipping during these troublous times.

**NUTS.**—Shelled walnuts took a fall in the primary market this week, and are now quoted 3c per lb. less. Price to retailer, which was never raised by wholesalers, remains at about 35c. It appears that about two months ago, the French Government seized about 300 cars of various kinds of nuts, which caused the market to strengthen. It was thought that this action of the Government would continue, but it did not. Farmers were becoming nervous, and started to let their supplies loose, resulting in the present decline. Importers do not expect a further decline. Quality of walnuts coming in is not good. Filberts are down. They usually follow walnuts. The trade should be paying in the neighborhood of 25c for shelled. Tarragona almonds are also down in the primary markets, and wholesalers will probably be selling as low as 16c for nuts in shell before very long. It will be remembered that this market declined last week. The Jewish holidays open up next week, and they usually eat large quantities of nuts with the bread. New Brazil nuts reach New York about April 1, and should be here a week later.

Almonds, Tara .....	0 18	0 18
Grenobles, new .....	0 16	0 16 1/4
Marbots, new .....	0 15	0 16
Shelled walnuts, new, per lb. ....	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb. ....	0 38	0 43
Sicily filberts .....	0 13	0 14
Filberts, shelled .....	0 23	0 23
Pecans, large .....	0 19	0 19
Brazils .....	0 12	0 13
Peanuts, No. 1, 1 1/2c; No. 2 .....	0 11 1/4	0 11 1/4
Peanuts, No. 3 .....	0 10	0 10
Canadian chestnuts .....	0 12	0 12

**CANNED GOODS.**—Mention was made last week that there was a likelihood of the French Government buying canned vegetables for the troops, and that this would have a good effect on the market. Several vegetables were mentioned, among them beans. Further enquiries elicit the information that the French Government is interested in beans, but in no other canned vegetables. The British Government is apparently not interested in our canned vegetables at all, but it is significant that a Montreal man is now in London, having gone there in an attempt to interest the Imperial Government in our canned goods.

A rumor was circulated here that the French and British Governments had made heavy purchases of the cheapest Nova Scotian lobsters, which was having a good effect on the market. This may only be a rumor.

Apart from efforts being made in Ontario to put the industry on a firmer basis, there seems little change in the situation. Wholesalers here express the opinion that to save the situation, packing should be stopped during the coming year. Several packers will be unable to pack owing to lack of capital, and it is learned here that some Prince Edward Island packers will shut down their factories for the whole year, which should help the market some.

Buying of vegetables continues light, tomatoes being the main item. At this time of year, wholesalers experience a good demand for canned salmon.

### ONTARIO MARKETS.

Toronto, March 25.—Trade generally does not show any startling improvement. March is proving a fairly good month, but as one wholesaler puts it: "It is nothing to shout about." On the other hand, conditions are undoubtedly better than six months ago, and, more important still, they have recovered more quickly and to a much greater degree than was forecast by some pessimistic prophets. Optimism, which has no sane and reasoned base, is senseless, but pessimism in like case is more senseless still. If some of our prophets of blue ruin crying in the wilderness would quit crying, their prophesies might go down better. Business conditions are slowly but surely recouping themselves. There is no doubt about this. Conversation with manufacturers, importers, wholesalers and retailers demonstrates this.

Business is still hand-to-mouth in character, and it seems to us that so it will continue for some time. The drawback to this character of buying is that money is expended in the more frequent packing and shipping and book-keeping, and so on. On the other hand, steady business is infinitely more to be desired than spasmodic placings of big orders. The steady business will grow in volume. Give it a chance!

Canned lobster is selling very well at present. Jobbers tell us that they have sold more in the last three months than in the twelve previous months. Of course, the price has been exceptionally cheap. Retailers have been selling at 22c to 25c to the consumer. Wholesalers' prices have been a matter for their consciences. They are not really quotable. We hear of one who was selling at \$2.25 a dozen, but whether this is more or less standard, we cannot say. It is said in Montreal that the British Gov-

ernment placed a big contract for lobster at low prices. The trade here has heard nothing of it, and we are not inclined to credit it. If the soldiers in the trenches are living on lobster they are doing much better than they did in days of yore.

**SUGAR.**—Market in New York is very firm and steady; firmness is due to report of heavy rains in Cuba. Cuban report was reduced 300,000 tons in the latest estimate by an authority. It is now placed at 2,355,000 tons, but this is only 50,000 tons below the original minimum, so that the reduction doesn't cut much ice. It is said that both Britain and France have been finding out how the land lay, and if they are purchasers we may see higher prices. This market is quiet, but steady. Buying is distinctly hand-to-mouth in character.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	6 86
20 lb. bags .....	6 96
10 lb. bags .....	7 01
2 and 5-lb. cartons .....	7 15
Nova Scotia refined, 100-lb. bags .....	6 76
New Brunswick refined, 100-lb. bags .....	6 86
Extra Ground Sugars—	
Barrels .....	7 28
50 lb. boxes .....	7 44
25 lb. boxes .....	7 66
Powdered Sugars—	
Barrels .....	7 06
50 lb. boxes .....	7 28
25 lb. boxes .....	7 46
Crystal Diamonds—	
Barrels .....	7 61
100 lb. boxes .....	7 61
50 lb. boxes .....	7 71
Cartons (20 to case) .....	8 11
Cartons (50 to case) .....	8 61
Crystal Dominoes, cartons .....	8 26
Paris Lumps—	
100 lb. boxes .....	7 61
50 lb. boxes .....	7 71
25 lb. boxes .....	7 91
Yellow Sugars—	
No. 1 .....	6 66
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—There is no change in the prices at London auction this week, but buyers are paying the highest prices they have ever known. No advances have taken place here, but this can be depended upon—that teas cannot continue to be sold at to-day's prices. It would mean bankruptcy for the big dealers. Quality will either have to be lowered or prices advanced. With regard to present conditions in their relation to future prices, in a letter received here from a house in Calcutta the writer says:

"I really wonder that any garden, with conditions as they are, makes green tea at all, as it is more expensive to produce, and the prices obtained seem anything but attractive, compared with those obtained for black tea. We should see a really wonderful market next season, with prices higher than ever, as the Russians will probably want fully 50 to 60 million lbs. from India, against 26 millions obtained this season.

"You can form an idea of what the present prices for tea would be in London if Russia had been able to get about 46,000,000 lbs. from Calcutta this season instead of 26,000,000.

"As I write, the Russians are hunting this market high and low for any first,

# CANADIAN GROCER

second or third-hand teas, so desperately short are they of what they require.

"The situation is the same elsewhere, for Bombay and Persia can have practically no stock at all. We shall open here in June next with a booming market."

The best illustration as to who is benefiting by the enormous advances in teas is the annual report of the Travancore Tea Estates Co., which appeared in the Times. It says:—"The profits allow the payment of a total dividend on the ordinary shares of 40 per cent., besides carrying a substantial amount to the redemption of debentures account."

**DRIED FRUITS.**—Spot prunes are very slow. Just about now the demand begins to fall off, and they are difficult to sell. They are easier in the primary markets, and futures are quoted at attractive levels. There is said to be a new car in here, and there is some buying. Prices are worth while. Peaches, easier in California, are in better demand here than for some time. Price is down a trifle this week, and we quote 7 3/4-8c for them. Currants show an upward tendency in primary market, which is very firm. This is difficult to understand, inasmuch as Greece is not exporting to Germany. Figs are very slow sellers, particularly layer stuff, and no quotation which is generally applicable can be very well made. Fig situation for the last few months has been interesting. Before Christmas importers here, figuring that they couldn't get supplies from Turkey, bought heavily in New York. But public demand fell off to an extraordinary degree; possibly the feeling was purely sentimental—against Turkey. Anyway, merchants have been selling at all kinds of prices. We hear of some 2-lb. figs that went at 8 cents. Apricots are firmer. Stocks are very light, and there has been a good deal of buying on the part of the retailer. Valencia raisins—what there are—have displayed some activity, and we quote an advanced price of 9-9 1/2 cents.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 1 1/4
Apples, evaporated, per lb.	0 07 1/2	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.		0 07 1/2
Amalás, choicest, per lb.	0 06	0 08 1/4
Patras, per lb.	0 08 1/2	0 09 1/2
Vostizas, choice	0 08 1/2	0 10
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09 1/2
Package dates	0 06	0 06 1/2
Hallowees	0 07 1/2	0 07 1/2
Prunes—		
30-40s, California, 25 lb. boxes	0 14 1/2	0 15
40-50s, 25 lb. boxes	0 12 1/2	0 13 1/2
50-60s, 25 lb. boxes	0 12	0 12 1/2
60-70s, 50 lb. boxes	0 10 1/2	0 11 1/2
70-80s, 50 lb. boxes	0 09	0 09 1/2
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07 1/2	0 08
25-lb. boxes, 1/2c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08 1/2
25-lb. boxes 1/2c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13

Sultanas, fancy, new	0 14	0 16
Valencia	0 09	0 09 1/2
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/4
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 10 1/2	0 11
Seedless, 12 oz. packets	0 10	0 10

**NUTS.**—Shelled walnuts are considerably easier in the primary markets, and this is somewhat difficult of understanding. There was a famine for some time of supplies from France, but apparently a plethora has turned up. We quote 38 to 40c in this market. Some, we understand, are selling lower than those figures, but spot stocks generally will not be affected, inasmuch as supplies now on order will probably not reach here till after May 1, in which case they will go into storage till October. At that time they should be lower than 38c. Some new Brazils are coming, but selling spot stocks has been so difficult for a couple of months that one wonders what luck the new will have. Shelled almonds are only moving fairly well.

In Shell—	Per lb.	
Almonds, Tarragona	0 17 1/2	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/4
Peanuts, hand-picked, roasted	0 11	0 11 1/4
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 12
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—	Per lb.	
Almonds	0 37	0 40
Filberts	0 35	0 36
Peanuts	0 11 1/2	0 12
Pecans	0 58	0 62
Walnuts	0 38	0 40

**SPICES.**—There is a good demand for all peppers and as spot stocks are very slight, market is advancing. Cream of tartar is in the same condition and higher prices may be registered any day. Retailers will do well to buy what they need now.

Spices—	Compound, per lb.	Pure per lb.
Allspices, ground	0 10	0 15
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 26
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 35	0 40
Cloves, whole	0 28	0 33
Cloves, ground	0 18	0 22
Cream of tartar	0 25	0 35
Curry powder	0 35	0 35
Ginger, Cochin	0 14	0 17
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 17	0 20
Ginger, African, whole	0 24	0 27
Ginger, African, ground	0 18	0 18
Mace	0 80	1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins		0 50
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 30	0 33
Pickling spice	0 15	0 15
Turmeric	0 18	0 20

**MOLASSES.**—Bulk molasses is very slow and there is virtually no demand. Canned stuff is better and business at present is distinctly good. No business in new molasses is noted yet. Prices are too high and buyers are in no immediate need. Stock will last another three months yet. Prices on new will, we think, be lower than present quotations.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	2 65	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, 1/2 doz. in case	2 90	
20 lb. tins, 1/4 doz. in case	2 85	
Barrels, per lb.	0 05 1/2	
Half barrels, lb.	0 040	

Quarter barrels, lb.	0 04 1/2
Pails, 3 1/2 lbs. each	1 95
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26
New Orleans, half-barrels	0 28
West Indies, half barrels	0 26
Barbadoes, fancy, barrels	0 46
Barbadoes, fancy, half barrels	0 47
Maple Syrup—Pure—	
8 gallon cans, 1 to case	6 45
Gallons, 6 to case	6 60
1/2 gallons, 12 to case	6 95
Quarts, 24 to case, in glass	7 00
Pints, 24 to case	4 00
Maple Sugar—	
Pure, per lb.	0 12 1/2
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60
Maple butter, lb. tins, dozen	1 90

**COFFEE.**—The tax of seven and a half per cent. has been taken off. The Government, apparently, has noted the representations made by coffee men. There is, of course, a three cents a pound tax still, put in last fall. Standard and Rios are much stiffer and high prices on these are in the offing. The relief by the taking off of the new duty does not affect prices. They were not raised to meet re-adjusted conditions, so that they don't have to be lowered again.

