

**PAGES
MISSING**

CANADIAN GROCER

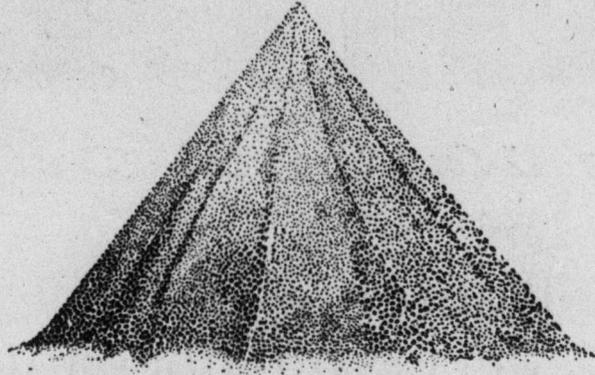
Did you?



make sure that "NUGGET" Shoe Polish was well represented among your "ammunition?" Your customers will "go over to the enemy" if they can't obtain it at your store.

THE NUGGET POLISH COMPANY, LIMITED
TORONTO, ONTARIO

A Pyramid of Sugar



If you were to pile up the sugar that you lose in the course of a year as a result of Broken Bags, Down Weights, Improper Handling, it would make quite a good-sized hill.

The way to turn this loss into a profit is to handle

LANTIC SUGAR

in Original Packages

In addition to this you are certain to have a satisfied customer with the positive assurance of our guarantee of quality and weight in every package you sell.

Why let sugar be a burden to your business when you have the opportunity of selling the highest grade of Lantic Extra Quality Granulated in packages that sell, packages that are attractive, packages that are modern, packages that satisfy?



Order through your jobber a trial order of
Lantic Original Packages.

Put up in 2 and 5 lb. cartons
and 10 and 20 lb. bags.

Atlantic Sugar Refineries, Limited
MONTREAL

Welch's

"The National Drink"



Welch's is the "cup that cheers but does not inebriate." It's a pure grape product with the zest and the tang of choicest Concord Grapes. It is delicious, pure and unfermented.

Welch's is being served at banquets, receptions and social occasions. It is a wholesome temperance beverage for the home.

Get your order in early for at least five cases and you will repeat before July 1st.

Display material furnished interested dealers.

Sold by leading jobbers

THE WELCH COMPANY, LIMITED

St. Catharines, ∴ Ontario

CANADIAN GROCER



Borden's

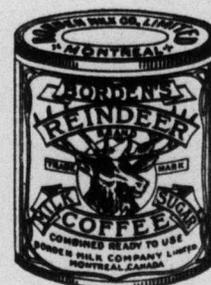
*—the selling line that
can't be beaten*

The line whose winning popularity has been built upon three-score years and ten of customer-satisfaction. The unmistakable stamp of public approval has placed the *Borden Products* away ahead of all competitors.

What benefits are you reaping from this profit-building popularity? Other dealers have featured the wonderful utility of the *Borden Lines* in their localities and are realizing in dollars and cents what Borden Quality means.

A window display of Borden's will be the beginning of worth-while sales for you. And remember—first Borden sales are invariably followed by bigger and better ones.

Put Borden's to the test. Get a small trial supply to-day.



Borden Milk Company

"Leaders of Quality"

MONTREAL

Branch Office—Arcade Building, Vancouver

CANADIAN CANNED FRUITS

Finest Quality, Packed with the
Best Granulated Sugar

“MADE-IN-CANADA”

3000 doz. PEACHES 1's	Heavy Syrup, Highest Quality	- -	\$1.15 doz.
1000 doz. PEACHES 2's	Heavy Syrup	- - -	\$1.25 doz.
2000 doz. RED RASPBERRIES 2's	Heavy Syrup	- - - -	\$1.25 doz.
1000 doz. RED CHERRIES 2's	Heavy Syrup (Sanitary Cans)	- -	\$1.25 doz.
1000 doz. BARTLETT PEARS 2's	Light Syrup	- - -	\$1.00 doz.

TERMS: Net 30 Days Montreal

TEAS

No change in the duty, but market firmer, and we are looking for an advance on freight rates. Don't delay to place your orders with us.

Our Motto:—SATISFACTION

L. CHAPUT, FILS & CIE, LIMITÉE

WHOLESALE GROCERS and IMPORTERS

Montreal

Established in 1842

They Help You Make Money

—————FREE SALESMAN
LET US SEND YOU SOME

They are good business-pullers



Best for Coffee,
Salads, etc.



Best for Baby,
Cake, Candies

One will catch the eye of your woman customer every time she passes your store and will try to make a sale for you.

Another standing just by the counter will call her attention to a saving by making another sale for you.

Still Another will hold up the Article with an appeal to the Mother with Babies.

All these and more to help you sell—
FREE.

Just sign the coupon, or drop a postal, asking for our Free Squad of Sales Makers.

We will do the rest.

**FREE SALES MAKERS
COUPON**

Please send me Free Squad of Sales
Makers without expense or cost.

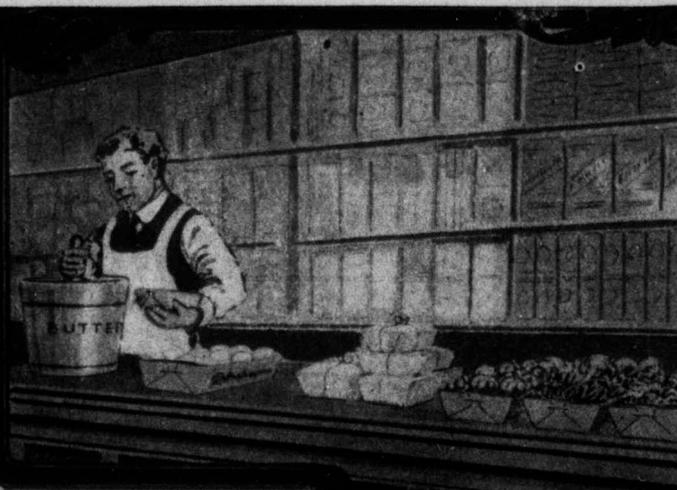
Name.....

Address.....

Prov.....

—————
**The Aylmer Condensed
Milk Co., Limited**

AYLMER, CANADA



MEAT MARKET

GROCERY

Do It Yourself

You have admired the sanitary, attractive packages put up in fancy food factories. You may even have said to yourself "Now if I could do that with the goods I have to sell it would make a reputation for my store and bring me better profits on bulk lines which now pay but little."

It was to meet this identical state of mind, Friend Retailer, that the **Riteshape** was created. **Riteshapes** give you a tidy, sanitary package for any food whatsoever and in any quantity whatsoever from one half up to ten pounds.

Riteshapes put you into the package food game for yourself. They are low priced enough so that you can use them on a nickel's worth and good enough to use on the most fancy stuff you carry.

VICTORIA PAPER & TWINE CO., LIMITED

Wholesale Distributor

TORONTO

MONTREAL

The Oval Wood Dish Co.

Manufacturer

DELTA, OHIO, U.S.A.



FISH MARKET

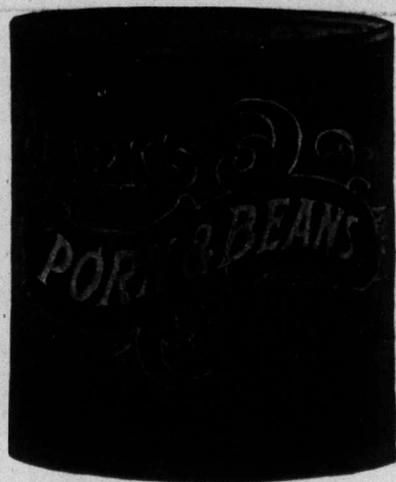
BAKERY



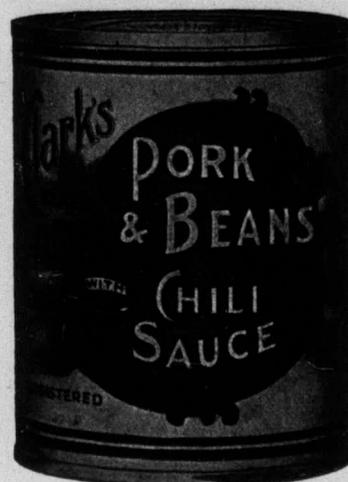
DELICATESSEN

CANADIAN GROCER

CLARK'S



MADE
IN
CANADA



PORK AND BEANS

PLAIN

CHILI

TOMATO SAUCE

THE BEST IN QUALITY
THE HIGHEST IN REPUTATION
THE LEADERS IN SALES

STOCK CLARK'S and turn your money over
PROFITABLY AND QUICKLY.

W. CLARK, Limited, Montreal

Clark's

Of course we believe in advertising

—What we don't believe in is the advisability of spending money in consumer advertising where **MINTO TEA** is concerned. Consumer advertising often puts the dealer at a disadvantage creating a demand which he often finds of little actual value, as it forces him to handle an article the profit on which is scarcely worth while.

would cost us to advertise **MINTO TEA** to the consumer is enclosed in every package (1/2 and 1 lb.). This gives you a splendid talking point. And, remember, the same high-grade quality is still in every ounce of Minto Tea. Your profits, too, are worth considering.

The actual amount of money that it

Minto costs you 33c and retails at 40c.

How about a small trial shipment?

Minto Bros.

New Address: 284 Church St.

TORONTO

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

Arm your customers
'gainst the
cold weather
peril



Just now, when the forces of LaGrippe and Pneumonia are abroad your customers will readily appreciate the splendid body-building qualities of

Mathieu's Syrup of Tar and Cod Liver Oil

There is no better or more dependable remedy for coughs and colds in any stage. Feature this effective "cold breaker": keep it before your customer's notice. You can confidently guarantee results with Mathieu's Syrup of Tar and Cod Liver Oil.

Stock up to-day.

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

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

For Delivery in April

MAPLE SYRUP and SUGAR

Strictly pure. All shipments carry my personal guarantee. I was awarded Gold Medal in Paris, 1900.
Maple Syrup in Imperial Gallon Cans - - - \$1.40
(Packed in 5 gallon boxes)
Maple sugar - - - - - 12c per lb.
Only a limited quantity at these prices. Terms: Cash with order. Money refunded if goods are not as guaranteed.

L. L. HARDY
St. Bazil de Portneuf, P.Q.



When you sell

HEINZ 57

VARIETIES

PURE FOOD PRODUCTS

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

H. J. Heinz Company

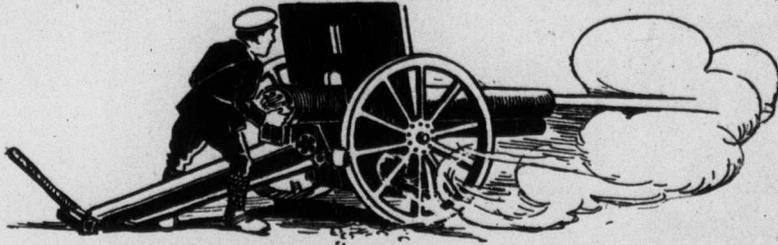
Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

GIPSY Stove Gloss

quality guarantees permanent satisfaction; the price is no higher than that of others, and the profit on every gross you sell adds up to a bigger total every year.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.
Western Agents: For Manitoba, Lightcap & Grant,
Winnipeg. For British Columbia & Yukon: Creeden
& Avery, Rooms 5 & 6 Jones Block 407, Hastings Street,
West, Vancouver.



Boom!!
are you ready!

February 29th next is the National
FISH DAY

March 7th is the opening of Lent

Keep these dates in front of you. They mean dollars and cents in your pocket.

Have you ever tried us with an order, if not, do so now—and get the best value for your money.

The old and reliable headquarters will never disappoint you. Try them.

D. HATTON COMPANY
Montreal

Established 1874.

TEA

The situation is strong and the demand active. The trade now know just where they stand as regards a tax, and sales should increase enormously.

Get in line and buy your goods right at first hand costs. We are to-day making special offers in—

**Japan Teas, Japan Siftings
and China Congous**

JOHN DUNCAN & CO.

Established 1866

MONTREAL

The Finest Cane Syrup Made Crystal Diamond Syrup

Kindly mention this
paper when writing
to advertisers.

New Brunswick Potatoes

TABLE OR SEED STOCK

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

Wire or Write

HATFIELD & SCOTT

Largest Growers and Shippers

MONTREAL, QUE.

HARTLAND, N.B.



*The Star
System*

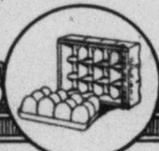
*For Safe
Egg
Handling*

Does \$1.00 extra profit on each case of
eggs you sell interest you? You can
make at least that amount by grading your
eggs and delivering them in Star Egg Carriers.
Other grocers are doing it, why not you?

Let us tell you how. Write
for our booklet S-176.