Coffee—	Per cwt.	
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucaramanga	0 30	0 32 1/2
Mexican	0 30	0 32
Maracaibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicory		0 14

**RICE AND TAPIOCA.**—Market is still pretty firm and there is the usual steady demand. These are staple lines, of course, and are good, cheap nutritious foods. Talk of higher prices has subsided for the present.

Rice—	Per cwt.	
Rangoon "B," per cwt.	3 45	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	6 00
Patna, fancy	0 07 1/2	0 08
Tapioca—	Per lb.	
Pearl, per lb.	0 06	0 07 1/2
Seed, per lb.	0 06	0 07 1/2
Sago, brown, per lb.	0 06 1/2	0 06 1/2

## MANITOBA MARKETS.

Winnipeg, March 25. — Business is again rather quiet, this being the bad season of the year for any turnover in the country, owing to the condition of the roads. It would seem, however, that these will improve shortly, and a larger volume of business will result. Collections are reported in satisfactory shape, better, perhaps, than they have been for some years.

**SUGAR.**—No change in prices, last week's strength still being maintained with apparently no chance whatever of weakening. Corn syrup looks much stronger. So far there has been no advance except in glucose, but with the raw product up in price an upward movement in syrup seems likely.

Sugar, Eastern—	Per cwt. in sacks.	
Standard granulated	7 35	
Extra ground or icing, boxes	8 20	
Extra ground or icing, bbls.	8 00	
Powdered, boxes	8 00	
Powdered, bbls.	7 80	
Hard lump (100-lb. cases)	8 30	
Montreal yellow, bags	6 95	
Sugar, Western Ontario—	Per cwt.	
Sacks, per 100 lbs.	7 25	
Halves, 50 lbs., per cwt.	6 35	

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Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	6 55
Powdered, 50s	5 90
Powdered, 25s	7 20
Icing, barrels	7 10
Icing, 50s	7 25
Icing, 25s	7 25
Icing, pails	7 15
Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P. lumps, 100-lb. cases	8 30
H. P. lumps, 25-lb. boxes	8 55
Yellow, in bags	6 95
Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	
Barbadoes	Per gal. 0 53
New Orleans	0 34
Maple Syrups—	
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals, 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal. quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75
DRIED FRUITS.—As was indicated last week, a number of advances have come under this head. Apples, apricots, currants, dates, raisins and prunes have gone to higher level. New purchases of apples being made in Winnipeg are now costing 8c delivery. This makes it very clear that the present price of 8 1/2c, which is being quoted to the dealer, will have to move up somewhat. Apricots, of course, have advanced largely because at this late season the supplies are low. Currants have risen because of difficulties of transportation from Greece and perhaps because of some uneasiness there over war conditions. With the exception of one or two lines, raisins have not gone up. A rise here, however, is certain as soon as the new stocks arrive on which the new duty of 7 1/2 per cent. has to be paid.	
Apples, evaporated, new, 50's	0 08 1/4
Apricots, choice, 25's	0 13 1/4
Apricots, choice, 10's	0 13 1/4
Apricots, standard, 25's	0 12 1/4
Currants—	
Dry clean	0 08
Washed	0 08 1/4
1 lb. package	0 08 1/4
2 lb. package	0 17 1/2
Vostizzas, bulk	0 10
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07 1/4
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06 1/4
Choice, 25-lb. boxes	0 07 1/4
Choice, 10-lb. boxes	0 08 1/4
Raisins, Valencias—	
3 crown, loose, 25's	0 08 1/4
3 crown, loose, 50's	2 40
Fine selected	2 45
Four crown layers	2 45
Raisins, Sultanas—	
Corinthian Giants	0 13 1/4
Superdine	0 12 1/4
Finest	0 11 1/4
Fin	0 10 1/4
Raisins, Muscates—	
Choice, seeded, lb.	0 09 1/4
Fancy seeded, lb.	0 09 1/4
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07 1/4
Prunes, in 25-lb. boxes—	
90 to 100	0 08 1/4
80 to 90	0 08 1/4
70 to 80	0 09 1/4
60 to 70	0 11
50 to 60	0 11
40 to 50	0 11 1/4
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/4
6-crown, 10-lb. boxes, per lb.	0 13 1/4
5-crown, 10-lb. boxes, per lb.	0 11 1/4
4-crown, 10-lb. boxes, per lb.	0 11 1/4
3-crown, 10-lb. boxes, per lb.	0 11 1/4

Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 06 1/2
Cooking figs, choice: naturals, 25-lb. bags, per lb.	0 05 1/2

**RICE AND TAPIOCA.**—A slight advance in tapioca is noted. On the original markets both tapioca and sago are very much stronger, due to the scarcity. This upward movement here recorded has been expected for some time. It has been delayed because of good stocks on hand.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 04 1/2
Siam, per lb.	0 04 1/2
Patna, per lb.	0 06 1/4
Carolina, per lb.	0 06 1/4
Sago pearl, per lb.	0 04 1/2
Tapioca, pearl, per lb.	0 04 1/2

**NUTS.**—There is very little demand for this line. Prices remain as formerly.

Nuts—	
Brazil, new stock	Per lb. 0 13
Tarragon almonds	0 19
Peanuts, roasted Jumbos	0 12 1/4
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12 1/4
Grenoble walnuts	0 18
Sicily filberts	0 12 1/4
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

**BEANS.**—Canadian hand-picked are somewhat stronger. California lima beans have been advanced 1/2c owing to the duty, while peas per sack have gone up 25c. It would seem, moreover, that this advance will be followed by more. Peas, beans and barley are all exceedingly scarce and split peas are now being quoted in Ontario as high as \$6, which is the selling price to dealers in Western Canada. Unless there is a change in Ontario—and a movement upward seems more likely than one downward—the quotations in Winnipeg will have to rise again.

Beans—	
Canadian, hand-picked	3 85
3-lb. pickers	3 65
California Lima Beans—	
Bag lots	0 08 1/2
Less than bag lots	0 08 1/2
Barley—	
Pot. per sack, 96 lbs.	3 30
Pearl, per sack, 98 lbs.	4 30
Peas—	
Split peas, sack, 98 lbs.	6 40
Sack, 40's	3 02
Whole peas, bushel	2 90

**TEAS AND COFFEES.**—The demand is good. No change in prices.

Coffee—	
Rio, No. 5, green	Per lb. 0 16
Rio, roasted	0 19
Santos, green, No. 4	0 18 1/4
Santos, roasted	0 25
Chicory, per lb.	0 07
Teas—	
Japans—	
Choicest basket, fired	0 40
Choicest, pan fired	0 40
Very fine, pan fired	0 35
Medium, pan fired	0 30
Common, pan fired	0 25
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Broken orange and orange	0 40
China—	
Fine Keelung	0 50
Good Packlung	0 35
Common morning	0 25

## WINNIPEG.

**FLOUR AND CEREAL.**—As was reported last week, the wheat market stiffened materially. It has since continued in an upward direction, though advances have not been as large or as rapid as those which came a month or more ago. The inevitable result of the advances, how-

ever, has been an increase of 30c per barrel, offsetting the decline which came with the fall of wheat, immediately following the commencement of the bombardment of the Dardanelles. Still, it is difficult to estimate what is likely to happen in the future. The present price, however, seems one which will hold for a few weeks.

In rolled oats there is no change. The demand on the whole is reported as falling off somewhat—a thing which is to be expected at this time of year. Some manufacturers, however, state that they can dispose of all they turn out.

Business generally is reported satisfactory. The sales are of the right class and little or no difficulty is now being experienced with regard to credits. From the millers' standpoint, the business of the year so far compares satisfactorily with that done in previous seasons.

Manitoba Wheat Flour—	
Best patents	Per bbl. 7 70
Second patents	7 40
Low grades	5 40
Rolled oats, 80's	3 30
Standard oatmeal, 98 lbs.	4 15
Cornmeal, 95's	2 80

## SASKATCHEWAN MARKETS.

By Wire.

Regina, March 25.—Business continues good. Markets are fairly steady. Eggs are down to 17c, with all kinds of them coming in. Butter—No. 1 dairy is 27c, and creamery is scarce and in good demand. Sugar, according to a new list just gone into effect in Regina, wholesale at \$7.59. Flour advanced 15c recently, and is now quoted at \$3.95.

Produce and Provisions—	
Butter, creamery, per lb.	0 35
Butter, dairy, No. 1	0 27
Cheese, per lb., large	0 20
Eggs, new laid	0 17
Lard, 3's, per case	7 80
Lard, 5's, per case	7 75
Lard, 10's, per case	7 70
Lard, 20's, each	2 55
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 32
Cocanut, lb.	0 29 1/4
Cornmeal, ball	0 08 1/2
Evap. apples, 50's	3 95
Flour, 98's	3 12
Potatoes, N.B., per bush., 85c; Ontario	0 90
Rolled oats, ball of 90 lbs.	3 50
Onions, Val.	6 00
Oysters, per gal.	2 50
Rice, per cwt.	3 90
Sugar, standard, gran., per cwt.	7 50
Sugar, yellow, per cwt.	6 40
Walnuts, shelled, 4c; almonds	0 53
Canned Goods—	
Apples, gals., case	1 35
Broken beans, 2's	2 65
Beans	2 28
Corn, standard, per 2 dozen	2 28
Peas, standard, per 2 dozen	2 28
Plums, Lombard	2 15
Peaches	3 21
Strawberries and raspberries	4 05
Tomatoes, standard, per dozen	2 40
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/4's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, per bbl. in Ontario	4 35
Apples, fancy, box	1 60
Cranberries, per bbl.	7 00
Grapefruit, per crate	4 50
Sweet potatoes, per crate	4 50
Lemons	4 75
Oranges	3 25
Dried Fruits—	
Apricots, per lb.	0 12 1/4
Apples, per lb.	0 07 1/4
Currants, per lb.	0 08 1/4
Prunes, 70-80, 25's, lb.	0 10 1/4

## CANADIAN GROCER

### ALBERTA MARKETS.

By Wire.

Edmonton, March 25. — Edmonton trade continues good in spite of comparatively stiff prices owing to new duties. Dried fruits are brisk generally. There seems to be a great shortage in cheese, apparently owing to heavy English buying. Buyers are afraid they paid high prices owing to fact that new fodder cheese will be on market in a month or six weeks. Currants are easier. Ontario beans are up to \$3.75 to \$3.90, and Japan \$3.90 to \$4. No change reported in canned goods, and fruits are the same.

<b>Produce and Provisions—</b>	
Cheese, per lb. ....	0 20 0 21
Butter, creamery, per lb. ....	0 30
Butter, dairy, No. 1, 28-30; No. 2. ....	0 25 0 26
Lard, pure, 3's, per case ....	7 96
Lard, pure, 5's, per case ....	7 90
Lard, pure, 10's, per case ....	7 81
Lard, pure, 20's, each ....	2 58
<b>General—</b>	
Beans, Ontario, per bushel ....	3 75 3 90
Beans, Japan, per bush. ....	3 90 4 00
Coffee, whole roasted, Rio ....	0 16
Evaporated apples, 50's ....	0 08½
Potatoes, per bush. ....	0 65 0 70
Rolled oats, 20's, 93c; 40's ....	1 83
Rolled oats, ball, 94; 80's ....	3 60
Flour, 95's ....	3 95 4 10
Rice, per cwt. ....	3 90
Sugar, standard gran., per cwt. ....	7 80 7 90
Sugar, yellow, per cwt. ....	7 40
<b>Canned Goods—</b>	
Apples, gals., case ....	1 50
Corn, standard, per two dozen ....	2 06
Peas, standard, 2 dozen ....	2 10
Plums, Lombard ....	2 28
Peaches ....	3 25
Strawberries, 4's; raspberries ....	4 09
Tomatoes, standard, per dozen ....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s ....	9 50
Cohoos, 1's, 95.75; humpbacks, 1's. ....	4 38
<b>Fruits—</b>	
Lemons ....	4 00

### BRITISH COLUMBIA MARKETS.

Vancouver, March 25.—Hard wheat flours were advanced 30 cents per barrel recently. Over 6,000 cases of New Zealand butter arrived on the R.M.S. Makura and opened up well. The butter is of prime quality, coming from the height of the season in the Southern Dominion. The California product, which was recently received, displayed poor quality.

Eggs are quite plentiful at time of writing, but how long this will be the state of affairs it is impossible to say, for a large number of the poultry men are killing off their flocks owing to the high price of feed.

Over 3,500 boxes of Washington apples arrived in this city from March 8 to March 13. The orange market is well supplied for time being. California vegetables are arriving rather freely. There is a good demand for cured fish and meats. Business is good, all things being considered.

#### PRODUCE AND PROVISIONS.

Butter, creamery, per lb. ....	35½c
New Zealand cubes ....	35 c
New Zealand brick ....	35 c
Cheese, per lb., large ....	20½c
<b>EGGS—</b>	
Local fresh ....	24 to 26 c
Extra selected ....	23 c
Vancouver Island ....	25 c
Lard, 3's, per case ....	7 70
Lard, 5's per case ....	7 60
Lard, 10's per case ....	7 50
Lard, 20's each ....	2 50

#### GENERAL.

Beans, Ontario, per lb. ....	05½c
Cream of tartar, lb. ....	50 c
Cocconut, lb. ....	18½c
Cornmeal, ball ....	\$3 00
Evap. Apples, 50's ....	08½c

Flour, 49's, bbl. ....	8 55
Potatoes, per ton ....	\$17 00
Rolled Oats, ball of 80 lbs. ....	3 85
Onions, lb. ....	02 c
Rice, 50's, sack ....	1 90
Sugar, standard, gran., per cwt. ....	7 45
Sugar, yellow, per cwt. ....	6 80
Walnuts, shelled, lb., 40c; Almonds ....	42 c

#### CANNED GOODS.

Apples, gals. 6/case ....	\$1 50
Beans, 2's ....	2 05
Corn, standard, per 2 dozen case ....	2 10
Peas, standard, per 2 dozen case ....	2 05
Plums, Lombard, 2's, case ....	2 60
Peaches, 2½'s, case ....	4 50
Strawberries and raspberries, 2's, case ....	4 80
Tomatoes, standard, per dozen, case ....	2 30

#### SALMON.

Sockeye, 1's, 4 doz. case ....	\$9 00
Sockeye, ½'s, 8 doz. case ....	10 75
Cohoos, 1's, 4 doz. case ....	4 75
Humpbacks, 1's, 4 doz. case ....	4 00

#### DRIED FRUITS.

Apricots, per lb., 14c; Apples, lb. ....	08½c
Currants, per lb., 08½c; Raisins, seeded, lb. ....	09½c
Prunes, 70-80, 25's, lb. ....	09½c
Peaches, per lb. ....	0 c
White Figs, per lb. ....	07 c

### NEW BRUNSWICK MARKETS.

By Wire.

St. John, March 25.—Markets are rather quiet, business being generally good, with collections average. Eggs still continue weak, and for a couple of days last week could be bought at 17c and 18c, but now range at 20c to 21c. Butter continues firm, and cheese also. Stocks are quite exhausted. The militia took big supplies at 19½c to 20c. Provision markets are firm. Corned beef is higher at \$2.75 to \$3.35. There is no change in sugar. Stocks are fair.

<b>Produce and Provisions—</b>	
Bacon, breakfast, per lb. ....	0 20 0 22
Bacon, roll, per lb. ....	0 17
Beef, barrel ....	26 00 27 00
Beef, corner, 1's ....	2 75 3 35
Pork, American clear, per bbl. ....	25 25 26 00
Pork, domestic, per bbl. ....	24 00 25 00
Butter, dairy, per lb. ....	0 27 0 28
Butter, creamery, per lb. ....	0 31 0 32
Eggs ....	0 20 0 21
Lard, compound, per lb. ....	0 11¼ 0 11½
Lard, pure, per lb. ....	0 13 0 13½
Cheese ....	0 19½ 0 20
<b>Flour and Cereals—</b>	
Cornmeal, gran. ....	5 75
Cornmeal, ordinary ....	1 85
Flour, Manitoba, per bbl. ....	8 65
Flour, Ontario ....	8 30
Rolled oats, per bbl. ....	8 00
Oatmeal, standard, per bbl. ....	8 50
<b>Fresh Fruits and Vegetables—</b>	
Lemons, Messina, box ....	7 00
Oranges, Val., case ....	4 00 5 50
Potatoes, bbl. ....	1 35 1 45
<b>Sugar—</b>	
Standard granulated ....	6 95
United Empire ....	6 85
Bright yellow ....	6 75
No. 1 yellow ....	6 45
Paris lumps ....	7 75
Lemons, Messina, box ....	7 00
Beans, hand-picked, bush. ....	3 75 3 90
Beans, yellow eyes, per bush. ....	3 95 4 00
Canned pork and beans, per case ....	2 60 2 90
Molasses, fancy, 44c; Barbadoes ....	0 39½ 0 40
Cream of tartar, per lb., bulk ....	0 38 0 41
Currants, per lb. ....	0 08¼ 0 08½
Rice, per cwt. ....	4 50 4 75

### NEW TYPE OF STORE FOR MONTREAL.

Montreal, March 25.—(Special.)—The 1st of May will see the inauguration of a store in Montreal of a type which is quite new to this country. It is somewhat of a cross between the 5, 10 and 15-cent store and the department store. It resembles them in many respects, the difference being that prices are limited to 25c, 50c and \$1.

The idea originated in the mind of Fitz-james E. Browne, a Montreal real estate agent. During the past four months he has been travelling throughout Canada and the United States, looking

into the business methods employed by the large stores. He called upon John Wanamaker, of New York, who told him that the scheme was a first-class one. He says he found that 75 per cent. of the purchases in department stores were of goods, the value of which represented by the three figures above. The heavier and the smaller goods represented only 25 per cent. of the business done.

The new store will occupy the store vacated some years ago by James Ogilvy & Sons, corner of Mountain and St. Catherine Street West, which has been vacant for a long time. There will be separate departments, including groceries, hardware, dry goods, men's furnishings, boots and shoes, house furnishings, etc. The Browne Stores, Limited, will use their own brand names, a practice followed in part by many department stores. James Robinson, the wholesale boot and shoe dealer of Montreal, is connected with the scheme. They calculate to employ forty girls and twenty men. Several men are now being considered for the position of manager.

It has never been the policy of stores with fixed prices to make deliveries. This company will deliver parcels of a dollar and over. It has not been decided yet whether they will use horses or motor trucks.

If the undertaking is successful, it is the intention of the Browne Stores, Limited, to establish stores in large cities from the Atlantic to the Pacific.

### TRADE JOURNALS FOR COMMERCIAL ATTACHES.

The following is taken from the Trade and Commerce reports, Washington, D.C., and comes from Commercial Attache A. E. Baldwin, London, Eng.:

"The commercial attaches of the U.S. Department of Commerce stationed at ten important trade centres throughout the world are under instructions to make every effort to keep informed of current trade conditions in the United States. It is certain that their work will be more effective in specialized lines of trade if they are currently in receipt of journals devoted to such branches of commerce."

The death occurred recently of W. T. Hunter, president of the Empress Manufacturing Company, Vancouver, B.C. He was a member of the Vancouver Board of Trade and of the Terminal City Club. He had been ailing for some time from stomach trouble and his death followed a recent operation. Six years ago Mr. Hunter went to Vancouver from Greenwood and had been for years engaged in large merchandising affairs in the Boundary country. He was born in Oxford Country, Ont., in November, 1861.



# Fruit and Vegetables



## Strawberries Lower: Fresh Lettuce Selling

Good Trade in Apples and Oranges in the Large Markets—Pineapples Firm—Onions Moving Well—Fresh Lettuce in Good Demand—Parsnips, Carrots and Turnips Dull.

### MONTREAL

FRUIT. — Strawberries are being brought in by express, and are costing 40c per quart, the price being down 20c since a week ago. It is thought that this price will prevail for the Easter trade. Pineapples are a little easier. 18's and 24's being quoted at 4.50, and 30's and 36's at 4.00. Big houses are quoting oranges 25c higher this week, the price being 3.00 for all sizes of California navels. Apples are tending up especially Russetts, which are being quoted very high in some quarters. Large houses are offering them at 4.50 still. California and Florida grapefruits are quoted at 2.50. At present there is no life to business, but conditions are expected to improve around Easter, which season is as good as Christmas in many respects.

Apples—	
Baldwins, No. 1, bbl. ....	3 75
Ben Davis, No. 1, bbl. ....	3 75
Spys, No. 1, bbl. ....	4 50
Starks, No. 1, bbl. ....	3 75
Russetts, No. 1, bbl. ....	4 50
Fameuse, No. 1, bbl. ....	6 00
McIntosh Reds, No. 1, bbl. ....	6 00
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate ....	2 25
Cocoanuts, sack ....	4 00
Cranberries, bbl. ....	5 00
Grapefruits, case ....	2 80
Grapes, Malaga, keg ....	5 00
Grapes, Belgium hothouse, lb. ....	1 25
Lemons—	
Messina Verdell, extra fancy, 300 size	2 50
Oranges—	
Cal Navel, 125-150-175-200-216-250-288....	3 00
Cal., 95-100 size box ....	3 00
Florida, 175-200-216 ....	2 50
Florida, 125-150 ....	2 50
Mexican, 125-150-175-200-216-250 ....	2 00
Valencias, 7/4 size, large cases ....	4 50
Bitter oranges ....	2 00
Pineapples, case ....	4 00
Strawberries, qt. box ....	0 60

VEGETABLES.—Cabbages are an important item on this market. New cabbages are arriving, quoted 3.50 per crate Californias, but there is very little demand owing to the fact that old stock is so cheap. On the other hand, the price on the latter has advanced considerably of late, and is now being offered at 1.75 per bbl. Cabbage from Toronto and other Ontario points is coming in, bringing the same price. The demand for white cabbage is very good. Red

cabbage is quoted at 1.50 per bbl., which is an advance. American cauliflower is a little cheaper—3.00 per crate of a doz. There will be a bigger demand for Easter. The supply will be better, and prices are expected to be lower. Cucumbers are offered at 2.00-2.50 per doz., depending on size.