STAR EGG
CARRIER &
TRAY MFG
COMPANY

1502
JAY STREET
ROCHESTER
NEW YORK



MENNEN'S TALCUMS

Mennen's
Borated
Talcum

Mennen's
Violet
Talcum

Mennen's
Sen Yang
Powder

Mennen's
Narangia
Talcum

Mennen's
Talcum for
Men

For a generation Mennen's Borated has been the standard of purity and safety in a Talcum Powder and has merited the endorsement of thousands of doctors, mothers and nurses. The demand for Mennen's is universal. It is extensively advertised, and you will find that the mere display of these Talcums in your store is sufficient to "make a sale."

Selling Agents:

Harold F. Ritchie & Co., Ltd.

12-14 McCaul St., TORONTO

Made in Canada by Gerhard Mennen Chemical Co.
MONTREAL

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense

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

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

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



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.

Bigger and bigger sales for you

GOLD DUST



Grocers who have displays of Gold Dust in their windows and on their shelves find that they are selling many extra packages. Put a Gold Dust display in your store *now*.

Every woman who enters your store *knows* Gold Dust—the chances are, has tried it.

Our extensive, continuous advertising *actually* works for you. It explains how Gold Dust saves work—how it can be used for cleaning *everything*.

Gold Dust has made good with women because it saves them work—and it has made good with merchants because it makes satisfied customers—the biggest asset any store can have.



THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

JAPAN TEA



The Japanese Government prohibits adulteration and coloring of Tea.

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

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

YOUR dealer sells it.
Ask HIM.

FOLLOW THE LEAD

Fill the demand for the natural brain and body stimulating beverage—the delicate, full flavored Japan Tea. Canadian Grocers are backed by advertising, as above, in Canadian papers with a national circulation. Order a supply from your wholesaler.

WAGSTAFFE'S

**Celebrated
Seville Orange .
Marmalade
and
Jelly Shred
Marmalade
Marmalade De Luxe**

is the best made in Canada,
just Seville Oranges and Granu-
lated Sugar only.

We are now delivering 1916
New Season Pack.

No advance in price over
last year. English Competi-
tion is practically cut off. Now
is the time to be loyal to the
best Jams and Marmalades
made in Canada.



**WAGSTAFFE'S
THE BEST**

WESTERN AGENTS:

W. H. ESCOTT & CO.
Manitoba and Saskatchewan

DOMINION BROKERAGE CO.
Edmonton

McKELVIE & STIRRETT
Calgary

H. P. BURTON
Vancouver

WAGSTAFFE LIMITED
HAMILTON, CANADA



Indian Reasons For Its Popularity

Why do you think that so many people who once used a straight Ceylon tea are now such strong advocates for Red Rose Tea? It is because Red Rose Tea is so largely composed of Indian teas, which, as every experienced tea merchant knows, are unequalled for richness, vigor and strength. Those who use Red Rose Tea realize that they cannot get these distinctive Indian characteristics in a straight Ceylon.

"Slow as Molasses"

May be suitably applied to chilled molasses, but not to your molasses sales when you stock

Leacock's
Extra Fancy
Extra Choice

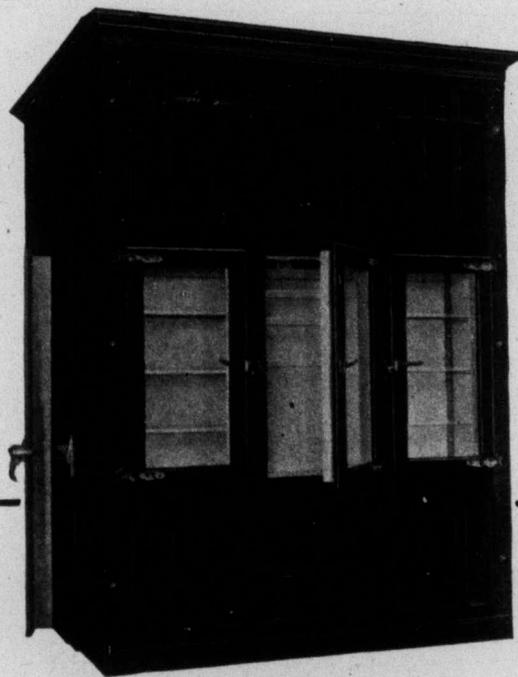
the pure cane sugar molasses that keeps sales on the jump.

In high-grade quality, in quick-selling merits, and in customer satisfaction **Leacock's** takes the lead.

Stock with Leacock's—it will prove a winning brand.

LEACOCK & CO.

Exporters of Highest Grades of Molasses
BARBADOS B.W.I.



This is our latest "Special"

and original design, manufactured and installed early in 1915, and every week since.

—the very newest idea in BUTCHER REFRIGERATORS. It has Cold Storage Door and Cold Storage Windows, with regular rubber gasket applied, making refrigerator absolutely airtight.

The display front has a white porcelain interior, which adds to its attractiveness and guarantees perfect cleanliness.

GET FULL PARTICULARS.

EUREKA REFRIGERATOR COMPANY, Ltd.
31 BROCK AVENUE TORONTO

CANADIAN GROCER



Keen's Oxford BLUE

—QUALITY—*First, Last and Always*

There never has been any question of the *quality* of goods bearing *Keen's name*.

You know this—

Your customer also knows—

Therefore,

What better quality can you put before your customers than *Keen's Oxford Blue*?

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

Dr. C. C. James **“Buy Canadian Made
Goods Wherever
Possible”**
says:

Every dollar spent out of Canada is a dead loss to the country, yourself included. Every dollar spent in Canada for goods Made in Canada by Canadian labor and financed by Canadian capital adds wealth and prosperity to the Dominion and the people.

“TRENT LOCK” EGG FILLERS

are purely Canadian products and are worthy of your support. Our modern factory and unlimited facilities enable us to give PROMPT DELIVERIES on all orders large or small. “Trent Lock” Egg Fillers give excellent service. They ensure safe transportation. Keep your case fillers bright, new and clean.

Let us figure on your carload order.

The Trent Mfg. Co., Limited

TRENTON

ONTARIO

CANADIAN GROCER

VOL. XXX

TORONTO, FEBRUARY 25, 1916

No. 8

Declare in Favor of 10 Cent Line

Majority of Grocers Prefer to Handle Article Costing \$3.60 Per Case of 48 and Retailing at 10 Cents to One Costing \$3.90 Per Case of 100 and Selling at 5 Cents—Matter Considered From Many Standpoints—Some Overlook One of the Conditions.

Compiled from views of 33 merchants

HOW would you answer this problem? Which would you prefer to sell?

(a) An article costing \$3.90 per case of 100, and retailing at 5 cents each; or

(b) The same quality article in a similar package with same net weight costing \$3.60 per case of 48, and retailing at 10 cents each?

And what are your reasons?

This was a question Canadian Grocer submitted recently to a number of representative dealers throughout Canada. They were requested to discuss the point from the standpoint of possibility of price-cutting in either case, net profits, satisfaction and service to customers, turnover, repeat orders, etc.

The majority decided in favor of the 10-cent article. The chief reason given is that this gives a better margin of profit. Some, however, had an idea that the 10-cent line was a larger package than the 5-cent line, whereas the particulars as above given showed the two of them to have the same net weight; that is, a customer buying a package of each would secure the same quality and the same net weight article, the only difference being that for the one he would pay 5 cents and for the other 10 cents. In the light of this explanation it would be interesting to have the views of these merchants again.

However, the question has been gone into by various retailers from all sides, and has proven one of the most interesting submitted to the trade for a long time. After reading the replies, we would be glad to have the views of other readers.

M. A. Durland, Merritt, B.C.—It depends entirely on the article to be sold. If a luxury, such as chocolates, our trade would demand the 5c article in preference, since we are doing business in a coal mining centre, where crude oil has been introduced by the railways, causing

a slump in business conditions here and a general economical existence by the mining element that comprises our trade.

Our own choice, however, would be the 10c line, since we would be giving just as good value to the customer and making a profit (gross) of 25 per cent., against 22 per cent. on the 5c article. In this district we do not figure odd cents,

hence no possibility of price-cutting on a 10c article.

* * *

John Bullied, Lumsden, Sask.—“We would prefer to sell the article at 10c, because we believe in most cases it will be an article of more use to the average household than one to sell at 5c, and as a matter of profit, we don't think it any more difficult to make the 10c sale than the 5c sale.”

* * *

Chas. E. Turner, Morris, Man.—“I would rather sell the article costing \$3.60 per case and retailing at 10c, as I would make 25 per cent. margin, while on the 5c line I would only make 22 per cent.”

* * *

Jeffrie & Campbell, Ridgetown, Ont.—“We would prefer the 48 package case, because we are making a better profit, and because generally it is just as easy to sell a 10c article as a 5c one, if the article is something that is in general use. There would, of course, be some exceptions to this rule, as, for instance, a cake of soap. A 5c cake of soap is just about the right size for a woman's hand, and I think there would be objections raised to a 10c cake.”

* * *

A. E. Ware, Huntsville, Ont.—“I prefer the 10c article. My reason for this is because it shows a better margin by about 3c. This, I think, is sufficient reason, especially when it is no more trouble to sell it than the 5c line. The customer too is getting the same value. As for price-cutting, if it must be considered at all, the 10c article would, I think, be more subject to this than the 5c line.”

* * *

R. S. Godfrey, Meaford, Ont.—“I would prefer to sell the 10c line costing \$3.60 per case of 48. On this the profit is 25 per cent. on sales, while on the other line it is only 22 per cent. Also there would be fewer number of sales to

PREFERS 10-CENT ARTICLE

BY JAS. R. ROWLEY,
CRAICK, SASK.

I would rather sell the 10-cent article for the customer's sake and my own. The other (a) costs \$3.90 for case of 100 and sells for 5c. Profit on the case would be \$1.10 or 22%. The article (b) costs \$3.60 per case of 48, sells for \$4.80, making 25%. The customer on buying the 10c packet gets slightly more than double the weight of the 5c packet. Another thing: I believe the repeat orders on (b) would be nearly as fast as on (a), for in using a small packet most people are very careful. On taking a larger packet in their hands, they are inclined to think it cheaper and feel no need to be as saving.

On reading your questions again, I am not sure whether you mean the net weight of the packages or case are the same. If you mean the packages, I would rather sell the 5c one, for the percentage of profit is very little less, and if I could sell a pound package for 5c and I sold the same sized package (of the same quality) for 10c, I should consider that I was not treating my customers right.

the cake and less wrapping. Very few 10c articles should be sold at three for a quarter."

Chas. T. Hicks, Guelph, Ont.—"We prefer the 10c article. It shows a fair profit, with little chance of cutting to three for 25c. Ten cents is a popular price, and it requires just as much time and trouble to make the 5c sale as the 10c one, so we think the 10c size would easily be the more popular."

W. M. Hogg, Bridgeburg, Ont.—"We favor the 10c goods costing \$3.60 per case of 48 packages. In my experience there is usually a better sale for this than for the 5c line. There are not so many packages to handle or wrap up. It is more quickly off the shelf and the profit is greater."

W. H. Brunning, Bond Head, Ont.—"I would sell the 5c line costing \$3.90 per case of 100 by all means. The profit is only 3 per cent. less, and there is no danger of price-cutting, while the customer is getting double value, which is a great consideration. The 10c line is too apt to be sold at three for a quarter, and then the profit would not cover expenses."

Anton Wagner, Arbstein, Ont.—"I would prefer the 10c article, as there is more money in it and less handling."

D. B. Ritchie, St. Chrysostome, Que.—"I would prefer selling the 5c line costing \$3.90 per case of 100, as there would be less price-cutting, and we would show that we were endeavoring to give our customers as much value as we consistently could."

M. A. McLeod, Prince Street, Charlottetown, P.E.I.—"We would prefer the 10c line, as the profit is a shade better. The turnover would be quicker, the customer would get a little more in one 10c package than in two fives. With regard to price-cutting, if you wish to do that, you can give six for a quarter, just the same as three for a quarter, which is often done in our city." (The fact is here overlooked that the net weight of each package is the same, so that a customer would get just as much in the 5c package as in one 10c package.)

R. W. Rhodes, Matheson, Ont.—"I would rather sell the article costing \$3.90 per case of 100 and retailing at 5c each."

Coffin & Co., Charlottetown, P.E.I.—"Your problem is a nice one. Personally we would prefer the 10c article, because selling singly, it gives a better margin than the 5c line. The probability is that the 10c line would be cut to three for 25c rather than the other to six for 25c, since it costs less; if this were done it would be impossible to figure which was the more profitable, for the great majority buy but one at 10c, instead of three at 25c; if both be cut, the three for 25c still gives the better profit. We only make this cut on two articles retailing at 10c and one retailing at 5c. However, where we meet it in other lines we will make the cut rather than break with a customer. We think that, while frequently a customer will ask if a certain line is sold at three for 25c or six for 25c, and gets a negative reply, she rarely if ever leaves the store on this account, and will almost invariably buy the article in question, though usually

in smaller quantities than the amount on which the cut is made. The refusal to make or meet this cut is more than made up by giving a more satisfactory service than can be got elsewhere. We believe the net profits are greater by refusing to cut, for, while a customer may know that we are higher on some articles, still I think we lose little custom on this account, though it's impossible to say."