There is a brisk demand for celery, which is arriving now only from Florida, quoted 3.75. Mushrooms are slightly dearer this week—2.25 per basket. Parsnips are up to 1.00 per bag, and there is a good demand for them. Also parsnips are scarce. There are a few new ones coming in, but it does not pay to get them from the States. American and Canadian radishes are down to 40c. Two grades of Florida tomatoes are being offered, the prices being 4.50 and 5.75, which are both better than the Bahamas. The latter are spotted, and people do not care for them so much. Watercress is offered at 1.00 and 50c per doz. bunches, American and Canadian respectively. Local potatoes are bringing 55c per bag, and Green Mountains remain the same—65c.

Beets, new, crate ....	2 75
Beets, bag ....	0 75
Beans, wax, basket ....	7 00
Beans, green, basket ....	7 00
Brussels Sprouts, American, quart ....	0 75
Cabbage, per bbl. ....	1 75
Cabbage, red, per bbl. ....	1 50
Carrots, bag ....	0 75
Carrots, new, crate ....	2 75
Cauliflowers, Florida-Cal., doz. ....	3 00
Cucumbers, fancy, doz. ....	2 00
Celery, Florida ....	3 75
Horseradish, lb. ....	0 12 1/2
Leeks, doz. bunch ....	3 50
Lettuce, head, per box ....	1 75
Curly lettuce, per box ....	1 00
Mushrooms, basket ....	2 00

Onions—	
Spanish, per case ....	5 00
Red, 100-lb. bags ....	2 00
Yellow, 100-lb. bag ....	2 25
Parsnips, bag ....	
Parsley, American, doz. bunches ....	1 00
Peppers, green, 3/4-qt. basket ....	0 75
Peppers, green, 3/4-qt. basket ....	0 60
Potatoes—	
Montreal, bag ....	0 55
Green Mountain ....	0 65
New, bbl., 150 lbs. ....	7 00
Potatoes, sweet, Jersey, hpr. ....	2 50
Radishes, doz. ....	0 40
Rhubarb, hothouse, doz. ....	1 00
Spinach, American, in bbls. ....	1 25
Turnips, bag ....	4 00
Tomatoes, Florida, crate ....	0 75
Tomatoes, Bahamas, crate ....	4 50
Watercress, American, doz. ....	5 75
Watercress, Canadian, doz. ....	3 50
Watercress, American, doz. ....	0 90
Watercress, Canadian, doz. ....	1 00
Watercress, Canadian, doz. ....	0 50

### TORONTO.

FRUIT.—There is little new in this market, except that trade is distinctly better again. This applies particularly to oranges and apples. Navels have been uniformly a good line right through the season, and demand doesn't slacken any. We quote \$2.75 for the best. Bitter oranges are right off the market. Apples vie with oranges. Spies and some boxed stuff from the West are getting the business. Pineapples are very firm at \$4.75 to \$5.00. Top price is the more general. Cranberries continue very slow at \$5.00 to \$5.25. Grapes are moving fairly freely to their usual buyers, but there is a limited general demand. Pears are in the same case. The general character of orders coming in is larger, and there seems some indication that buyers are getting away from the hand-to-mouth business of the last few months.

Apples—	
Wagners ....	2 75
Greenings ....	2 75
Baldwins ....	2 75
Spies ....	4 25
Seeks ....	2 25
Canada Reds ....	2 50
No. 2s, 40-50c less.	
Bananas, per bunch ....	1 40
Cocoanuts, sack ....	4 00
Cranberries ....	5 00
Grapes—	
Canadian, 6-qt. bbls. ....	0 16
Tokays ....	0 30
Malaga, barrel ....	4 50
Malaga, fancy, barrel ....	6 00
Belgian, per lb. ....	1 25
Oranges—	
Florida ....	2 25
California navels ....	2 50
Lemons, Messinas ....	2 75
Lemons, California ....	2 75
Limes, per 100 ....	1 35
Peas—	
California, box ....	3 35
Canadian, late varieties ....	0 25
Pineapples, Porto Rico, case 1.....0....	4 75
Grapefruit ....	2 75

VEGETABLES.—Beets at 45 to 50 cents are moving better. Carrots, turnips, parsnips and the like continue very slow, notwithstanding advantageous prices. Onions in one hundred pound sacks sell well at \$1.65 to \$1.75. Spanish onions are moving more freely again. Potatoes are firm at reduced prices which we noted last week. Cabbage at \$1.00 to \$1.25 a barrel is in good demand.

(Continued on page 43.)



# Fish and Oysters



## Fresh Halibut Coming In

Toronto Finds Good Demand for Halibut From Halifax—Oyster Trade Looking Up — Fish For Jewish Holidays—Lobster Trade Dull—Frozen Fish May Be a Drug.

### MONTREAL.

FISH AND OYSTERS.—The supply of frozen fish has not been materially reduced since last week, and the market feels that the supply if anything, is still heavier than was expected. Unless the demand during the next two weeks is better than it has been lately, some frozen fish will have to be carried over at considerable loss to the owners. Fresh fish is pushing its way into the market, but so far only small quantities have been available. Prospects for fresh haddock, codfish and halibut, from the east, are slim for this week, and predictions are that we may not have large supplies until well on in the month of April. Jewish holidays being next week, and the demand in consequence being heavy this week, large quantities of fresh dore, pike, perch and carp are expected to be marketed. These holidays being early this year, and supplies very speculative, producers look for very higher prices; in fact, dore sold this week at 15c per lb., a price which will prevail this week. In consequence of the large stock of frozen fish on hand prices are down, particularly halibut, haddock and salmon, but prices have practically reached rock bottom. Tomcods may be considered off the market, and those which arrived this week only realized 25c to 40c per barrel, and were thus a loss to producers. The demand for tomcods ceases about this time, as they deteriorate quickly in mild weather. The following are prices being asked for fresh fish; dore 15c, perch 10c, pike 10c, and carp 12c. Supplies of Holland herrings have been delayed. A large parcel is now afloat consigned to a Montreal house, on which they are quoting an advance of 20 per cent. on account of difficulties encountered by fishermen in the North Sea. Reports from Holland state that prices are still going up. The following prices are being quoted:—Holland herrings, milkers, 1/2 lbs. 8.00; kegs, milkers, .95. For lobsters

and oysters the market is dull, but a revival is expected next week in anticipation of Easter, which always has a good effect on this market. Prepared, salted and smoked fish markets are without feature.

### TORONTO.

FISH AND OYSTERS.—Oyster trade has revived a trifle this week. Fish men are overjoyed and somewhat surprised. Prices they say are rather high to make for good general business, however, and the tariff is a topic taboo. There is a good demand for lobster at forty-five cents, better than for some time. Ciscoes are coming along better now and there is plenty of call for them at twelve cents. Haddie are moving very well. Fresh halibut from Halifax is good stuff. Price is 15 cents a pound. Flounders continue in good demand. Red sea salmon is a best seller too, at 12 to 13 cents. General business is better again. Fish trade in Toronto these days is distinctly see-saw in character. One week it's up; the next it's down. The trouble is it doesn't always go up enough to make up for the extent to which it went down. The very mild weather may be hampering it to some degree.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.06 1/4	.10-.12
Haddies, fillets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08 1/2	...
Herring, Ciscoe, per box	1.40	.12
St. John bloaters, 100 in box	1.30	1.27
Yarmouth bloaters, 60 in box	1.20	...
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kipperd herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspé, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-.13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08-.08 1/4	.10
Pale, qualla, dressed, per lb.	.07-.07 1/2	.07 1/2-.08
Halibut, white western, large and medium, per lb.	.07 1/2-.08	.09
Halibut, eastern chicken, per lb.	.07 1/2-.08	.10
Mackerel, bloater, per lb.	.07 1/2-.08	.09
Haddock, medium and large, lb.	.08 1/2-.09	.10-.12
Market codfish, per lb.	.03 1/4	.04
Steak codfish, per lb.	.04-.04 1/4	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.15-.16	...
Smelts	.09	.18-.20

Herrings, per 100 counts	3.50	...
Round pike	...05-.54	...
Grass pike	.06	.06 1/4

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	...
Dried pollock, medium and large, 100 lb.	6 00	...
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	...
Best scollops, imp. gallon	2 00	...
Best prawns, imp. gallon	2 25	...
Best shrimps, imp. gallon	2 25	...
Sealed, best standards, qt. cans, each.	0 40	...
Sealed, best select, quart cans, each.	0 50	...

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

Cape Cod shell oysters, per bbl.	8 00	...
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 28	...
Boiled lobsters, medium and large	0 30	...
Winkles, bush.	2 00	...
Little Necks, per 100	1 25	...

### FRESH FISH.

	Montreal	Toronto
Halibut	...	0 15
Haddock, fancy, express, lb.	0 06	0 06
Steak cod, fancy, express, lb.	0 07	0 10
Carp	0 12	...
Herrings, lake	0 04 1/2	...
Flounders	0 07	0 14

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08 1/4-.09	.09
White fish, small tulbees, per lb.	.06 1/4-.06	.07
Lake trout, large and medium, lb.	.06	.12
Dore, dress or round, lb.	.08	.09-.10
Pike, dressed and headless, lb.	.06-.06 1/4	.07
Pike, round, per lb.	.06 1/4-.06	.06-.07

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	...
Salmon, Labrador, bbls., 200 lbs.	14 00	...
Salmon, Labrador, half bbls., 100 lbs.	7 50	...
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	...
Sea trout, Labrador, bbls., 200 lb.	12 00	...
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	...
Mackerel, N.S., half bbls., 100 lb.	7 00	...
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	...
Quebec sardines, half bbls.	3 50	...
Tongues and sounds, per lb.	0 07 1/2	...
Scotch herrings, imported, half bbls.	8 00	...
Holland herrings, imp'ted milkers, hf bbls.	8 00	...
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	...
Holland herrings, mixed, kegs	6 00	0 70-0 95
Lochfne herrings, box	1 35	...
Turbot, bbl.	14 00	...
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

### WINNIPEG.

FISH.—The touch of cold weather which came last week has done considerable to stimulate fish demand. Owing

(Continued on page 43.)



# Produce and Provisions



## Poultry For the Passover

All Prices on Live Fowl Up Two or Three Cents—New Laid a Trifle Firmer for Easter—Question of American Supplies and Storage—Butter Easier in Montreal and Toronto—Cheese Advances Again.

### MONTREAL.

PROVISIONS. — While merchants throughout the Province of Quebec are buying freely, the old custom of loading the stores up to the ceiling and decorating the place with fancy paper, has more or less died away. The Easter demand is not what it was last year, and either merchants do not expect the same demand this year, or else they are delaying their purchases until nearer the day. Pork is easier in the primary market due to restriction of exports, and accumulated stocks in the United States. Local prices are not affected yet. The lard market is steady.

<b>Hams—</b>	
Medium, per lb.	0 17
Large, per lb.	0 15
<b>Bacon—</b>	
Plain, bone in	0 24
Boneless	0 23
Peameal	0 24
<b>Bacon—</b>	
Breakfast, per lb.	0 18
Roll	0 18
Shoulders, bone in	0 14
Shoulders, boneless	0 15
<b>Cooked Meats—</b>	
Hams, boiled, per lb.	0 24
Hams, roast, per lb.	0 23
Shoulders, boiled	0 25
Shoulders, roasted	0 25
<b>Dry Salt Meats—</b>	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
<b>Barrelled Pork—</b>	
Heavy short cut mess	25 00
Heavy short cut clear	26 00
Clear fat backs	29 50
Clear pork	27 30
<b>Lard, Pure—</b>	
Tierces, 350 lbs, net	0 11 1/4
Tubs, 50 lbs., net	0 12 1/4
Boxes, 50 lbs., net	0 12
Pails, wood, 20 lbs., gross	0 12 1/4
Pails, tin, 20 lbs., gross	0 11 1/4
Cases, 10-lb. tins, 60 in case	0 12 1/4
Cases, 5 and 5-lb. tins, 60 in case	0 12 1/4
Bricks, 1 lb., each	0 13
<b>Lard, Compound—</b>	
Tierces, 375 lbs., net	0 09 1/4
Tubs, 50 lbs., net	0 10 1/4
Boxes, 50 lbs., net	0 10 1/4
Pails, wood, 20 lbs., net	0 10 1/4
Pails, tin, 20 lbs., net	0 10 1/4
Cases, 10-lb. tins, 60 in case	0 11 1/4
Cases, 5 and 5-lb. tins, 60 in case	0 11 1/4
Bricks, 1 lb., each	0 12 1/4
<b>Hog—</b>	
Dressed, abattoir killed	11 25 11 50

BUTTER.—The price of finest creamery dropped two cents during the week, the cause being the arrival here of small quantities of new butter, and a few odd shipments of American butter. Chicago butter at 25c can be brought in here and turned over, but there is not much profit

in it. The quality is only fair. Both butter and cheese factories are expected to open up in about two weeks. This is early, and with a fair amount of old on the market, a decline was inevitable.

<b>Butter—</b>	
Finest creamery	0 35
Daily prints	0 30
Dairy, solids	0 28
Separator prints	0 28
Bakers'	0 26

CHEESE.—Factories will open earlier this year, and a weaker market is expected in consequence, but no change in price is anticipated this week as there is very little stock on the market.

<b>Cheese—</b>	
New make	0 18 0 19
Old specials, per lb.	0 20 0 21
Stilton	0 19 0 20

EGGS.—While the price of eggs in Toronto dropped to 20c last week, it did not reach a lower figure than 23c here. This is attributed to freights, many of the eggs coming on the market reaching here from the West. Prices here are not likely to be lower than 23c until after Easter, as the consumption during that season is liable to keep the market firm. There is a probability of lower prices after Easter. Demand during the past week has been light, and has not yet reached the Easter mark.

<b>Eggs, case lots—</b>	
New laid	0 23 0 24
Splits, new laid	0 21

POULTRY.—Things were quiet early this week, but there was every indication of a change later on, owing to the approach of the Jewish holidays, which open next week. For this there is expected to be a good demand for live fowl, the price of which for 5 lbs. and over has jumped to 20-22c. and for small fowl has gone up to 19-20c. There is only the regular demand for dressed fowl. Dressed ducks are up as there is a limited quantity coming in.

<b>Fresh Stock—</b>	
Fowl, 5 lbs. and over	Live. 20-22 Dressed. 18-20
Fowl, small	19-20 14-16
Spring chicken	14-15 16-20
Fancy, crate-fed chickens, 5 lbs.	14-18 20-25
Turkeys, fancy	21-24
Ducks	20-23 15-18
Geese	13-16 14-18

Pigeons, pair	30-35
Squab pigeons, pair	50

### TORONTO.

PROVISIONS.—There is a noticeably better demand for all lines. Bacon has picked up and market is firm at ruling prices. There is no change in lard prices. Market is easy.

<b>Hams—</b>	
Light, per lb.	0 16 0 16 1/2
Medium, per lb.	0 17 0 17 1/2
Large, per lb.	0 14 1/4 0 15
<b>Bacon—</b>	
Backs, per lb.	0 20 0 21
Boneless, per lb.	0 23 0 24
Pea meal, per lb.	0 24 0 24
<b>Bacon—</b>	
Breakfast, per lb.	0 18 0 22
Roll, per lb.	0 14 0 15 1/4
Shoulders, per lb.	0 13 1/4 0 14
<b>Pickled meats—1c less than smoked.</b>	
<b>Dry Salt Meats—</b>	
Long clear bacon, light	0 13 1/4 0 13 1/4
<b>Cooked Meats—</b>	
Hams, boiled, per lb.	0 22 0 23
Hams, roast, per lb.	0 23 0 24
Shoulders, boiled, per lb.	0 20 0 21
Shoulders, roast, per lb.	0 20 0 21
<b>Barrelled Pork—</b>	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	27 00 29 00
<b>Lard, Pure—</b>	
Tierces, 400 lbs., per lb.	0 11 0 11 1/4
Tubs, 60 lbs.	0 11 1/4 0 12
Pails	0 12 0 12 1/4
Tins, 3 and 5 lbs., per lb.	0 12 1/4 0 12 1/4
Bricks, 1 lb., per lb.	0 13 0 13 1/4
<b>Lard, Compound—</b>	
Tierces, 400 lbs., per lb.	0 09 0 09 1/4
Tubs, 60 lbs., per lb.	0 09 1/4 0 10
Pails, 20 lbs., per lb.	0 10 0 10 1/4
<b>Hogs—</b>	
F.O.B., live, per cwt.	7 45
Live, fed and watered, per cwt.	7 75
Dressed, per cwt.	10 00 10 50

BUTTER.—As the make increases we shall see a lower market. Tone is easier this week though prices remain unchanged. Lower prices are on the way, however. Market is higher than at this time last year. Business is light. Prices are too high for buyers' liking and compared with other lines in provision market butter is quiet.

<b>Butter—</b>	
Creamery prints, fresh made	0 35 0 36
Separator prints	0 28 0 31
Dairy prints, choice	0 27 0 28
Dairy, solids	0 23 0 25
Bakers'	0 20 0 23

CHEESE.—Market is firm and prices are up a quarter of a cent. Export business takes what cheese there is around. The make has been very small all year, and there has been increased consumption. The soldiers, for instance, have been eating a lot of cheese. Some idea

## CANADIAN GROCER

of how high prices are may be gained from the fact that factories are getting 17½ cents, and that doesn't leave the wholesaler much in the way of profit. Moreover, until cheese prices decline butter will not go very low. As for export, that takes every available cheese and will do—it looks—right along till the new grass make. Buyers are looking eagerly for the new April make.

Cheese—		
Old, large	0 19½	0 20
Old, twins	0 19½	0 20
New, large	0 18½	0 19½
New, twins	0 19	0 19½

**EGGS.**—New laids in cartons are worth 22 to 23 cents. Market has firmed a trifle during the week, and these prices are a cent or two higher. Country price is 18c instead of 16c and 17c. But new laids are coming in as fast as they can be carried, and firmness looks like a temporary condition. The immense consumption is responsible for the slightly higher levels. Everybody is eating eggs. It may be that prices will hold till after Easter, but they will go down much lower then, we think. One reason is that United States eggs will be so cheap on account of the fact that they have nowhere to store them. Refrigerators are crammed full of beef and so on. Last week ninety-five million eggs came in to New York from Texas, and there was nowhere to put them. There are so many moving in the States that price is cheaper than in any March for twenty-five years, and the outlook is for an unusually abundant supply. If this materialises it will send market down here.

There are no storage eggs; everything is new laid.

Eggs—		
New laid, in cartons	0 22	0 23
New laid	0 20	0 21
Cracked eggs	0 18	0 19

**POULTRY.**—All live stock is higher, several cents. Fowl is up to 12 and 14 cents. It is very scarce. It pays the farmers, presumably, to look on the hen as an egg-producer, rather than as poultry. The approach of Passover is partially responsible for higher prices. Right along till after April 5th and 6th all kinds of poultry are wanted, but the stuff must be fat. Seraggy fowl "isn't worth a nickel." Prices are all firm and until Passover has passed over they will not be lower.

Fresh Stock—		
	Live.	Dressed.
Fowl	0 12-0 14	0 13-0 15
Spring chicken, lb.	0 12-0 14	0 15-0 18
Fancy, crate-fed chicken, 5 lbs.	0 16-0 18	0 18-0 20
Turkeys, fancy	0 20-0 22	
Turkeys, old Tom	0 15-0 16	0 18-0 20
Ducks	0 12-0 14	0 15-0 17
Geese	0 10-0 14	0 10-0 13

### WINNIPEG.

**PRODUCE.**—On the whole the market is strong though rather unexpected weaknesses are to be noted. Particularly is this the case with eggs for which the demand is not what might be expected under present conditions. It would seem that people are hardly yet realizing that new laid eggs are on the market and are

selling at very reasonable prices. These eggs, of course, are ahead of previous seasons, owing to the mild weather of February and early March. This undoubtedly has much to do with the comparatively small demand.

Cured Meats—		
Hams, per lb.	0 20	
Shoulders, per lb.	0 15	
Bacon, per lb.	0 25	
Long clear, D.S., per lb.	0 14	
Mess pork, bbl.	21 00	
Lard—		
Tierces	12 00	
Tubs	7 35	
Pails	2 52	
Cases, 5s	7 73	
Cases, 3s	7 80	

**BUTTER.**—Little is coming from the East, there being a shortage there. No new butter practically has been received from the West, what is moving coming from storage. These supplies are low. It begins to seem that the prices at present quoted will hold for a little time. At the present price of cheese creameries are pretty certain to make that, which will mean a decreased production of butter and will tend to keep prices high.

Butter—		
Creamery, Manitoba	0 35	
Dairy	0 27	0 31
Cooking	0 22	0 23

**CHEESE.**—The demand here is good, and the supply reduced, partly because of a strong export demand.

Cheese—		
New, large	0 20	
New, twins	0 20½	0 21

**EGGS.**—Storage eggs are practically off market. Local receipts have been much heavier owing to the very mild weather for the time of year. The result has been that new laids have dropped to 22c. The demand for these at this figure is not as heavy as might be expected. If the mild weather continues a further decline to 20c is expected. If, however, there is rough, cold weather, it will interfere materially with the rates and will tend to send eggs up temporarily.

Eggs—		
New laid	0 22	

**POULTRY.**—Stocks are getting low. Demand small. Prices steady as last week.

Fresh Stock—		
Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 15
Chickens, per lb.	0 10	0 20
Geese, per lb.	0 15	0 17

### FRUIT AND VEGETABLE MARKET.

(Continued from page 42.)

It is very good stuff. Leaf lettuce from Waterloo, Quebec, sells for 20 to 30 cents. This is first rate lettuce, and demand is good. Rhubarb has had a better trade this last week. Mushrooms at 70 to 90 cents are quiet. Cauliflower is the best of the cooking vegetables. Celeries are slow though prices were reduced. They seem to have sold better at higher levels.

Beets, Canadian, bag	0 45	0 50
Cabbage, Canadian, dozen	0 40	0 50
Cabbage, bbl.	1 00	1 25
Carrots, bag	0 45	0 50
California cauliflower	3 50	3 75
Citrons, doz.	0 45	
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25

Mushrooms, per lb.	0 70	0 90
Water cases, 11-qt. basket		0 50
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	1 65	1 75
Green peppers, basket		0 75
Potatoes, Delaware	0 55	0 70
Potatoes, Canadian, bag	0 50	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag		0 30
Sweet potatoes, hamper		1 65
Squash, Hubbard, doz.		0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate		2 50
Pomegranates, doz.		0 75
Pomegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

### WINNIPEG.

**FRUIT AND VEGETABLES.**—The recent cold weather has hurt business in this line to considerable extent. For oranges, however, there is a good demand, also for apples. No price changes are to be noted.