W. J. Hogarth, Ingersoll, Ont.—"We prefer the 10c line, because the margin of profit is better. We think also the dealer who would sell the 10c article at three for 25c would be as likely to offer the 5c line at six for a quarter. The large package in my estimation would be equally as good value, if not slightly better, to the customer, and it is my experience generally that with an article of merit and of general use it is as easy to sell a 10c package as one at 5c."

L. C. Kelley, Hastings, Ont.—"Providing it did not cost us anything to run our business, I would prefer to sell the 48 package case costing \$3.60. If I sold this three for 25c I would make 40c, or 11 1/9 per cent. If I sold the 100 package case, costing \$3.90, six for a quarter, I would only make 26c, or 6 2/3 per cent. on the money invested."

W. H. Chute, Wyevale, Ont.—"The 10c article is my choice. An investment of \$3.60 gives an advance of \$1.20, whereas an investment of \$3.90 only allows \$1.10 on a case. A dealer, too, could serve out the case of 48 more readily than he could the case of 100. Either margin, in my estimation, is too close to cut prices; but even so, the

Strong Advocate of Five Cent Line

By R. J. Pronger, Pronger Bros., Dryden, Ont.

AN article costing \$3.90 per case of 100 and selling for 5c each brings you a profit of 22 per cent., while an article costing \$3.60 per case of 48 and selling at 10c realizes 25 per cent. profit.

The latter is without doubt the more legitimate profit, as a grocer's overhead expenses are always increasing, while the demand for certain lines of goods, especially what might be termed fancy groceries, is certainly decreasing. Even if our turnover is not cut down, the fact that people are studying economy and buying largely staples will prove under close analysis that our percentage of profit is much smaller than formerly.

However, in the face of these facts, I would choose the 5c article. If you carried the 10c line the first trouble you would have to contend with would be your opposition, making a special of it at 3 for 25c, which would still show him 10 per cent. He would not be so liable to offer the 5c line at 6 for 25c, as that would only leave 6 per cent. profit.

Besides, my experience is that people will take 3 of an article where they will hesitate about taking 6, even if they do equal the same proportions. Also, I think I could increase my volume on the 5c line. If it was a new line you would have no trouble introducing it, as few customers stop at 5c to give an article

a trial where they might at 10c. Also, were it a standard line, with a steady sale, no objection would be raised to you adding one or two to a grocery order. The remark would probably be: "It will come in handy," naturally thinking "the investment is small."

Of course, in pricing an article there are many points to be considered—the nature of the goods, the class of trade that will purchase it, what the opposition will offer it for, etc.

However, taking all things into consideration, my endorsement is for the 5c line, unless you felt your trade demanded a 10c package.

larger package still shows the larger profit. It is my experience that the larger quantity leads to a freer use of same, which would naturally help to increase the turnover."

Young & Brown, Ridgeway, Ont.—
"We decidedly favor the 10c article. Leaving out the question of price-cutting, which would do away with the giving of three for a quarter, we favor the 10c article on account of profit. It yields 25 per cent., whereas the 5c article only yields 22 per cent. (We always figure profits on sales value.)

"In the matter of turnover, we favor the 10c article, because we would expect to sell a 10c article more than half as rapidly as a 5c one. The investment required is considerably smaller in the case of the 10c article, which is a matter of large importance where one might be doing business on borrowed capital.

"The 10c article is preferable where it is found necessary to unload a certain line to prevent staleness, or for any other good reason. The 10c article sold three for 25c would yield a larger profit by considerable than the 5c one sold six for 25c. We do not believe in price-cutting, however; we compete on quality and service only. A gross profit of 25 per cent. is the least return for money invested and labor involved on which the retail grocer can hope to do business.

"In the matter of satisfaction and service to customer, we again favor the 10c article. It is obvious that the manufacturer can give more than twice the quantity, and also a little better quality in the 10c article, because of the smaller carton or package expense. We find our customers comparing 5c and 10c packages and find that they usually expect slightly more than twice the quantity for 10c than is given for 5c. The larger profit in connection with the smaller investment, in our opinion, more than offsets any possible advantage of the 5c article over the 10c one. Turnover must be considered in the light of these two important factors."

Hart & Ellis, Meaford, Ont.—"We prefer to sell the 10c article, as the margin of profit is better, and in country towns, unless purchased in large quantities, the retailer has an additional expense for freight and cartage.

"As to cutting prices, anyone who figures the cost of doing business could not cut prices in either case. If in the latter case, three were given for 25c, the profit would be 10 per cent. on the selling price, which is far below the lowest percentage on which business can be done in this town, and we would judge in any other of equal size.

"As to price, 10c is now a popular retail price, and thus it would give satisfaction and service to customer. We do

The following reply was received from an Ontario merchant who requested that his name be withheld:—We would say that as lot B brings an advance of 33 1-3% and A only 28%, that we prefer the former. Prices 5c and 10c are such that there is not much chance for price cutting, unless a person wants to do business at a loss.

We never believe in making a 5c sale when we can make one at 10c. It costs the same to make either, and the latter gives you double the profit, which in many cases, is the difference between failure and success. If it was a line of soap, the five cent line would likely be the most profitable, as you should make increased sales. It is a question that has to be considered from class of trade you have. As a rule merchants should aim at selling medium and high grade goods, and thus increase the volume of their business, and also increase profits. In groceries you must figure on getting in a general way, 33 1-3%, as a great many lines such as butter, sugar, etc., are sold on at much closer margins.

not find it at all hard to sell a customer a 10c article, instead of a 5c article when quality and quantity are equal in comparison to price, as the customer then does not require to buy so often.

The Grills Co., New Liskeard, Ont.—"Because the case of 48 packages would show as a bigger margin of profit we prefer to sell it. The kind of goods would, of course, make a difference, and particularly if the line is a staple one, the 10c package would be preferable."

W. Sproule, White River, Ont.—"We prefer the \$3.90 case to sell at. The chances are better for a bigger turnover in this. The latter proposition is too much in favor of the manufacturer, and I prefer giving my customers the benefit where there is so little difference."

J. H. Marshall, Niagara Falls, Ont.—"The 10c article is undoubtedly my choice. The profit on the 5c line is \$1.10 per case, while on the 10c line it is \$1.20. The chances of price-cutting, I consider, are equal. If the former is cut, the margin is reduced to 26 2/3c, while on the latter it is 40c per case. Profit of 2 1/2c on a 10c package is better than a profit of 11/10c on a 5c package, and there is a chance of your opposition getting the

next order. The expense of selling a 5c package is practically the same as the selling of a 10c one, and even if the customer took two or more packages of the 5c line the profit is never as good as in the case of the other. Buying possibilities on the part of the consumer on the 10c line are greater than on the 5c one. Customers buying the 5c package will be out of goods oftener than those purchasing the other, and consequently they use less and, therefore, our turnover is less. From the point of satisfaction and service, we think a customer who would buy a 5c line and not the 10c line, because of the extra money involved, would also buy 5 cents worth of cooked ham, 10 cents worth of oysters, 5 cents worth of cheese, etc. Such customers help drive grocers out of business.

C. A. Elsey, Campbellville, Ont.—"The 10c article appeals to me. My reason is that the \$3.60 per case of four dozen means a cost of 90c per dozen. Retailing at 10c each, the percentage of profit on cost is 33 1/3 per cent., which is better than the other. At the same time, a 10c sale is preferable to a 5c sale, and a profit of 33 1/3 per cent. on the 5c line represents \$5.20 per case of 100 instead of \$5, which would be the case if it had to be sold at 5c. There is less handling also in the 10c article. If the article is a staple line most people would prefer the 10c package, as the other is too small an amount, and means too frequent buying from the customer's point of view. Many people prefer to buy sugar by the sack in preference to 25c worth, just as a matter of convenience."

Jas. L. Hewson, Oakville, Ont.—"I prefer the 10c line because there is less labor and bigger profits. This line could not be sold at three for 25c."

E. B. Reist, Preston, Ont.—"I would rather sell the 5c article costing \$3.90 for 100 because it is almost sure to be sold at 5c straight, whereas goods costing \$3.60 per case of 48, or 90c per dozen, there is an inclination with some dealers to sell three for 25c, which cuts the profit below a legitimate margin."

Schell Bros., Berlin, Ont.—"We would prefer to sell the 10c article costing \$3.60 per case of 48 packages. The article costing \$3.90 per 100 is sometimes cut in price to six for a quarter, while the article costing 7 1/2c is not cut generally to three for a quarter. Moreover, the 10c article shows a better percentage of profit, with less labor and expense in selling same."

Robt. H. Clark, Embro, Ont.—"Re your problem of the article costing \$3.90 per case of 100 packages and retailing at 5c, and the same quality article in a sim-

ilar package with the same net weight costing \$3.60 per case of 48 packages and retailing at 10c. I would not imagine any merchant would think of selling either package at less than 5c per package and 10c per package respectively. If he did, he would be working for the manufacturer and not for himself. As for myself, I would rather sell the 10c line for the reason that I would make \$1.20 on an investment of \$3.60, whereas on the other, I would only make \$1.10 on an investment of \$3.90; and, furthermore, I would only have to wrap up 49 packages instead of 100, as in the 5c line. The 10c article would mean better profits to the merchant and better service to the customer also."

• • •

W. O. Webster, Udora, Ont.—"I would sooner sell the 10c line. Both these, in all likelihood, if they were staples, would be cut six for a quarter and three for a quarter by some merchants—for instance, the kind who sell certain plug tobacco at three for a quarter. The \$3.60 a case line gives a trifle better profit and a trifle better value to the consumer to either price-cutter or straight seller."

• • •

N. McGillivray & Co., Port Elgin, Ont.—"We prefer to sell the 10c line for following reasons:

1. "The profit on sales is the better by 3 per cent.
2. "As in this case the packages are alike in weight, the sales naturally would number the same, but the turnover or amount of business done would be double.
3. "Taking the turnover as a basis, the freight charges on the 5c line would be practically double the charges on the 10c line, thus reducing your net profit.
4. "Invariably goods shipped 48 to the case arrive in better condition, and are more easily handled and stored than the 100's.
5. "As to the liability of price-cutting, we think any merchant who is subject to this very bad habit is as likely to give six for 25c as three for 25c, and even in so doing the profit on the 10c line is the better by 3.60 per cent.
6. "We think it a mistake for any merchant to push the sale of a 5c line, as it invariably costs as much in time and work to sell the 5c line as to sell a 10c, 15c or 25c line; and, besides, it gets the customer into the habit of buying in small quantities.

"We do not believe in selling a customer 25c worth of sugar when there is a possibility of selling \$1.00 worth."

• • •

Fred Lint, Attercliffe Station, Ont.—"I would prefer selling the 10c article, as my profit on the 10c article would be

25 per cent. compared with 22 per cent. on the 5c article and my selling cost less. I can supply a customer a 10c article as quickly as a 5c one. I do not believe in price-cutting in either case—i.e., in selling a 5c article six for 25c or a 10c article at three for 25c, as in either case I consider the profit too small. Customers can be taught to buy the larger package, as they are getting better value. The grocer or dealer can give better service to his customer, as well as making a bet-

ter profit for himself on the 10c article. As for me, I would rather sell the 10c article from the standpoint of profit, satisfaction and service to customer, and effect of turnover and repeat orders."

• • •

W. J. Patterson, Dummer, Sask.—"On the 5c line you would make a profit of 22 per cent., and on the 10c line you make a profit of 25 per cent. Therefore, I figure the 10c line to be the best seller."—Per E. M.

Pepper Prices Going Up

Ship Shortage, Freight Rates, British Embargo Chief Causes—
Other Spices in Same Boat—Market Greatly
Unsettled and Importers Cannot
Gauge Future

THE spice situation is becoming very acute. Of late our market reports have indicated a strengthening situation and this forecast has been borne out by advances almost all along the line. Foremost among these are nutmegs, black and white pepper, sage, mace and ginger. The freight situation has been the chief cause for upsetting conditions and advancing prices. The market is exceedingly unsettled and the future is very problematical.

Spice brokers in New York who keep in exceedingly close touch with the situation report that the British embargo on exports from pepper producing colonial dependencies has caused an upheaval, consequences of which are as yet unknown, because of lack of detail as to the scope of the embargo and its time limit. The acute uncertainty as to future supply has thrown the whole market into more or less of a turmoil and prices have advanced in all parts of the world more or less abruptly. So far the trade in spices has escaped losses from cargoes being sunk on the high seas, but what the future may bring forth is impossible to guess and the word is being passed along that all dealers should anticipate their requirements in peppers early.