Apples—		
Washington		1 50
Apples, bbls.	4 50	6 00
B. C. box apples		1 50
Cranberries, case		2 75
Bananas, lb.		0 04½
Grapes—		
Emperor, per keg		5 00
Almeria, keg		8 00
Grape fruit	2 75	3 50
Lemons—		
California		3 75
Oranges, California Navels	3 00	3 50

**VEGETABLES.**—Celery has risen another 50c, being now quoted at \$7 per case. It is scarce and demand still continues good. Tomatoes are coming up from California in larger quantities. The demand for them is very fair. Price is now \$6 per case. Rhubarb is more plentiful, being now quoted at 12½c.

Celery, California		7 00
Cabbages, per lb.		0 02
Cauliflower, per doz.		2 00
Head lettuce, California, per doz.		0 90
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.		0 06
Tomatoes, California, per case		6 00
Honey, comb, per case (24 sections)		5 50
Rhubarb, per lb.		0 12½

### FISH AND OYSTER MARKET.

(Continued from page 43.)

to the mild weather this had fallen off materially. Prices are steady.

Fish—		
New fresh jackfish		0 03½
Lake Superior herring		0 03½
New tulibeas		0 04
Fresh mullets		0 03
Fresh whitefish		0 06½
Fresh pickerel		0 07½
Trout		0 13½
Gold eyes		0 03½
Halibut		0 22
Frozen halibut		0 09½
Salmon		0 12
Frozen salmon		0 10
Fresh cod		0 10
Fresh smelts		0 11
Oysters, per gal., Imperial		2 90
Carriers (¼ Imperial gal.)		10 75
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.		17 50
Haddies		0 09
Haddies, fillets		0 12½
Bloaters, per lb.		1 50
Kippers, per box		1 75
Ocean herring, lb.		0 06

D. Martin, who has conducted a bakery, grocery and confectionery business in Tottenham, Ont., for more than 25 years, has sold to J. V. Johnston of Bolton.



# Flour and Cereals



## Flour Quiet: Rolled Oats Lower

Roller Oats Register Decline of Fifteen Cents in Toronto—Little Doing on Flour Market — Export Quiet—Wheat Slumps in Chicago as Result of Fall of Przemysl.

### MONTREAL.

**FLOUR.**—Prices quoted here are purely nominal, and it is understood that lower ones are being quoted in order to secure business. Wheat took a further drop during last week end, which tended further to depress the flour market. Ontario flour is steady and quiet. It is not being offered freely by the millers, who insist on the big prices now being quoted. While things generally are quiet in the flour market, most people being well supplied, the opinion is held that much higher prices will be seen in June or thereabouts. Some people believe the advance will take place as early as May.

Manitoba Wheat Flour—		Per bbl. of 2 bags
First patents	.....	7 80
Second patents	.....	7 30
Strong bakers	.....	7 10
Flour in cotton sacks, 10 cents per barrel more.		

Winter Wheat Flour—		Car	Small
		lots.	lots.
Fancy patents	.....	7 55	7 55
90 per cent., in wood	.....	7 20	7 30
90 per cent., in bags	.....	3 25	3 50
Blended flour, bags	.....	6 90	7 00

**CEREALS.**—An easier market for bulk rolled oats was evident this week, quotations being 20c below those paid by wholesalers for several weeks past for 90 lb. bags. Prices even 5c lower than this were quoted. This is in consequence of a lower oat market. However, with the market jumping up and down with every move made by the Allied fleet in the Dardanelles, the price may be back again before many days. Pot barley is being quoted as low as 2.75 and 2.85. This market is quiet, and only a hand-to-mouth business is being done. Rye flour is supposed to be selling at 3.50, but considerable cutting of prices is going on. Yet the market in the West is stiff. Owing to the high prices prevailing, bakers to a certain extent are mixing cheap Manitobas, consequently they are not using so much, and dealers who have lots are anxious to get rid of it. Nevertheless, it is believed that before the new crop comes in there will not be sufficient to carry the trade over.

Cornmeal—		Per 90-lb. sack
Gold dust	.....	2 50 2 55
Unbolted	.....	2 25

Roller Oats—	90's in jute.
Small lots	3 60
25 bags or more	3 45
Packages, case	4 75
Roller oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, over roller oats in 90s, in jute.	10 per cent.
Roller Wheat—	100-lb. bbls.
Small lots	3 65
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 40

**FEEDS.**—Since the decline of a dollar per ton a few weeks ago the millers have not announced a further decline, although prices still another dollar less were being quoted early this week. While the opinion prevails that May or June will see a very firm flour market, the trade is equally certain that much lower prices for feeds will be seen before then. The chances are for an early spring, and dealers are going to buy hand to mouth for some weeks to come. On the other hand, there is difficulty in securing freights for export, so that, coupled with the fact that there are big supplies in Montreal warehouses, prices are likely to be down soon. There is a possibility, however, of this market keeping up in sympathy with the flour market.

Mill Feeds—	Per ton
Bran	25 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 85
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot., 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 75
Feed wheat, bag	2 35

### TORONTO.

**FLOUR.**—There is no change in prices this week. Business, both domestic and for export, has struck a slow gait again. Wheat at time of writing broke away again, chiefly on account of the fall of Przemysl, and No. 1 Northern was selling Tuesday morning for \$1.58. Ontario wheat was down 3c a bushel, and car loads were offering at \$1.45. Prices of flour, both eastern and western, are therefore more or less in line, and if anything they are low. Export business is very slow. Would-be buyers are pretty well stocked and they can't get delivery of what is on order. Moreover

they can't see our prices, and they won't buy till they have to, which—they hope—will not be before the Dardanelles forts are reduced.

Manitoba Wheat Flour—		Small	Car
		lots.	lots.
		per bbl. per bbl.	per bbl.
First patents	.....	7 90	7 70
Second patents	.....	7 40	7 20
Strong bakers	.....	7 20	7 10
Flour in cotton sacks, 10c per bbl. more.			

Winter Wheat Flour—		Small	Car
		lots.	lots.
		per bbl. per bbl.	per bbl.
Fancy patents	.....	7 70	7 50
90 per cent.	.....	7 50	7 30
Straight roller	.....	7 30	7 10
Blended flour	.....	7 30	7 30

**CEREALS.**—Rolled oats are easier again and we quote a reduction on last week's price of 15c. There are comparatively few buyers, and little export business is being done. Barley is still very scarce, but easier in tone. Demand is small; maltsters are taking very little. Split peas continue a good seller.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	6 00
Corn flour, 98 lbs.	2 50 3 00
Commeal, yellow, 98 lbs.	2 55 2 65
Graham flour, 98 lbs.	3 00 3 30
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 92½
Oatmeal, granulated, 98 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 90 3 00
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	3 55 3 75
Rolled wheat, 100-lb. bbl.	3 75 4 00
Rye flour, 98 lbs.	3 00
Whole wheat flour, 98 lbs.	3 75 4 00
Wheatlets, 98 lbs.	3 75 4 00

**MILL FEEDS.**—Market is off color, and there is no change in prices.

Mill Feeds—	Mixed cars, per ton
Bran	25 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	38 00
Feed flour, per bag	1 85 1 90

Oats—	
No. 3, Ontario, outside points	0 85 0 85
No. 3, C.W., hay ports	0 80

### SUGGESTION FOR COLLECTING LETTER.

The Canadian Grocer:  
Gentlemen,—Enclosed please find cheque for renewal for one year.

The first few words of your letter, "The cheque you intended to send us for the amount owing," caused me to give my attention to an early remittance. I am going to try it on some statements I send out soon.

Do you know of any town in which a strictly cash business is conducted by all merchants? There being a move on foot here for cash business to compete with outside prices, I should like to know.

R. S. GODFREY,

Meaford, Ont.

Editorial Note.—Canadian Grocer would appreciate the information asked for in the last paragraph.



Toronto, March 6th, 1915.  
Canadian Cereal & Flour Mills Co.,  
Toronto.  
Dear Sirs,—I must call your attention to what is to me a continual eyesore in your advertisement in the "Canadian Grocer.", You constantly picture a Scotchman with his walking stick in his left hand, and his plaid over his right shoulder. What would you think if you saw such a man walking up Yonge Street or past your mills on Howland Avenue?  
Yours truly,  
CITIZEN.

## You're a brick— friend Citizen

You must accept our sincere thanks for it entirely escaped our notice that Scotty has been walking around now for several weeks not just in keeping with the dictates of Highland fashion.

Fact is, Scotty is quite blameless for his improper appearance, which is caused by a mechanical error in making the engraving. Much the same as if a photographic negative was reversed in making a print.

Of course he's the same genial Scotchman, whichever angle you view him from. Even if you met him at King and Yonge Sts., just as he is now, with his plaid twisted and cane in the wrong hand, you couldn't miss the tilt o' his tam and the cheery "twinkle o' his e'en." You'd know at once he was the

Tillson Scotty, whichever way his clothes hung.

Take a good look at him again. It's the last time you'll see with his cane in the left hand and his plaid over the wrong shoulder. As soon as this issue of "Canadian Grocer" is off the press, the engraving will be destroyed.

Now, we would like to meet friend Citizen, for we feel quite grateful toward him. We would like him to drop in and see us at our offices in the Royal Bank Bldg., where we could thank him in person, and, of course, "hae a wee crack wi' him" too.

So just take an afternoon off one of these days, friend Citizen, and drop in and see us. We'll be looking for you till you come.

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

# What's Purer than Running Spring Water, Fresh from Mother Earth?

This attractive package contains the perfected result of the use of only the purest and best ingredients in the manufacture of "Quality" Macaroni—the finest grade durum wheat semolina processed with the purest spring water under the best possible conditions.

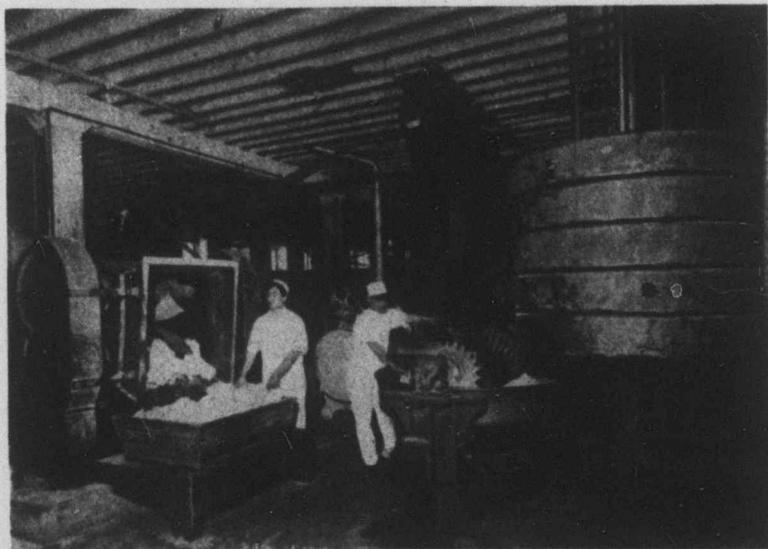


We are the pioneer manufacturers of Macaroni. Our operators are undeniable experts, and everything connected with our factory is on the most modern quality-producing lines. The result is quality-macaroni at prices that standardize our values. "Quality" Macaroni is a big seller. *Order your stock to-day.*

## The dough brake

is only one part of the big Macaroni factory where the high standard of "Quality" Macaroni is maintained. Everything is kept clean and sanitary. The most modern machinery is installed to facilitate the greatest possible output.

*Ask about our special deal.*



**F. A. MARTOCCIO MACARONI CO.**  
MINNEAPOLIS, MINN.

*Canadian Agents:* W. H. ESCOTT, Winnipeg, Man. CYRIL C. RENDELL, Montreal, Que.