The rise in freight rates and lack of spot supply have further helped to firm the situation. It is believed that we will see no appreciably lower prices for a long time.

Export Taxes Threatened

In regard to other spices the lack of shipping and threatened imposition of export taxes from Oriental ports are having a big effect on markets on this continent. The advance in ocean freight rates alone during the past month or so has increased prices from a half to a cent a pound if not more. Importers are in doubt as to where sufficient ginger is coming from with Cochin in China and Africa practically closed to this con-

tinental. Doubt, too, is expressed as to where the same quantity of nutmegs are coming from, as were brought into America for the year ending June 30th, 1915. This amounted to more than 43,000 cases. Mustard seed is also short on account of the crops in Germany, Russia and Holland being practically unavailable. There is also doubt expressed as to where we are going to get 200,000 bags of black pepper—the quantity imported into the United States for the year ending June 30th, 1915, when the total crop of Malabar and Lampong does not equal this amount and even if it did, European countries would have to have their share.

Watch Quality of the Goods

Retailers, therefore, who are in the market for pepper should be very careful to see just what they are buying. There are lots of pepper shells being imported into Canada, and as these are used when ground for cheapening the article, retailers should understand exactly whether they are buying the high grade pepper or a mixture of pepper and pepper shells. The price at which it is offered will naturally indicate its composition. The fact that pepper shells are mixed with good pepper explains why the retailer can buy some peppers at lower prices than others. The retailer, of course, if he so desires can sell pepper containing pepper shells, but he must explain to his customers that it is not absolutely the best pepper. For if an inspector should happen to make a purchase and the pepper is found to be below standard, a fine is almost sure to await that retailer.

The entire market should, therefore, be watched with great care. Predictions are freely made that many spices will almost double in price in the near future on account of the tie-up in freights, the higher freight rates and the British export embargo above mentioned.

Selling Maple Syrup and Pancake Flour

The Methods of One Merchant Who By Associating the Two Secured Good Business — Stocks Had to be Replenished—Difference Between Waiting for Demand and Actually Selling the Goods—Description of Window Display:

Written for Canadian Grocer, by A. H. Harvey

JOHN BRIGHTON'S selling methods on marmalade, marmalade oranges, reception goods, etc., have been told in recent issues of Canadian Grocer. It was explained that in the Brighton store there were various campaigns on seasonable lines throughout the year 1915. One of these was conducted on maple syrup prior to the beginning of the new 1915 crop, and connected up with it was pancake flour for the manufacture of pancakes. In reciting the incident in regard to this campaign on maple syrup and pancake flour, Mr. Brighton urged that too many retailers, in so far as his experience went, were content to wait for demand and passively allow the goods to remain on the shelves in the face of the fact that new season's goods were about to be manufactured. This he claimed to be especially true with maple syrup. In February, therefore, he decided to sell off all the maple syrup remaining and be ready for the new stuff coming along during March.

"Before launching into this campaign," he said to the writer, "I got the clerks together and suggested that we go after sales of maple syrup and pancake flour. I pointed out whereas one of these lines might not be sold to a customer, the two of them could, because of the association of the two, and because the customer could always have a mental picture of a very appropriate and attractive meal—pancakes and maple syrup. So we set about to sell as much of these two lines as possible.

Description of the Window

"In the first place, we decided that a window display was the most important acquisition to a successful sale in maple syrup. The head clerk decided to construct a little maple forest scene that would bring back to the passer-by mem-

ories of good times of the early days. So he secured some dead maple leaves, a branch of a maple tree, which was erected in one corner of the window, drove into it a spile, upon which was hung a sap bucket. In the centre was an old-time kettle suspended from a cross-bar, held in its place by two jacks. An imitation fire was built under this, and a red light placed in it, and a few other forest touches arranged, making the entire display realistic and quite attractive. The remainder of the window was plainly but neatly arranged with bottles and tins of maple syrup, with a show card reading 'Absolutely Pure.' Around this was a number of packages of pancake flour, with a platter of nicely browned pancakes, which had been made in the house. The display was simply irresistible so far as a great many customers and others were concerned, and it surprised me the quantity of both maple syrup and pancake flour we sold

that week. Not only our usual customers, but others were attracted by this display, and came in for the goods."

That is one of the features of a special campaign of this kind. One is almost sure to get one or two new customers permanently from it. Many of course will come in for those goods alone, and while they may not begin at once to deal there regularly, yet sooner or later some of them are dissatisfied elsewhere, resulting in new business for the merchant who has attracted them for special goods.

"Inside the store," continued Mr. Brighton, "we showed similar bottles of maple syrup on the counter along with pancake flour in packages, and every clerk was instructed to call the attention of the customers to this display. At the same time, a newspaper advertisement was used connecting up with the window and worded so that it would create an appetite for pancakes and maple

syrup. While I admit this was a more or less simple campaign, nevertheless we got the business. During the week we sold out every case of maple syrup we had, and it was necessary to order a couple more to tide us over until the arrival of new goods during the month of March. It was also necessary to send in an order to the wholesale house for more pancake flour. Not only did we get the business, but we advertised the store. It meant extra turnover and profits for us, and because we made sure of selling an absolutely pure maple syrup and a high-grade pancake flour, we got permanent results that are being felt to-day. I have often observed that when we introduce a line such as pancake flour to our customers, they come back regularly for more of that particular brand. We, of course, must get the credit for every sale to those customers, no (Continued on page 35.)

Serve Maple Syrup and Pancakes

CAN you imagine a more satisfying or appetizing breakfast, luncheon or evening meal? Is there anything the family will enjoy more? See our window display for reproduction of an old-time sugar-making scene. Blank Brand Maple Syrup is absolutely pure and guaranteed and the pancake flour is made by one of our most responsible cereal food manufacturers.

Syrup—In quart bottles, with the true maple flavor, because it is pure—most delicious with pancakes, muffins, or hot cakes, per quart bottle, . . .c.

Pancake or Buckwheat Flour — This flour is done up in neat packages, with all directions for making pancakes. Ask for a package with your order of maple syrup: per packagec.

Pure Maple Sugar—This is also guaranteed to be absolutely pure, made from nothing but the pure sweet sap of the Canadian maple. Makes a rare treat for the children, per cakec.

MAKE TO-MORROW A PANCAKE AND
MAPLE SYRUP DAY

James Brown

Phone 111

87 Main Street

Above is suggestion for a newspaper advertisement on maple syrup and pancake flour—try it.

CANADIAN GROCER

ESTABLISHED 1886

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

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H. T. HUNTER, *Vice-President.*
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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8071 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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TRADING STAMP CONVICTION UPHELD

SOME weeks ago CANADIAN GROCER announced that the voting contest as conducted by Business Boosters Limited, in Toronto, was found to be in contravention of the Trading Stamp Act. It was further stated at the time that the promoters of this contest were going to appeal the case and take it to a higher court. This has been done and the Appellate Court at Osgoode Hall has upheld the conviction of the previous Judge, declaring that the method used was not in accordance with the provisions of the Trading Stamp Act. Chief Justice Meredith sat on the case and maintained that the coupon given to the purchaser was a premium that came under the Act as it did not state on the face of it its exact value, nor was it redeemable at any time.

The *Globe* of Toronto, referring editorially to this case stated as follows:

Our freak law against trading stamps has resulted in a conviction which has been sustained by the Second Divisional Court. There is no likelihood of any diminution in the number of offences that may be committed.

Evidently *The Globe* is not in touch with retail conditions or it would not call this a freak law. It is usually the case that when a daily newspaper assays to discuss retail problems, it displays a lack of knowledge which brands its discussion as ridiculous. Any retail dealer who remembers the old Trading Stamp question prior to 1905 will appreciate the present conditions as a Godsend to the trade. Retailers had to purchase Trading Stamps from the company manufacturing them, and gave them out to customers who purchased certain quantities of goods. It meant a great scramble for Trading Stamps on the

part of many with the result that they were purchasing goods, the value of which was very doubtful taking into consideration the price. The consumer frequently got stung as well as the retailer who had to buy the trading stamps. They were a discount from the price of the goods, or they meant that the retailer had to charge more for his goods. Yet *The Globe* which affirms a warm spot in its heart for the poor people actually upholds a system that is certainly not in the interests of the general public.

Why should not business be done on a straight business principle? If a man has something to sell, let him sell it on its merits and get behind it with his selling power. If he has got to give something away in order to make a sale, there is something lacking somewhere. It is high time that every publication, whether daily or trade, recognize this fact.

POTATOES IN MANITOBA

MOST Winnipeg houses are asking \$1.25 per bushel for Alberta and Manitoba potatoes and some ask as high as \$1.50. The feeling is that the price must go up to \$1.50 before the end of the month. The price being asked for British Columbia potatoes is exceedingly high, and some local dealers will not take them at quotations. It is understood here that the recent frost in British Columbia has injured much of the crop—probably 90 per cent.—and Manitoba dealers are anxiously waiting news regarding Alberta stocks, as they are practically dependent on that province now, considering that the amount grown in Manitoba last year was very small, there being hardly enough to supply country points, Winnipeg importing large supplies.

The reason for the big jump in the Winnipeg

market last week was that quotations there had been much lower than they should have been all winter compared with eastern markets, and the sudden scarcity brought about by frost in British Columbia made high prices necessary. The feeling in Winnipeg is that there is a good market for Alberta potatoes, and there is no doubt they will bring high prices.

MAPLE CONFECTIONS ANALYZED

"MAPLE Confections" is the subject of an interesting bulletin recently issued by the Inland Revenue Department. Fifty-eight samples of confections characterized as maple products by the use of the word "maple" were analysed. The result shows that 25 were sold as maple butter, 5 as maple cream and 5 as maple cheese. The Chief Analyst in submitting his report to the Inland Revenue Department makes the observation that it is probable in the majority of these cases the employment of the words "butter," "cream" and "cheese" has regard primarily to the consistency of the article and is not intended to convey the idea that butter, cream or cheese entered into the composition of the confection. There is, however, one exception to this in one particular manufactured article. The label borne by this article contains the following—"Wholesome and delicious food luxury made from pure maple sugar and rich cream. For table use in place of ordinary butter or jam. A superior substitute at less cost."

The Chief Analyst says that these statements appear to claim for the article a natural butter content. "We find," he adds, "only 12 per cent. of butter fat in the samples examined here. Under these circumstances it is clear that the claim is entirely unwarranted and is misleading. Undoubtedly a small amount of milk or cream has been used in the manufacture, but this amount is so insignificant that to claim a food value for it, or to insinuate that it may take the place of butter is simply to deceive the purchaser."

He goes on to say that two samples sold as maple buds and one sample sold as rose buds were either essentially chocolate containing some maple sugar as a flavor. Other samples are sold under various fancy names such as maple wafers, maple buds, maple taffy, maple pudding and others are compounds in the names of which the components are indicated as maple fruit fudge, chocolate maple walnuts, etc. None of these samples are offered as maple sugar or maple syrup and therefore do not come under regulations governing maple products which were in force at the time of the collection, that is, April 13th, 1915. That date was prior to the last amendment in regard to manufacturing and selling only pure maple products and for this reason none of the samples were judged as adulterated.

The chief object in view from this inspection was the ascertainment of the extent to which the word "maple" is actually used as a designation of maple products, other than sugar and syrup. Dr. McGill adds that "it is apparent that in most of the samples, the maple sugar is present merely for the purpose of giving a flavor to the article, just as lemon or vanilla might be present." It is, he thinks, open to question whether the amendment of April 15 last was intended to prohibit the employment of maple sugar as a flavoring material. Manufacturers have assured him that they have been extremely careful to purchase genuine maple sugar in order that they might thus secure a genuine maple flavor for their product. "If they are forbidden to use the word maple in naming these products," he declares, "it is difficult to see how they can find a market for them. In such cases a statement that the goods are flavored with maple sugar is a simple statement of fact and would not appear to violate the fundamental principle of the Act."

DIFFERENCES OF FARMERS AND MERCHANTS

THE report of the recent Saskatchewan Grain Growers' Association Convention is of special interest to the retail trade. It was asserted at this Convention that an Eastern manufacturer who had contracted to supply the Co-operative Wholesale Department of the Saskatchewan Grain Growers' Association with a large order was compelled to cancel the contract, owing to what is termed as a threat on the part of the Retail Merchants' Association of that province. It is declared that the threat meant that all orders with the manufacturer in question would be cancelled with members of their Association.