**Twenty-five Attractive Blotters in Each Case. We Assist the Dealer to Popularize Our Line**



# “Swift’s Premium” Hams and Bacon for Easter

Give your trade the best quality.

*Quality* brings repeat orders and builds up a prestige for your store.

Easter presents a fine opportunity for you to sell “Swift’s Premium.”

**We are helping you sell “Swift’s Premium” by special Easter advertising all over the Dominion.**

**We also are supplying handsome lithographed window trims.**

*You should send for one of these window trims and be in line for the demand our advertising is creating.*

Time is getting short for Easter delivery. We ask for orders to be placed without delay.

## Swift Canadian Co.

LIMITED

Toronto

Winnipeg

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BY J. A. LEE

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

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W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	2 25
No. 1 (25c size), 2 doz. cs.	2 30
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" (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 80
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

**ROYAL BAKING POWDER**

Size.	Bbl. lots	
	Less than 10 case lots	or 10 cases and over
	Per doz.	Per doz.
Dime	\$ .95	\$ .37
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
2 1/2-lb.	11.00	11.55
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

**FOREST CITY BAKING POWDER.**

6-oz. tins	\$0 75
12-oz. tins	1 25
16-oz. tins	1 75

**BLUE.**

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

**COUPON BOOKS — ALLISON'S.**

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

**UN-NUMBERED.**

100 books and over, each	0 03 1/4
500 books to 1,000 books	0 03
For numbering cover and each coupon, extra per book,	1/2 cent.

**CEREALS.**

**WHITE SWAN** Per case

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$3 00
Ruckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. ....	4 50
King's Food, 2 doz. to case, weight 95 lbs. ....	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs. ....	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. ....	3 00

**DOMINION CANNERS, LIMITED.**

Aylmer Pure Jams, 16 oz. Jar.	Per doz.
Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

**Aylmer Pure Jellies.**

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

**Aylmer Marmalade**

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

**Aylmer Pure Preserves—Bulk**

	5 lbs. 7 lbs
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85

**Aylmer 14's and 30's per lb.**

Strawberry	0 11
Raspberry	0 14

**COCOA AND CHOCOLATE.**

**THE COWAN CO., LTD.**

<b>Cocoa—</b>	
Perfection, 1-lb. tins, doz.	4 60
Perfection, 1/2-lb. tins, doz.	2 90
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 20
Perfection, 5-lb. tins, per lb.	0 53
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22
Special quotations for Cocos in barrels, kegs, etc.	

**(Unsweetened Chocolate).**

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
<b>Sweet Chocolate—</b>	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 25

## With Warehouses in Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver



How firmly these six strategic points would give you control of the whole vast West! Your district representatives would get into quick and personal touch with EVERY customer EVERY day. Immediate shipments would be a reality instead of a mere hope. Difficulties and complaints could be attended to personally and with dispatch.

Just think what such "on-the-spot" service would mean to you in bigger business and better pleased customers.

And yet you don't need to build six warehouses or collect an army of representatives. Nicholson & Bain Service supplies them both. It brings to your product the same personal interest you would devote to it yourself, and something more—an intimate connection built up through years of business relationship that ensures interested consideration of your product right from the start. Write to-day to make sure there is still an opening for your product.

# NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND MERCHANTS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver



## PAYS GOOD PROFITS

At 15 cents a package KNOX GELATINE is a big, all-year-round seller that allows you more profit than any other gelatine you can handle. It is easy to sell, because your customers get big value for their money and because they know the Quality and Purity of Knox Gelatine. We are telling them every day—through many different mediums of advertising, how easy it is to prepare, and the many different desserts, jellies, puddings, ice cream, salads, candies, etc., that can be made with it. Reap the benefit of our advertising efforts and get your share of the profits it is easy to make by pushing the sale of Knox Gelatine.

**CHARLES B. KNOX CO., JOHNSTOWN, N.Y.**

Branch Factory: Montreal, Canada



# BIG BUSINESS

—and little

That's the difference between handling an exquisite coffee and an ordinary coffee.

"Coffee" doesn't signify anything very much—they're all called coffee—but there is a mighty big difference in the customer-satisfaction powers of the different blends and brands of coffee that are daily offered you.

What is the difference?

Quality in the bean!

—plus, expert, experienced blending!

—plus, scientific roasting!

—in other words—"cup quality".

White Swan Coffee has the quality in the bean, and is blended and roasted by a man with over fifty years' experience.

Do you know what that means?

It means that an expert coffee blender has got to know more than an ordinary mixer. Any ordinary roaster knows that 49 bags of delicate Old Government Java mixed with one bag of rank Rio for instance, produces 50 bags of Rio worth not more than what the Rio cost.

It takes an expert to blend choice coffee beans in order to produce the "cup quality" of White Swan. Its delicious taste and exquisite aroma will turn a little coffee business into a big business.

**White Swan Spices and Cereals, Ltd.**

156 Pearl Street, TORONTO, ONT.

Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 doz. in box, per doz. ....	1 60
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes....	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes .....	0 31
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26
Nonparell wafers, No. 1, 5-lb. boxes .....	0 31
Nonparell wafers, No. 2, 5-lb. boxes .....	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 85
Almond nut bars, 24 bars, per box .....	0 85

**JOHN P. MOTT & CO.'S.**

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz. ....	0 30
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ...	0 85
Nut milk bars, 2 dozen in box .....	0 30
Breakfast cocoa, ¼'s and ½'s .....	0 36
No. 1 chocolate .....	0 50
Navy chocolate, ½'s .....	0 26
Vanilla sticks, per gr. ....	1 00
Diamond chocolate, ¼'s .....	0 24
Plain choice chocolate liquors .....	20 30
Sweet chocolate coatings ..	0 20

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**

East of Fort William, Ont.

Preserved Per case.	
Eagle Brand, each 4 doz. ....	\$6 25
Reindeer Brand, each 4 doz. 6 25	
Silver Cow Brand, each 4 doz. ....	5 75
Gold Seal Brand, each 4 doz. ....	5 60
Mayflower Brand, each 4 doz. ....	5 60
Purity Brand, each 4 doz. ....	5 60
Challenge Brand, each 4 doz. ....	4 85
Clover Brand, each 4 doz. ...	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz. ....	2 00
Peerless Brand, small, each 4 doz. ....	2 00
St. Charles Brand, Family, each 4 doz. ....	3 90
Peerless Brand, Family, each 4 doz. ....	3 90
Jersey Brand, Family, each 4 doz. ....	3 90
St. Charles Brand, tall, each 4 doz. ....	4 50
Peerless Brand, tall, each, 4 doz. ....	4 50
Jersey Brand, tall, each, 4 doz. ....	4 50
St. Charles Brand, Hotel, each, 2 doz. ....	4 25

Peerless Brand, Hotel, each, 2 doz. ....	4 25
Jersey Brand, Hotel, each, 2 doz. ....	4 25
St. Charles Brand, gallons, each, ½ doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
"Regal" Coffee and Milk, each, 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80

**COFFEE.**

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

**WHITE SWAN.**

1 lb. tins, 4 doz. to case, weight, 80 lbs. ....	36
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	
Add one-half cent per pound to the above.	

**ENGLISH BREAKFAST COFFEE.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	22
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	20

**MOJA.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	32
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	30
2 lb. tins, 1 doz. to case, weight 40 lbs. ....	30

**PRESENTATION COFFEE.**

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb. ....	27
Shipping weight, 50 lbs. per case.	

**MINTO BROS.**

**MELAGAMA COFFEE.**

Whol. Ret'l.	
1s, 1¼s, Grd. ....	25 30
1s, ½s, B. & G. ....	32 40
1s only, B. & G. ....	35 45
1s, ½s, B. & G. ....	38 50
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.	

**MINTO COFFEE (Bulk).**

M Bean or Gr. ....	38
I Bean or Gr. ....	35
N Bean or Gr. ....	32
T Bean or Gr. ....	30
O Bean or Gr. ....	28
Spec. Grd. Compound .....	25
Packed in 25 and 50-lb. tins.	

**FLAVORING EXTRACTS.**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2½ oz. bottles, per doz., weight 6 lbs. ....	2 30
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. 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.**

Special Delivered Price for Canada

Per doz.	
½-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	\$ 1 46
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. .	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. .	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. .	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50. .	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3. .	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. .	47 75
Gallons, each, retail each \$20 .....	17 15

CANADIAN GROCER

"Just pure Coffee, refined like sugar. Use it as you do sugar,— $\frac{3}{4}$  of a teaspoonful to a cup and pour on boiling water. Sugar and cream to taste—dissolves instantly—no sediment—the flavor is always perfect—you control the strength. Sold only in air-tight tins. A child can make as good coffee as a chef with

*G. Washington's*  
**INSTANT Coffee**

Now You Can Drink All  
The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers



G. WASHINGTON COFFEE SALES CO., 79 Wall St., New York

Write for literature telling of Mr. Washington's Wonderful Refining Process, which gives us this 100% Pure Refined Coffee.

Canadian Sales Agent:

Edmund Littler  
169 William Street  
MONTREAL, CANADA

Finest  
Quality

*Whittemore's*  
**Shoe Polishes**

Largest  
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE" 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.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box (see cut). Retail 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. Retail for 10c and 25c.
- "ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes (see cut). Retail for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

# INCREASE YOUR TRADE

BY

## Modern Show Card Lettering, Designing, Etc.



**SIXTH EDITION---NOW READY**  
**WITH THIRTY-TWO ADDITIONAL PAGES**  
**TO THAT OF FORMER EDITIONS**

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

**Marking Pen Lettering**  
**Soennecken Pen Lettering**  
**Automatic Pen Lettering and**  
**Up-to-Date Brush Lettering**

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00  
 delivered to your address postpaid

Page size of book 6x9 in., 144 pages

**The MacLean Publishing Co., Ltd.**

BOOK DEPARTMENT

143-153 University Ave., Toronto

**BOAR'S HEAD LARD**  
**COMPOUND.**

N. K. FAIRBANK CO., LTD.  
 Tierces ..... 0 10%  
 Tubs, 60 lbs. .... 0 10%  
 Pails, 20 lbs. .... 0 10%  
 Tins, 20 lbs. .... 0 10%  
 Cases, 3 lbs., 20 to case ... 0 11%  
 Cases, 5 lbs., 12 to case ... 0 11%  
 Cases, 10 lbs., 6 to case ... 0 11  
 F.O.B. Montreal.

**MUSTARD.**

**COLMAN'S OR KEEN'S.**  
 Per doz. tins  
 D. S. F., ¼-lb. .... \$1 50  
 D. S. F., ½-lb. .... 2 68  
 D. S. F., 1-lb. .... 5 36  
 F. D., ¼-lb. .... 0 25  
 F. D., ½-lb. .... 1 63  
 Per jar  
 Durham, 4-lb. jar ..... 0 87  
 Durham, 1-lb. jar ..... 0 28

**JELLY POWDERS.**

**WHITE SWAN SPICES AND CEREALS, ETC.**  
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 0 90  
 List Price.

**JELL-O.**

Assorted case, contains 2 doz. 1 80  
 Straight.  
 Lemon, contains 2 doz. .... 1 80  
 Orange, contains 2 doz. .... 1 80  
 Raspberry, contains 2 doz. 1 80  
 Strawberry, contains 2 doz. 1 80  
 Chocolate, contains 2 doz. ... 1 50  
 Cherry, contains 2 doz. .... 1 80  
 Peach, contains 2 doz. .... 1 80  
 Weight, 8 lbs. to case, Freight rate, 2nd class.