This brings us back to the oft-discussed problem of the organization of Farmers' Clubs to purchase direct. It is too bad that the retailers and the farmers who are both so well organized in Saskatchewan cannot come to some definite arrangement with regard to this matter. It really should be easy to explain to the Grain Growers and Western farmers that in order to build up a community they should purchase their goods at home. The farmers, no doubt, have certain criticisms to make of the retailers. They may well ask about many of them, as to why they do not give a better service in the matter of assortment, settlement of claims, and possibly in some cases from the standpoint of price. It is an undoubted fact that farmers can purchase direct from wholesalers and manufacturers who will sell to them at lower prices than they can from the retailer. This is natural and needs no explanation. However, it is only right and fair that the home town merchant should get the business, unless there is some very great reason why he should not have it.

Freight Situation Affects Molasses

New Crop Coming On But Future Looks as if Present Prices Will Be Well Maintained—High Sugar Also Tends to Keep Up Market—Both Made From Same Cane.

WHEN the new make of fancy Barbadoes molasses came along in the spring of 1914, the retail trade bought heavily at an average price of 24c a gallon. This held good for the most of that season, until the trade was unconsciously, although none the less firmly convinced that 24c was the one natural, legitimate and perpetual price for fancy Barbadoes molasses.

Things went along until February, 1915—the year of smash up of traditions and trade prices. The market opened at 37½c gallon, and the trade machine stopped dead for want of the oil of orders. The merchants simply did not feel like buying at this startlingly high price.

Traders failed to realize a simple fact of Barbadoes trade economics: to wit, that the price of sugar is based partially on the price at which molasses will be sold because the same cane goes into the manufacture of each.

Similarity of Conditions

The condition that exists in Barbadoes, the co-relation of the trilogy of cane, sugar and molasses, is duplicated here in milk, butter and cheese. In Canada, the two latter are made from the former. So for his own protection the manufacturer has a Dr. Jekyll and Mr. Hyde factory that can be switched from one product to the other. One end of a factory may be equipped with a cheese making unit, the other with a butter making one. It becomes simply a matter of switching from one set of vats to the other, and of putting the same raw material through a slightly different process.

The Result in 1915

So when in 1915 the trade here, wholesale and retail, sat back waiting for the planters to "come to their senses," they unperturbed, turned to sugar making, attracted by a firmer market in that commodity. And the price of molasses, that was to have been starved down to its old level at 24c, soared up until it reached its late price of 58c a gallon.

And this year conditions are apparently as bad as last—in the general trend of affairs and much worse in the particular detail—price for instance and the natural gravitation of the cane crop to the high-priced sugar market—that is of a totally unexpected firmness to-day.

Raw Cuban sugar is now bringing 3¾s, the refined 6c a lb. New York. The crop is unusually large, but owing to an increasing shortage of ocean tonnage

this crop cannot be moved to the consuming market which is daily increasing in strength under the natural workings of a short supply and an abnormal demand. In other words the planters are preparing to turn their cane into sugar.

On the basis of present prices for raw sugar, which are about one-quarter of a cent higher than the price that attracted the cane last year it is good business for the planter to sell his cane to the sugar factory in preference even to getting what is a fairly high price for his molasses.

Molasses vs. Sugar

The new crop molasses will cost one cent to put it in storage; another cent to bring it out and still another to cover the cost of the retailers' customary thirty days. By the time the various overhead costs are added the total will be perilously near 50c a gallon, always provided that other conditions remain as they are or perhaps get worse—other conditions being in this case a firm sugar market, and a most pronounced shortage in ocean tonnage.

In contradiction to these facts the existence of an unusually large crop of cane and molasses must be pointed out, to say nothing of the possibility, however improbable, of the security of sufficient tonnage to move either the sugar or the molasses crop, or both. It is stated by some authorities that the movement of the crop would at once bring prices down. Others maintain that the effect of this movement would be offset by the fact that the market to-day is bare of stocks and that it depends entirely upon manufactured products for current needs, while in 1915 under generally similar conditions that led to an advance, there was a stock of 15,000 puncheons of molasses in Quebec Province, and between five and six thousand in the Maritime Provinces to be carried over.

On the other hand the excess of this year's crop of molasses—between 25,000 and 30,000 puncheons—over last must be allowed for as likely to have a steadying effect.

However, last year in spite of the large carry-over, the price steadily advanced under the pressure of a diverted raw material. This year the market is bare of stocks, sugar is higher and ships are scarce. So in any comparison of conditions due allowance must be made for the large carry-over of last year as tending to offset the excess of present

stocks in Barbadoes this year, which will go into use as soon as received.

No Direct Boats to Montreal

Further firmness is added to the market by the fact that up to date no boats have been chartered for direct freighting to Montreal, while last year the crop was moved by this method. The alternative is the lake and rail shipment which includes unloading at St. John, N.B., thence by rail to Montreal which means an added cost. The freights via St. John are already from \$1 to \$2 higher than last year, an added cost of one to two cents a gallon. Further, if freights do not come into Canada in a normal method they will come in by abnormal ones — by shipments from the United States, which as no provision is made for it, must become a matter of Governmental action, probably and of higher prices certainly.

The Summing Up

Thus, the molasses that in 1915 went begging at 37½c is now eagerly bought up at 45c because a year and a half of war has imposed a hardly bought knowledge of market conditions on the buyer who to-day sees nothing but a rising market ahead unless the unexpected—a big break in sugar occurs, or more improbable, still the moving of cargoes approaches normal.

Some authorities maintain that if the stocks can be moved the price will go down, others equally interested point to the price of sugar and insist that regardless of the freight situation the high price of sugar will maintain molasses prices at a high level. The sugar mills can and probably will care for from one-third to one-half of the cane of the island for prices at which recent sales of molasses have been made are below to-day's parity on sugar.

But the whole argument veers back to the freight situation. Things are going from bad to worse, and at this writing there is very little if any shipping space to be had from the island to this country. It is emphatically stated by importers in view of these facts that this year's sales have been at too low a level and that to-day's price represents a bargain to the buyer. The consensus of opinion points to a maintenance of prices at close to the present level. Molasses men are awaiting the confirmation of further events in the vast drama that is being played in the world's markets to-day.

Farmers Will Not Run Retail Stores

President of Saskatchewan Grain Growers' Association at Saskatoon Convention Says no Plans Made to Invade This Territory, But Will Go After Wholesale Business—Do Not Wish to Put Retailer Out of Business, But They Buy Direct Wherever Possible.

THE Saskatchewan Grain Growers' Association at their annual convention held in Saskatoon last week were informed by their president, J. A. Maharg, Moose Jaw, that no plans had been made for entering the retail field. They were considering the wholesale field, but to do that, it was necessary for them to have capital; and it was up to the farmers to supply it. When sufficient capital had been raised, they would select one or two distributing centres. Brandon and Winnipeg were both mentioned in this connection.

In reply to a delegate, J. B. Musselman, managing director of the Co-operative Wholesale Department of the association, said that if the locals wanted to start retail stores within the limits of their charters, the central organization would have no objection; or the central would sell the retailers goods, as they certainly did not wish to drive the retailers out of business.

Replying to another delegate, Mr. Musselman said that the point which the delegates should bear in mind was that the movement was more than a money making concern, although he did not wish to infer that it should be based solely on sentiment, but it was intended to correct and remedy the conditions which, he claimed, the farmers had found by experience was prejudicial to their interests. The idea was not to cut a cent off binder twine or shade the price of this or that article but to correct evils by setting up an opposition which could do business along co-operative lines.

R. M. A. Upsets Plans

Mr. Musselman told the convention that he had made a trip east and while there had contracted with a manufacturer of a well known household necessity for a large stock, at a price which meant a saving to the farmers buying from the wholesale department of from 25 to 33 per cent. The contract was entered into and the goods were to be delivered without the usual trade mark of the manufacturer. The arrangements were fully completed and the wholesale department went as far as to advertise them as shortly available. In the meantime, said Mr. Musselman, the retailers found out about this order and the Retail Merchants' Association of Saskatchewan, whose head office was in Saskatoon, wired the manufacturer that all orders would be cancelled that had

been placed by the retailers if the order of the Co-operative Wholesale Department was filled. The manufacturer had appealed to the speaker, saying that the retailers had it in their power to ruin him and he only wished that the business of the Co-operative Department was large enough and dependable enough to place him in the position of being able to tell the retailers to go elsewhere with their orders.

"The two worst enemies of the Co-operative Department are in Saskatoon," he said. One was the Retail Merchants' Association, and the other he refused to name, although insistently pressed to do so.

A delegate asked if it was the policy of the association to establish co-operative retail stores or to work with the retail merchants or to put them out of business.

Mr. Musselman replied it was not possible to work out the details at the convention and thought the delegates would by now realize why he had suggested sending out men to tell the locals all about the system. If the locals wanted to start retail stores within the limits of their charter, the central would have no objection and if the locals wanted to make a deal with the retailers the central would sell the retailers goods and the central certainly did not want to drive the retailers out of business.

Mr. Maharg said no plans for entering the retail business had been considered; as for the wholesale business, "we must obtain the necessary capital before we enter this. It is up to you to provide the capital." Mr. Maharg referred here to the fact that by becoming life members the capital could be found.

Opposition From Retailers

The following is an extract from a pamphlet prepared by the president of the association for the education of the farmers, which explains why money is needed to organize a wholesale department. In it he makes reference to opposition met by organized retailers:

"1. The Saskatchewan Grain Growers' Association has now had its Co-operative Wholesale Department in operation for a year and a half. During that time a very gratifying use has been made of its facilities by the locals, large quantities of various commodities have been handled and very valuable experience has been gained.

"2. From the beginning it has been recognized that any concerted effort on the part of the organized farmers to do their own business would meet with the bitterest of opposition, and this has been doubly true in the securing of our supplies. Quite a number of big wholesale houses which have made millions by their control of the channels of distribution, have signed a solemn compact not to sell "to Co-operative Institutions or Grain Growers' Associations." They speak of us in a circular marked "Strictly Confidential" as "Consumers who have banded themselves together with the object of purchasing their supplies outside the recognized channels of trade." To the retailer this circular says: "Can you not see the wisdom and necessity of immediately discontinuing trading with any wholesale house that is supplying Co-operative or Grain Growers' Associations? We are approaching wholesalers in all branches, also milling companies, etc." This was no idle threat. They are still pursuing this course in secret while openly professing friendliness.

"3. Every attempt has been made to boycott the association, without success in many lines it is true, but with a considerable measure of success in others. The large wholesale grocery house that sold us groceries at the start was forced by the organized retail dealers to turn us down. From that time on this branch of our business has been carried on under tremendous disadvantages. In spite of the fact that we have sold thousands of dollars worth of groceries each month, and have beaten all other prices, we have not been securing the values and the service that our locals are entitled to. But we have been learning the business, and building a name in the trade.

Will Buy Direct

"4. Our Trading Department is now prepared to widen its activities in this direction very greatly. It will go direct to manufacturers, and to Great Britain and other distant sources for supplies. Stocks of goods will have to be carried at several centres so that prompt delivery can be made, and only the very lowest freight charges incurred. Regular wholesale houses are to be opened and a very great saving will be effected, not alone on groceries, but on many other lines that will be carried in our own warehouses.

Letters to the Editor

WHOLESALE SELLING FARMERS' CLUBS

Editor Canadian Grocer.—I notice in last week's issue of your paper a complaint by an "Ontario Reader," re some wholesalers selling to farmers' clubs. I further notice your comments on the question, and feel your point is well taken. However, after the retailer has done his part as you suggest, I do not know any way the retailer can give as good prices to farmers' clubs as a wholesaler, as it is impossible for a retailer to buy goods as cheaply as a wholesaler. So we must look for some other remedy.

I do not know of any law under the heavens that will prevent a wholesaler doing these tricks unless it is a law of common sense, and that is to make it unprofitable for him to do so. I would suggest as a remedy that "Ontario Reader" if not already a member of the Retail Merchants' Association, become one, then prove his case and send the proof to the headquarters of that association and have them report the guilty firms to every branch of the association. These things on the part of wholesalers will not stand the light of day. They are cowardly and when you catch a person or firm doing a cowardly act, if they are given publicity enough they generally quit. Individually we are only one, and do not draw much water of ourselves, but unitedly we have some weight. A wholesaler who will sell a farmers' club in one section will sell farmers' clubs in other sections and the sooner retailers make their fight, the better for the trade in general.

ONTARIO GROCER.

THE TEA TRADE IN CANADA

Editor Canadian Grocer.—At this time when we read so much of preparedness for the development of Canada after the war, it would be well for all lines of trade to look carefully about for means to take advantage of the situation and lift trade out of the old time ruts many have got into.

That the tea trade in Canada is in a rut, few in the business will deny; but its opportunity has now come to pull it out of this rut and put it on the high road to prosperous profitable business for intelligent men.

There never was a more opportune time than the present for every merchant handling tea in Canada to push the sale of this article and build for himself a pleasant profitable and clean business—clean in every sense of the word. Throughout the Dominion and, in

fact, the whole world there is at present a temperance movement the like of which has never before been dreamed of, and this movement will increase in force as the war progresses until finally the use of liquor will be reduced to a very small item in the trade of Canada. Allied to the temperance movement is the disposition on the part of practically everyone and especially those belonging to the nations at war to economize. This will effect not only the alcoholic beverages, but many of the non-alcoholic drinks, and a substitute of some kind will be required by those who give up these expensive beverages. Let every merchant handling tea in the Dominion make that substitute tea. Good tea is very cheap. By this it is not meant low in price, as those in the trade understand prices, but cheap per cup. At a dollar a pound it is estimated that a pound of tea will make 200 cups sufficiently strong. The cost per cup therefore, is only ½ cent.

Canada up to the present has always been looked upon as a low grade tea market, and much of the rubbish that has been sold as tea has done inestimable harm to the trade. It is unpalatable, horrible stuff to take, and while it may not be positively injurious it at best cannot be good. On the other hand, really good tea, green or black is a delight to the palate, healthful and invigorating.

It has been proved time and again that the public are willing to pay the price for good tea, but the trouble has been for them to get it. Tea of very ordinary quality is too often sold at high prices and recommended as being the finest.

Many merchants frequently say their trade calls for cheap tea (meaning low grade tea). This is one of the ruts the trade has got into, and it rests with the merchants of Canada to pull the trade out of this rut. The people of Canada want good tea, they have the money to pay for it, and if supplied with the proper article will become in a short space of time the greatest tea drinkers in the world, and a trade that is pleasant, honest and clean built up that anyone will be proud to be associated with.

Since the beginning of the war, tea has advanced in price but many merchants have not had the courage to advance the price sufficiently to the consumer to keep the quality up, and complaints on all sides from east and west have been heard that it is almost impossible to get good tea. This policy is doing a great deal of harm. Stop it, seize the present opportunity, enlarge your trade, and the trade of the whole Dominion by pushing and demonstrating what good tea is and sell it at a fair price.

J. D. HUTCHINS.

John Duncan & Co.

Montreal, Feb. 22, 1916.

JAPAN TEA COMING TO CANADA

What Government Is Doing to Assist in the Development of the Allies Strength

T. Furuya, of Tokyo, Japan, and representative of the Furuya and Nishimura Company, of tea importers with offices in Montreal, while on a business trip to Canada has given some interesting information on Japan tea exports and business advancement in Japan during recent years.

"The total exports of 1915," he states, "amounted to \$50,000,000, which has exceeded any previous years. The export of tea for the last year was \$12,000,000; raw silk \$50,000,000. The rice export is not very great, owing to the large consumption by the people themselves."

Mr. Furuya said the tea trade with Canada was very good, the estimated value of tea imported to this country being \$1,500,000, and in weight about 7,000,000 pounds. Japan shipped to the United States about 42,000,000, the value being about \$8,500,000. Speaking of the tea trade with Russia, he maintained it was only in its infancy but through time it would equal any other country.

"The advancement of Japan within the last ten years has been enormous. European customs are being adopted in business, military and other circles. Most of the people wear the European dress. In fact in Tokyo you could scarcely believe you were in the Orient.

"The education at the present day is similar to that of European countries. We have our universities, grammar and technical schools, where children get a good sound education. The government has now a bill in force making the English and French languages compulsory which in after life will be a great help to themselves and their country." Mr. Furuya said he had his own children at school in New York, but found they were beginning to get a better knowledge of English than their own language, so he sent them back to Japan to learn their own first. Mr. Furuya himself graduated from Michigan University in 1892.

"Tokyo is a very large and progressive city," said the visitor. "It has at present about 2,000,000 in population. It is by no means an industrial city, but it is a Government seat with large banks and commercial houses. It is the great market centre for Japan and the present trade is simply flourishing. At the commencement of this great war, the trade, as in every other country, relaxed quite an amount. People looked to the future and began to economize, fearing perhaps the worst was to come. But the days of pessimism are past and everything is going on better than ever.

What Does "Opening Prices" Mean?

Mr. Justice Galt, of Winnipeg, Finds That it Does Not Necessarily Mean Lowest Price of Season—Important Decision in Canned Goods Case—Sanitary Canning Co. and Nicholson & Bain Figure in Legal Action—In 1913 Canned Tomatoes Dropped Below the "Opening" Prices.

A JUDGMENT was handed down in the court of King's Bench at Winnipeg last week by Mr. Justice Galt, which will be of interest to the whole grocery trade, particularly the wholesalers. The case related to the price of canned tomatoes, and the point on which the whole thing hinged was whether the term "Dominion Cannery opening prices" was synonymous with the term "lowest prices". Judge Galt decreed that they were not synonymous.

It appears that the Sanitary Packing Co., plaintiffs in this action, made an agreement a few years ago with the defendants, Nicholson & Bain, of Winnipeg, to supply canned goods at prices 25% below "Dominion Cannery opening prices, Group A." The Sanitary Packing Co. used Dominion Cannery prices as a standard. In their action they sued the defendant for the price of a large quantity of goods supplied under an agreement of sale dated May 21st, 1913, amounting in all to \$5,823.64. Nicholson & Bain admitted the agreement, but denied the interpretation placed upon it by the plaintiffs.

How The Contract Read

The agreement was as follows:—

"An agreement entered into this 21st day of May 1913, between the Sanitary Packing Company, manufacturers, of Toronto, mentioned as the parties of the first part, and Messrs. Nicholson & Bain, commission merchants and brokers, of Winnipeg, as parties of the second part. Witnesseth, that the parties of the first part have agreed to sell to the parties of the second part the following goods:—

(Here follows a statement of 55,350 cases of various canned goods, the only ones in dispute consisting of 29,900 cases Tomatoes 3's) to be delivered as packed. The prices to be 25% below Dominion Cannery opening prices, Group A, and 1½% in twenty days and 2½% from the remainder, making in all, discounts of 25%, 1½% for twenty days, and 2½% for commission, assuming that the discounts this year shall be on the same ratio as the discounts for last season, otherwise should the discounts be less than last year, the adjustment will be made accordingly.

Payments.—The goods are to be paid for by draft at the end of thirty days from shipment, excepting those

that carry the 1½% discount for cash. All goods must be paid for on or before the 1st of December 1913, and in case goods held over, they shall be held by us at the risk and expense of the parties of the second part.

The parties of the first part agree to deliver 75% of this order under the usual cannery terms."

The Judgment

In his judgment, Mr. Judge Galt, explained that it was to the advantage of the trade generally to utilize the price lists issued from time to time by the Dominion Cannery. As an example, a contract was shown in evidence between an independent canning company and Campbell Bros. & Wilson, but which, he pointed out, differed materially from the contract in question.

The Judge Continued as Follows:—

"The first price list issued by The Dominion Cannery, Limited, in 1913, is dated October 1913, and is called "Price List No. 48". In it "Tomatoes 3's" are rated under Group "B" at \$1.12½ per dozen and under Group "A" at \$1.15 per dozen. Later on in October 1913, Price List No. 49 was issued, changing the price of Tomatoes 3's in Group "B" to 97½¢ per dozen, and in Group "A" to \$1.00 per dozen.

"It appears that as a general rule, the prices mentioned in the first price list issued each year by the Dominion Cannery, Limited, contained the lowest prices at which the goods were sold by that Company during the season. But the year 1913 proved to be exceptional and the supply of tomatoes was considerably in excess of what had been anticipated, and so the price was reduced in List No. 49.

"The question mainly at issue in the present case is as to whether the plaintiffs are entitled to charge \$1.15 per dozen tins, as fixed by List No. 48, for the tomatoes sold to the defendants, or only \$1.00 per dozen, as shown in List No. 49. The agreement provides that "The price to be 25% below Dominion Cannery opening prices Group "A" and 1½% in 20 days, etc." In other words, the question is, what is the meaning in this agreement of the expression Dominion Cannery opening prices.

"The Plaintiffs contend that the words "opening prices" must be construed to mean the prices appearing

in the first price list applicable to the goods in question in each year.

"The defendants, on the other hand, contend that the words "opening prices" as used by the Dominion Cannery, Limited, in their contracts, and as understood by all persons using those terms, mean "the lowest prices" appearing in any price list issued by the Dominion Cannery, Limited, during any season.

"Opening" or "First"?

"The defendants contend that the meaning to be attached to "Dominion Cannery opening prices" must be the same meaning as would be attached to the same work when used in a contract made between the Dominion Cannery, Limited, and a wholesaler; and that in all such contracts the expression "opening prices" means "lowest prices for the season". It goes without saying that a purchaser may make such bargain as he likes with any vender, and in doing so may utilize one or more provisions taken from forms used by other people. In endeavoring to ascertain from the terms of the contract usually made by the Dominion Cannery, Limited, one must bear in mind that it was a special form of contract applicable only to wholesalers who agreed to purchase exclusively from the Dominion Cannery, Limited. The principal clause relied upon by the defendants in support of their contention is clause 2, which provides "All private brands or labels shall be listed in Group "A". The opening prices of standard brands for Group "A" and "B" goods shall be the lowest of the season for these brands, except as provided for in clauses 11 and 19". The first observation that would naturally occur to one in considering the defendants' argument is, why should, the Dominion Cannery, Limited, use the words "opening prices" if they really meant "lowest prices". The provision I have just quoted from the contract does not profess to define the meaning of the words "opening prices" as being the lowest of the season. The ordinary meaning of the term "opening" would be "first". It is a term so well understood in the stock markets and in ordinary every-day life that one would require very clear evidence to show that it might mean last instead of first.

It is not difficult to understand the meaning of this clause in view of the evidence which was given with regard to the usual course of events in this particular business.

How the List Changed

"It appears from the evidence that the Dominion Cannery, Limited, with their wide experience and ample means of estimating the maturing crop, prepare the price list at as late a date in the season as might be necessary in order to enable them to estimate the crop, and it is to their interest to fix the prices in this first list as accurately as possible. If, for instance, they inserted a charge for tomatoes at \$1.10 per dozen tins and the crop proved so large that independent dealers could readily sell at \$1. per dozen tins, the Dominion Cannery, Limited, would be subjected to great criticism and much complaint by those who had agreed early in the season to purchase at the prices set forth in their first price list. The evidence also showed, that, as a rule, the prices mentioned in the first price list were the lowest for the season. If unexpected demands for these goods came in the supply would run short and would justify an increase of prices from time to time. At the same time there was always the possibility that the prices mentioned in the first list might, for some unexpected reason, require to be reduced by The Dominion Cannery, Limited. In such an event a wholesaler would be at a disadvantage if he had to pay the higher price fixed by the first list.

"As I understand the evidence, this clause No. 2 is intended to meet such an unexpected occurrence. It does not say that the opening prices shall mean the lowest of the season, but it is a stipulation on the part of the Company that the opening prices shall be the lowest of the season, as they were usually found to be by experience. In other words, a wholesaler who had bound himself exclusively to the Dominion Cannery, Limited, had to pay the first or opening prices, was entitled to claim as against the Dominion Cannery, Limited, that the Company had reduced their prices to a lower figure and were now selling in competition with the wholesaler to their detriment. The Dominion Cannery, Limited, would thus be liable to the wholesaler for the difference between the first, or opening prices, and the later reduced prices; not because the opening prices were the lowest, but because the Company had agreed that they should be the lowest. It is therefore easy to understand why persons dealing with The Dominion Cannery, Limited, under the exclusive contract aforesaid, would act upon the

assumption that the words "opening prices" and "lowest prices" were synonymous.

"The defendants, however, claim that the words, "Dominion opening prices" have acquired by usage a trade meaning in Manitoba which entitles a wholesaler who employs these words in contracts made with independent canners to the same benefit as a wholesaler dealing with the Dominion Cannery, Limited, under their form of contract."

Evidence of Wholesalers

Evidence was given in support of this usage by H. B. Gordon, vice-president of the Codville Co., who said "the form of contract is familiar to the trade, opening prices means the lowest prices for the season." Evidence to the same effect was given by Fred Archibald, sales manager for Nicholson & Bain; Stanley C. Richards, who said "we fix our prices on Dominion Cannery opening prices unless we make a flat price"; Wm. P. Riley, sales manager of A. Macdonald, Ltd., who said "when we buy from independents, we sometimes buy on Dominion Cannery opening prices. It is well known to the trade, and used every day. Part of our goods were shipped before No. 49 came out. When list 49 came out, they were reduced to \$1. Evidence to the same effect was given by Alfred O. Marrin, of the Jobin Marrin Co. and John F. Newsom.

On the other hand, Samuel Edwin Harris, manager of The T. Eaton Co. Limited, Grocery Department, a witness called by the plaintiff in rebuttal, states: "Have purchased goods Dominion Cannery and from Sanitary Packing Co. I would think that the expression "opening prices" meant the first prices of the season. I purchased from Sanitary Packing Co. in 1913, and paid them on the basis on the first list."