**JELL-O ICE CREAM POWDER.**

Assorted case, contains 2 doz. 2 50  
 Straight.  
 Chocolate contains 2 doz. .... 2 50  
 Vanilla contains 2 doz. .... 2 50  
 Strawberry contains 2 doz. 2 50  
 Lemon contains 2 doz. .... 2 50  
 Unflavored contains 2 doz. . 2 50  
 Weight, 11 lbs. to case. Freight rate, 2nd class.

**SOAP AND WASHING POWDERS.**

**SNAP HAND CLEANER.**  
 3 dozen to box ..... 3 60  
 6 dozen to box ..... 7 20  
 30 days.

**RICHARDS' PURE SOAP.**

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

**FELS NAPHTHA.**

Prices—Ontario and Quebec:  
 Less than 5 cases ..... \$5 90  
 Five cases or more ..... 4 25

**WHITE SWAN LYE.**

Single cases, 4 doz. .... \$3 50  
 5 case lots, 4 doz. .... 3 25  
 Shipping weight 50 lbs. per case.

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

Laundry Starches—  
 Boxes. Cents  
 40 lbs., Canada Laundry... .06%  
 40 lbs., boxes Canada white gloss, 1 lb. pkg. .... .06%  
 48 lbs. No. 1 white or blue, 4 lb. cartons ..... .07%  
 48 lbs. No. 1 white or blue, 3 lb. cartons ..... .07%  
 100 lbs., kegs, No. 1 white. .06%  
 200 lbs., bbls., No. 1 white. .06%

30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. .07%  
 48 lbs. silver gloss, in 6-lb. tin canisters ..... .08%  
 36 lbs., silver gloss 6-lb. draw lid boxes ..... .08%  
 100 lbs., kegs, silver gloss, large crystals ..... .07%  
 28 lbs., Benson's Satin, 1-lb. cartons, chrome label ... .07%  
 40 lbs., Benson's Enamel (cold water), per case.... 3 00  
 20 lbs., Benson's Enamel (cold water), per case ... 1 50  
 Celluloid—boxes containing 45 cartons, per case ..... 3 00

**Culinary Starch.**

40 lbs. W. T. Benson & Co.'s prepared corn ..... .07%  
 40 lbs. Canada pure corn starch ..... .06%  
 (120-lb. boxes ¼c higher.)  
 Casco Potato Flour, 20-lb. boxes, per lb. .... .10

**BRANTFORD STARCH.**

Ontario and Quebec.

Laundry Starches—  
 Canada Laundry—  
 Boxes about 40 lbs. .... .06  
 Acme Gloss Starch—  
 1-lb. cartons, boxes of 40 lbs. .... .06%  
 First Quality White Laundry—  
 3-lb. canisters, ca. of 48 lbs. .07%  
 Barrels, 200 lbs. .... .06%  
 Kegs, 100 lbs. .... .06%

**Lilly White Gloss—**

1-lb. fancy cartons cases 30 lbs. .... .07%  
 8 in case ..... .06  
 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ... .08%  
 Kegs extra large crystals, 100 lbs. .... .07%

**Canadian Electric Starch—**

Boxes, containing 40 fancy pkgs., per case ..... 3 00  
 Celluloid Starches—  
 Boxes containing 45 cartons, per case ..... 3 00

**Culinary Starches—**

Challenge Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .06%  
 Brantford Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .07%  
 "Crystal Maize" Corn Starch—  
 1-lb. pkts., boxes of 40 lbs. .07%  
 (20-lb. boxes ¼c higher than 40's)

## UPTON'S CLOVER HONEY

—  
Have you seen our  
new package?  
—

Write us for price list.

**The T. Upton Co., Limited**  
ST. CATHARINES

Factories at Hamilton and St. Catharines

## Fancy Florida Tomatoes

We repack and take out all green ones before shipping. When you order from us you get All-Hard, Ripe Stock.

**New Southern Cabbage**  
Large crates—good green solid heads.

## BANANAS

We are known as the "Banana Specialists of Ontario" from the quality and quantity of the fruit we put out. Our facilities for handling are the very best.

Let us have a standing order.

THE HOUSE OF QUALITY.

**Hugh Walker & Son**

ESTABLISHED 1861

GUELPH and NORTH BAY

*Richards*  
**QUICK NAPTHA**  
THE  
**WOMAN'S SOAP**

The Sign of a  
**Good Buy in Soaps**

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

**The Richards Pure Soap Co.**

Limited

Woodstock - Ontario

Our  
**Tiger (50 cent  
line)**  
**Brooms**

are superfine carpet **BROOMS** on polished handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms**.

**Walter Woods & Co.**

HAMILTON

It's knowledge that directs the successful Grocer in stocking up with **Brunswick**

Brand

**Sea Foods**

— a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

**CONNORS BROS.**

Limited

Black's Harbor, N.B.



**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

**COW BRAND BAKING SODA**  
In boxes only.

Packed as follows:  
5c packages (96) ..... \$3 20  
1 lb. packages (60) ..... 3 20  
1/2 lb. packages (120) ..... 3 40  
1 lb. 30 } Packages, Mixed. 3 30  
1/2 lb. 60 }

**SYRUP.**

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

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

**LILY WHITE CORN SYRUP.**

2-lb. tins, 2 doz. in case... 3 00  
5-lb. tins, 1 doz. in case... 3 55  
10-lb. tins, 1/2 doz. in case.. 3 25  
20-lb. tins, 1/4 doz. in case.. 3 20  
(5, 10 and 20-lb. tins have wire handles.)

**ST. LAWRENCE SUGAR REFG. CO.**

Crystal Diamond Brand Cane Syrup.  
2-lb. tins, 2 doz. in case..\$2 65  
Barrels ..... 0 03 1/4  
1/2 barrels ..... 0 14

**CANNED HADDIES, "THISTLE" BRAND.**

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

**INFANTS' FOOD.**

Robinson's patent barley, 1/4 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/4-lb. tins, \$1.25; 1-lb. tins, \$2.25.

**BEAVER BRAND CORN AND MAPLE SYRUP.**

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

**MOLASSES.**

**THE DOMINION MOLASSES COMPANY, LTD.**

Gingerbread Brand.  
2s, Tins, 2 doz. to case.  
Quebec, per case ..... \$1 85  
Ontario, per case ..... 1 90  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ... 2 60  
Alberta, per case ..... 2 70

**DOMOLCO BRAND.**

2s, Tins, 2 doz. to case.  
Quebec and Ontario, per case 2 95  
Manitoba, per case ..... 3 40  
Saskatchewan, per case ... 3 65  
Alberta, per case ..... 3 75  
British Columbia, per case. 2 40  
British Columbia, per case. 3 55

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

1/2-pint bottles, 3 and 6 doz. cases, doz. .... 0 30  
Pint bottles, 3 doz. cases, doz. .... 1 75

**H. P.**

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... 1 90  
H. P. Pickles—  
Cases of 2 doz. pints.... 3 25  
Cases of 3 doz. 1/2-pints... 2 20

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**

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

**NUGGET POLISHES.**

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

**TEAS.**

**THE SALADA TEA CO.**

East of Winnipeg.

Wholesale, R't'l.  
Brown Label, 1s and 1/2s 29 35  
Blue Label, 1s, 1/2s, 1/4s, and 1/8s ..... 35 45  
Red Label, 1s and 1/2s... 41 55  
Gold Label, 1/2s ..... 49 65  
Red-Gold Label, 1/2s ... 55 80

**ORANGE MARMALADE.**

**"BANNER BRAND" PURE FRUIT PRODUCTS.**

**JAMS AND JELLIES.**

2's ..... \$ 2 15  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30's, wood ..... 0 08  
12-oz. glass jar ..... 1 15  
Tumbler, glass ..... 0 95

**MARMALADE.**

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

**MINTO BROS., Limited, Toronto.**

We pack in 60 and 100-lb. cases All delivered prices.

**MELAGAMA TEA.**

	Whol.	Ret.
Red Label, 1s or 1/2s	0 29	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 60
Gold Label, 1/2s only	0 70	1 00

**MINTO TEA.**

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

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White Swan Yeast Cakes, per case, 3 doz. 5c pks.... 1 25

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

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Currency, 6s, 1/2 butts, 9 lbs. 0 46  
Stag Bars, 6s, butts, 11 lbs., boxes 5 1/2 lbs. .... 0 45  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes ..... 0 66  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 66  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 68  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 67  
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 56  
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facturer, the clerk and the travel-  
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would buy.

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LIMITED

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Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

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"Quality" Cocoa

On Sale Anywhere.

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If you are interested in Irish trade.

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

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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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**SEEDS OF ALL KINDS**  
for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

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The  
**"GORGON"**  
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**DESTROYER**



A clean, neat and effective  
**Fly Catcher.** Every fly is caught for good. Absolutely no leakage.

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OLD STAND-BYS**

**Baker's Cocoa  
and Chocolate**



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

Trade-mark on every genuine package

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as a change of flavor, desserts and dainties will taste different and better.



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When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

**ALLISON COUPON BOOKS**

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

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You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

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ASK YOURSELF  
A QUESTION  
WHEN SELLING  
SHOE POLISH



Because  
it is  
waterproof  
and gives a  
rapid  
brilliant and  
lasting shine

Because  
it  
allows a  
good margin  
of profit to  
the  
Retailer



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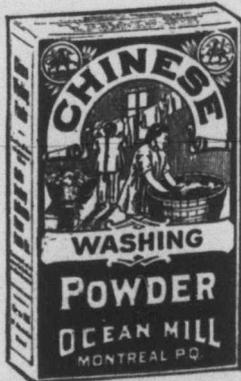
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that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order. Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents. Your jobber should have it—if not, write direct for prices.

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MONTREAL    ::    CANADA



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Its heavy sales are sufficient to prove most housewives KNOW good quality—and just how to appreciate it.

There is only one BEST and that's FURNIVALL'S—stock up to-day.

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**HEINZ**  
**57**  
**VARIETIES**  
PURE FOOD PRODUCTS

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

**H. J. HEINZ COMPANY**

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

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# MILLAR'S

## New Season Marmalade

In spite of the German Blockade, we have received from Andrew Millar, of Belfast, Ireland, the first shipment of Orange Marmalade. The new prices are a little higher, but so little that the increase is hardly perceivable. The following prices prove our assertion:

- 1 lb. Stone Crocks, 48 to case, \$1.60 doz.
- 2 lb. Stone Crocks, 24 to case, \$3.00 doz.

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From **Feyret & Perret,**  
Bordeaux, France

Many of our customers have been boosting the sale of our **F. & P.** Virgin Olive Oil and have thereby built a splendid trade.

The **F. & P.** Olive Oil is obtained from the first slight pressure of the finest Spanish olives grown, and is therefore the purest obtainable. The package is attractive and will help sales greatly. The oil is absolutely guaranteed.

**F. & P. Olive Oil is packed as follows:**

- 2 oz. bottles to retail at . . . . . 10c
- 6 oz. bottles to retail at . . . . . 25c
- 14 oz. bottles to retail at . . . . . 45c

Send us a small trial order.

**ROCK-BOTTOM PRICES.**  
**COURTEOUS SERVICE.**  
**PROMPT DELIVERY.**

## Laporte, Martin, Limitée

568 St. Paul St., Montreal  
Telephone Main 3766

*This will interest you*

MACLEAN'S MAGAZINE

APRIL, 1915

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