Continuing, the judge said:—"The argument of the defendants is not assisted, but is rather negated by the contract which they put in evidence between the British Canadian Cannery, Limited, and Campbell Bros. & Wilson, Limited. It contains the following clause, "The remaining 50% of the above varieties of goods contained in the specifications to apply against this contract as well as the total or 100% of all other varieties of goods contained in the said specifications, are to be charged at the Group "A" opening prices of the Dominion Cannery, Limited, for said varieties of goods, less all rebates and allowances that may be granted against the said prices by The Dominion Cannery, Limited, to the Western wholesale trade in general, and in addition thereto the Company agrees to grant the wholesaler an extra allow-

ance of 5c per dozen below the said Group "A" prices". Why should the words in black be inserted if the usage in question were in force? They go a long way towards securing the benefits provided for by The Dominion Cannery, Limited contracts, but no such clause is to be found in the agreement in question.

Two Important Objections

"Even if I considered that the defendants had succeeded in establishing the existence of the usage they claim for wholesalers in Manitoba, which I think would be very doubtful, in view of the above evidence, they would be met by two objections which seem to me to be insuperable. "Firstly, the usage must be shown to be not unreasonable. The wholesaler who purchases goods from the Dominion Cannery, Limited, is debited with the Company's "opening prices", but, under the special provisions of his contract, he is entitled to claim an adjustment on the basis of the Company's "lowest prices of the season". The defendants' argument is based on a fallacy which confuses the plain meaning of "Dominion Cannery opening prices" taken by themselves and included in the contract in question, with the meaning of the same words taken in conjunction with other provisions of the Dominion Cannery special contract, not included in the contract in question. Having regard to the principles applied in *Perry v. Barnett*, 15 Q. B. D. 388, I think the alleged usage would be unreasonable.

"Secondly,—the usage must be shown to be binding on both of the parties to a contract and not merely on one of them. In the present instance the contract appears to have been made in Ontario, and there is no evidence to fix the plaintiffs with any knowledge of or assent to the usage in question.

The Decision

"I find, therefore, that the term "Dominion Cannery opening prices" as used in the contract in question, means the first prices issued by the Dominion Cannery, Limited, in October 1913, as No. 48, and that the price of tomatoes 3's as shown by the said list was \$1.15 as claimed by the plaintiffs.

"Secondly, assuming, but not deciding that there is a usage amongst wholesale dealers in Manitoba, such as is claimed by the defendants, I find that such usage is not binding upon the plaintiffs."

The annual meeting of the Dominion Cannery, will be held in Hamilton, Ont., on Wednesday, March 1, at 11 o'clock a.m.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

Chas. E. Jost, of B. & G. Jost, Guysboro, N.S., passed away recently.

The general store of W. J. Kent & Co., Bathurst, N.B., was gutted by fire early Feb. 18. The loss is estimated at between \$175,000 and \$200,000.

The four-storey brick building known as "La Biscuiterie de Quebec," Quebec, Quebec, was burned February 13th, 1916, causing damage to extent of \$42,000.

John Patterson, a prominent Montreal business man, died February 10th at his residence. For a number of years he was engaged in the coffee and spice business from which he retired in 1886.

J. A. Paulhus, of the D. Hatton Company, Montreal, gave an address before the Retail Grocery Clerks' Association, in their hall at 80 St. Denis street, Feb. 23. His subject was "The History of the Fishing Industry and the Economic Value of Fish as a Food." The appreciation of the audience was indicated by frequent and warm applause.

W. D. Faskin, of West St. John, N.B., died on February 19 as result of an attack of paralysis. He was seventy-three years old, and had been in business for thirty-five years. He has served more than ten terms as alderman under the former system of civic government, was prominent in the Methodist church, a keen curler and an enthusiastic golfer.

Ontario

W. J. Milton has purchased the general store business of E. P. Boughner, Talbotville, Ont.

John Orr, a traveler for 31 years of Wilson, Lytle & Badgerow & Co., Toronto, passed away recently.

Thomas Shaw, treasurer of the London, Ont. Grocers' Association, skipped the Colts Rink that won the silverware at the St. Thomas Bonspiel.

Harry Ranahan, grocer London, Ont., is installing handsome new shelving with several mirrors in between. He is also re-decorating the store inside.

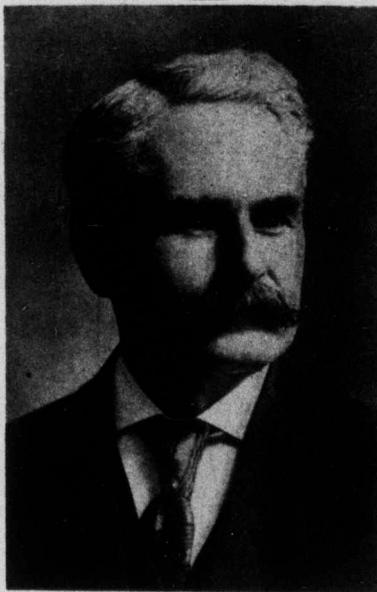
E. M. Hobson, wholesale and retail dealer in groceries and provisions, of Cochrane, Ont., has been in Toronto the past week attending to the purchase of a cold storage plant for his business.

T. M. Humble has been elected secretary of the Retail Merchants' Association, Toronto branch, in succession to J. C. Van Camp, who on the advice of

his physician has retired from active work for the time being.

Linton & Sample have bought the grocery business of A. H. Scarff, of Essex, Ont. Mr. Scarff is going to take a well earned rest, after twenty years in business. Mr. Sample formerly clerked for J. K. Miller, grocer, Essex, Ont. Mr. Linton was in a bank in Harrow, Ont.

Claude W. Warde, for the past three years agent of the Canadian and American Express Companies, St. Thomas, Ont., has become accountant and office manager of the St. Thomas Packing Co.,



R. J. McLEAN.

Mr. McLean presided at annual convention of the Canadian Produce Association as president for 1915-16. He is manager of the produce department of The Bowes Co., Toronto.

succeeding C. E. Roewe, who goes to Windsor to engage in a provision business.

James C. Horton died at the family residence, Shedden, Ont., last week, at the age of 62 years, 11 months. Thirty-eight years ago the deceased conducted a grocery store for a number of years at Shedden, went from there to St. Thomas and conducted a grocery business on the site of where the Just Wright Shoe Factory now is, after which he returned to the old Homestead at Shedden. He was also a member of the council of the Township of Southwold in 1912 and 1913 from which he retired on account of his health not being good.

Western Canada

All Western branch managers of E. L. Drewery, have been in Winnipeg for a convention.

R. Curle, Redvers, Sask., called on the Winnipeg trade while on a visit to his parents last week.

The branch managers of Nicholson & Bain arrived in Winnipeg last week, and were in conference for several days.

F. E. Raymond, secretary of Retail Merchants' Association, Saskatoon, Sask., has contracted a severe attack of la grippe, and is confined to his bed.

Reed A. Chapman, credit manager for the Codville Co., Brandon, Man., has been moved to the head office at Winnipeg. Before leaving, Mr. Chapman was tendered a banquet by his friends.

Most of the travelers of the Western Canada Flour Mills were in Winnipeg last week on account of the bonspiel, business being disorganized in the country owing to the large number of merchants being away.

Smith & McDougall, Granum, Alta., expect to open their new business on March 1st. The building is undergoing a renovation. The lines of business will be confectionery, grocery, ice cream parlor, restaurant and boarding house.

Among those who called on the trade during Bonspiel week were R. W. Ferrer, Kenora, Ont.; A. G. P. Smellie, Russell, Man.; H. J. Cummer, Keewatin, Ont.; A. Thornback, of Thornback and Scholes, Shoal Lake, Man.; James Hough, Birtle, Man.; D. N. Randall, North Portal, Sask., of the firm of Randall & Douglas.

During the visit to the bonspiel at Winnipeg, many merchants from Manitoba and Saskatchewan met under the auspices of the Retail Merchants' Association. At one of their meetings a resolution was passed that a trust company be formed to buy up stocks of bankrupt firms, which would be sold at auction to retail merchants in some of the large centres, such as Winnipeg. This will do away with the bankrupt sales now being held by creditors, which usually hamper dealers in the towns where the sale is being held. The resolution will be sent to the Winnipeg wholesalers. Other subjects discussed were in connection with the collection of small debts, best buying methods, co-operative buying for small town stores in order to compete with mail order houses, and the taxation of mail order houses.

Sugar Higher: Dried Fruits Firmer

Advance Forecast in Sugars Materialized—Ten Per Cent. Rise in Eastern Canada, Manitoba and Saskatchewan—Prunes and Currants in Sharp Demand—Denmark and Norway Buying Raisins—Seed Tapioca Higher and Equal to Pearl—More English Lines Advancing.

Office of Publication, Toronto, Feb. 28, 1916.

THE sugar market advanced during the week, which was not unexpected in view of fact that the trade had looked for such an increase towards the latter part of last week. CANADIAN GROCER pointed this out in these columns at the time. The New York market is exceedingly firm, the Cuban market and freight conditions in relation thereto being largely in control of the situation, although the crop is reported to be extensive, there seems to be strong demand and there is no doubt at all that refiners both in United States and Canada have been caught short on raws. The theory has been advanced before and it seems a not unreasonable one that had it not been for local competition there would have been an advance in prices of raws ere this. One or two refiners, however, had good stocks and were therefore able to stave off higher prices. There are no new features since the advance took place; the rise was preceded by fairly heavy buying with result that wholesalers are now holding substantial stocks.

Following the weakness and something like dullness which has been apparent in the flour market, chiefly on export accounts, prices on flour have decreased 20c this week. This is not unexpected inasmuch as freight situation is now so seriously inconvenienced in the flour and grain trade that export trade is being knocked on the head very severely. Domestic demand is about all the millers are catering to at present. This demand, though good, is not enough to hold up fairly stiff levels, and prices have sunk. On the other hand, if the ocean freight should clear and bottoms are found for transportation use to England and Europe generally, we should see recourse to former high levels. At that a drop of 20c is not very monumental and opinion of most millers is that it is only a temporary movement, and that higher prices rather than lower are what loom on the horizon.

Navel oranges as they come in greater supplies are cheaper. This week the market registered a distinct decline, although Florida's are increased in price. There has been a good demand for both oranges and apples ever since before Christmas. So far as the apple situation is concerned the stocks are apparently taking care of the increased demand sufficiently and prices, while remaining firm, show no further disposition towards advance.

Potatoes once more are going in for vagaries and are up on many markets this week. It is felt in trade circles that potatoes generally are strong and liable to further advance.

Quebec Markets

Montreal, Feb. 24.—Announcement of the details of the new White budget appears to have had little effect upon grocery markets. The two principal lines upon which interest centred were tea and sugar, and far from showing any weakness, the former has continued in a good strong position, and the latter has recorded an advance of 10c. However, buying of either has not been heavy. In

case of tea, there was general buying in fair quantities as a protective measure before the budget came down, while with sugar wholesalers bought freely before the rise, which had been generally predicted.

Reports in the trade are to effect that retailers have been purchasing freely in most lines, although orders have not been large. An exception, however, is noted in molasses, of which there have been fairly heavy purchases. This market is being followed with great deal of interest, and buying, which has been comparatively heavy, is being encouraged

Markets in Brief

QUEBEC MARKETS.

GENERAL MARKETS—

Sugar up 10 cents.
Molasses tending upwards.
Tea firm in price.
English chocolate and cocoa higher.
Currants and raisins firm.

FLOUR AND CEREALS—

Flour down 20c barrel.

PRODUCE AND PROVISIONS—

Eggs drop 5c dozen.
Butter steady.

FRUIT AND VEGETABLES—

Messina lemons drop.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Manitobas drop 20 cents.
Feed flour stiff.
Big demand for feeds.
Cornmeal slightly easier.

FRUIT AND VEGETABLES—

Several new vegetables arriving.
Rhubarb, spinach and lettuce in.
Decrease in navels.
Celery in demand.
Cranberries a drug.

FISH AND OYSTERS—

Little change in prices.
Demand speeds up for Lent.
Whitefish selling well.
Cape Cod oysters selling.
Herrings in demand.

PRODUCE AND PROVISIONS—

Dairy butter recovers.
No change in cheese.
New laids still cheaper.
All poultry higher.
Storage eggs easier.

GENERAL GROCERIES—

Teas up in London.
Sugar up 10 cents.
Seed tapioca higher.
Prunes in keen demand.
Currants higher in primary.
English products advancing.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Flour down 20c.
Rolled oats market very weak; quotations as low as \$2.15.
Feeds quiet; no change.

FRUIT AND VEGETABLES—

Potatoes still high.
Lettuce and radishes arriving.
Apple quotations unchanged.
Valencia onions up to \$7.50.

FISH AND POULTRY—

Good demand for smoked fish.
Little fresh fish arriving.
Poultry scarce; demand good.
Kippers still \$2 box.

PRODUCE AND PROVISIONS—

Decline in lard reported.
Cheaper eggs expected.
Butter market unchanged.

GENERAL GROCERIES—

Advance in sugar announced.
Coconut up 2c per lb.
Higher prices on currants.
Rio coffees higher.
No decline in raisins expected.

by recent strength, with promises to offset decline naturally expected from the high price levels which have prevailed during the entire season. Prices for new crop molasses for delivery in May

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and June are 6c higher than opening quotations, and this will probably hold market firm at present prices unless there is marked improvement in ocean transportation.

The advance in sugar and the decline in flour, referred to in another department, were the outstanding features of the week. As in the case of other advances reported recently, the rise in sugar is largely due to difficulties in transportation, and has probably been made with idea of bringing out supplies more freely.

English chocolate and cocoa have been advanced, the latter 10c a dozen on 1-lb. tins and correspondingly on other sizes. This advance has been expected for some time in view of increasing cost of importation, which has finally had its effect. Stearine candles, which also are imported from England, are up 1c. The market for all chemical products handled by the grocer, such as sulphur, sal soda, borax, alum, caustic soda, etc., is strong, and continually advancing prices may be expected.

SUGAR.—An advance of 10c on all lines of sugar has gone into effect since last report. Extra granulated in 100-lb. bags is now quoted \$6.75. Cuban market and freight conditions in relation thereto are controlling the situation. Although the crop is reported to be a big one there also appears to be strong demand, and one theory of recent rise is that efforts are being made to bring forward supplies. Late reports indicate that market is not particularly strong on the advance. The higher prices were expected, and the rise was preceded by fairly heavy buying, with result that wholesalers are holding substantial stocks. Naturally, under the conditions described, buying is not active at present time.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 00
Extra Ground Sugars—	
Barrels	7 10
50 lb. boxes	7 35
25 lb. boxes	7 50
Yellow Sugars—	
No. 1, 100 lb. bags	6 35
Dark yellow, 100 lb. bags	6 15
Bright yellow, bbls. only, cwt.	6 60
Powdered Sugars—	
Barrels	6 90
50 lb. boxes	7 10
25 lb. boxes	7 30
Paris Lump—	
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Crystal Diamonds—	
Barrels	7 35
100 lb. boxes	7 45
50 lb. boxes	7 55
25 lb. boxes	7 75
Cartons	8 15
Half cartons	8 65
Crystal Dominoes, cartons	8 25

DRIED FRUITS.—Generally speaking, dried fruit market is strong, with evident tendencies to advance in some lines. Prunes, though quoted at same prices as last report, continue to hold strong position. Quotations on currants in packages have been advanced 1/2c, to 13c; this follows an advance in primary markets, and there seems to be no more

offering at former figure. The market on raisins is strong owing to fact that large quantities are being shipped to Europe from California for army consumption. Advance of 1c in primary markets has been made, and it may be expected that this rise will shortly be reflected in local quotations. Indications are that market for both raisins and currants will be well maintained, and that before November materially higher prices will prevail.

EVAPORATED FRUITS.		per lb.
Apples, choice winter, 25-lb. boxes	0 11 1/2	
Apples, choice winter, 5-lb. boxes	0 11	
Apricots	0 14	0 15
Nectarines, choice	0 11 1/2	0 11 1/2
Peaches, choice	0 08	
Pears, choice	0 13 1/2	0 13 1/2
DRIED FRUITS.		
Candied Peels—		
Lemon	0 22	6 53
Lemon	0 20	6 21
Orange	0 19	6 20
Currants—		
Filiatras, fine, loose, new	0 12 1/2	
Filiatras, packages, new	0 13	
Dates—		
Dromedary, package stock, old, pkg.	0 14	
Faris, choicest	0 12 1/2	
Hallowee, loose, new	0 07 1/2	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12 1/2	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 09 1/2	
Cal. bricks, 15 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	1 50	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11 1/2	0 12 1/2
40 to 50, in 25-lb. boxes, faced	0 11 1/2	0 11 1/2
50 to 60, in 25-lb. boxes, faced	0 10 1/2	0 10 1/2
60 to 70, in 25-lb. boxes, faced	0 10	0 10
70 to 80, in 25-lb. boxes, faced	0 09 1/2	0 09 1/2
80 to 90, in 25-lb. boxes, faced	0 09	0 09
90 to 100, in 25-lb. boxes, faced	0 08	0 08 1/2
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.87; 4-crown cluster	3 75	0 09
Muscadels, loose, 3-crown, lb.	0 08 1/2	0 09 1/2
Muscadels, 4-crown, lb.	0 09 1/2	0 09 1/2
Cal. seedless, 16 oz. pkgs.	0 12 1/2	0 11
Fancy seeded, 16 oz. pkgs.	0 10	0 11
Choice seeded, 16 oz. pkgs.	0 09 1/2	0 10
Valencias, selected	0 11	0 11 1/2
Valencias, 4-crown layers	0 11 1/2	0 11 1/2

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

MOLASSES AND SYRUPS.—Contrary to what might have been expected, quotations on new crop molasses remain unchanged. Strength of market has developed from fact that following first arrivals of new crop supplies, there has been material increase in price of future bookings. This, coming at a time when prices for new and old supplies were in course of adjustment, has checked decline from high levels which formerly prevailed. It is pointed out that prices of new stocks for shipment two months hence are 6c higher than opening quotations, and under these conditions it looks as if lower prices which were being looked for will not be realized. Explanation of new trend of market is that in addition to great difficulties as regards transportation facilities, sugar has advanced, and this has direct effect on price of raw material.

Barbadoes Molasses—	Price for	
	Fancy.	Choice.
Punchoons	0 53	0 45
Barrels	0 56	0 48
Half barrels	0 58	0 50

For outside territories prices range about 3c lower. Unload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—

Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2
Pails, 8 1/2 lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, 1/2 doz. in case	2 90

Cases, 2 lb. tins, 1/2 doz. in case	2 85
Cane Syrup—	
Barrels, 1b., 4 1/2c; 1/2 bbls.	0 06
Cases, 2 lb. tins, 2 doz. in case	3 60

SPICES.—Reports from New York indicate that conditions in spice markets there are still unsettled, and this condition is reflected to a more or less extent locally. Black pepper is showing tendency as regards immediate future. The price can only be regarded as nominal indication of market.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins lbs.
Allspice	0 16	0 69	0 23
Cassia	0 22	0 89	0 29
Cayenne pepper	0 28	1 05	0 35
Cloves	0 32	1 05	0 35
Cream tartar—6c.			
Ginger, Cochin	0 22	0 22	0 29
Ginger, Jamaica	0 23	1 00—1 15	0 31
Mace	0 80	0 80	1 00
Nutmegs	0 40	0 40	0 75
Pepper, black	0 25	0 9—1 20	0 26
Peppers, white	0 35	1 15—1 20	0 37
Pastry spice	0 22	0 95—1 20	0 29
Pickling spice	0 14—0 16		
Turmeric	0 21—0 23		

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian		0 13
Dutch		0 20
0 22		0 22
Chinamon, China, lb.		0 14 1/2
Mustard seed, bulk		0 19
Celery seed, bulk		0 40
Shredded cocconut, in pails		0 18 1/2
Pimento, whole		12 15

TEA.—Now that budget has been brought down without any war tax on teas, market—at least temporarily—has developed a quiet tone. Belief that a tax would be imposed was not generally a strong one of late, yet there were a great many dealers, perhaps the majority, protected themselves to extent of placing orders for reasonable quantities. Thus, on one hand, those who bought have fair supplies on hand; others who were of opinion that there would not be a tax will undoubtedly hesitate before placing orders to see what adjustments may take place under conditions now existing. Primary markets are reported as being in even stronger position than a week ago, and there is no indication of any material weakness locally.

COFFEE.—The difficulties in regard to ocean transportation, to which reference has been made in these reports from time to time, are still dominant feature of coffee situation. There has been no improvement, and it is difficult to say what future holds. It is rather surprising that only low-grade Rios have been affected so far in this market. These have advanced half a cent since last report, and this is second rise of same amount since first of year. Just why low-grade Rios have been affected and others have not is difficult to say, but one theory is that it has been result of increased European demand.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 25
Mexican	0 25
Jamaica	0 22
Santos	0 19
Rio	0 16 1/2
Chicory	0 14

RICE AND TAPIOCA.—Strength is being maintained in rice situation. As has been stated frequently, market is practically controlled by transportation conditions, which are rar from showing

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any improvement. British Government has in some cases allowed vessels to go to shipping points for purpose of loading rice solely for the United Kingdom. Result has been that boats cannot be obtained for other destinations. On top of this, Indian farmers, for reasons which we cannot understand, are holding to their supplies. Demand is quiet, but normal, and if the Lenten season or warmer weather should bring an improved demand, higher prices would undoubtedly prevail under present conditions.

Following the advances in tapioca which took place last week, the market is remarkably firm.

Hangoon Rices—		Per cwt.
Hangoon, "B"		4 20
"C.C."		4 10
India bright		4 35
Lustre		4 40
Fancy Rices—		
Mandarin, Patna		4 30
Pearl		4 75
Imperial Glace		5 40
Sparkle		5 00
Crystal		5 00
Snow		5 20
Ice drips		5 30
Java Onyx		5 50

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

Imported Patna—		Per lb.
Bags, 22½ lbs.		0 05½
Half bags, 112 lbs.		0 05½
Quarter bags, 56 lbs.		0 08
Velvet head Carolina		0 09
Sago, brown		0 06½
Tapioca—		
Pearl, lb.		0 07½
Seed, lb.		0 08

NUTS.—An advance of 1c on Filberts to 34c is about only feature. Otherwise prices continue steady, and business passing is about normal for season.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 16	0 17
Marbots	0 14½	0 15
Shelled walnuts, new, per lb.	0 35	0 38
Shelled almonds, 28-lb. boxes, per lb.	0 40	0 42
Sticky filberts	0 14½	0 15
Filberts, shelled	0 17½	0 18½
Pecans, large	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 07	0 11

DRIED VEGETABLES.—Demand for peas and beans is seasonably quiet, but up to normal, and market continues quiet at recent quotations. Unless there are unexpected developments, situation is not expected to show any material change for some time to come.

Beans—			
Canadian, 3-lb. pickers, per bushel ...	4 20	4 35	
Canadian, hand-picked	4 80	5 00	
Canadian, 5-lb. pickers	4 40		
Yellow eyes, per bushel	4 20		
Lima, per lb.	0 08	0 08½	
Peas, white soup, per bushel	3 00	3 25	
Peas, split, bag, 25 lbs.		5 00	
Barley, pot, per bag		3 00	
Barley, pearl, lb.		0 04½	0 05

Ontario Markets

Toronto, Feb. 24.—Further to report of last week as to the increased cost of English importations, English-made candies, chocolates and cocoas are all showing advances. In addition, less is coming forward, and spot stocks are, therefore, much in demand from those who carry them. Cocoas are firm all round.

The first sales of California Valencias were made the other day in New York—that is, present season stuff. There was a sharp demand. Crop is reported average.

An increasing demand is noticed for salt fish as Lenten season and Fish Day approaches. Smelts, prawns and shrimps, and the like all appear to be in good demand, and hotel trade is noticeably better than usual.

Item of interest to retailers is the detailed fruit market report this week. Navel oranges are getting more plentiful, and, unlike Floridas, price is lower. Floridas took a sharp jump, however. There are several new vegetables arriving. Rhubarb, lettuce, turnips, spinach—all these should be noted. Strawberries, also from Florida, are getting cheaper and more plentiful every week.

Big news-interest happening this week was the advance in sugar. Readers will remember that in these columns last week we expressed surprise that this had not already taken place, in view of relation of refined to raws, latter being so hard to get and so expensive. New York further advanced; so did Canadian markets. Some sugar men, even now, however, think our levels are low.

SUGAR.—There was an advance of 10c this week, refiners advancing prices on strength of raws. There was excellent demand for refined from all quarters. Toronto followed New York's lead, of course, being three or four days later in so doing. New York finds raws and refined alike strong. Greece, Italy, Switzerland and Scandinavia are all in the market for supplies, and it is hinted by some sugar men that, despite proposed curtailment of imports in England, the latter will be compelled to buy. In Toronto, sugar is now on the basis of \$6.81, and demand is fair to middling, supplies keeping the tone firm. A year ago sugar was just about same price as to-day.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
New Brunswick refined, 100-lb. bags	6 75
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 51
Powdered Sugars—	
Barrels	7 01
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 66
Cartons (30 to case)	8 11
Cartons (50 to case)	9 01
Crystal Dominoes, carton	8 46
Paris Lump—	
100 lb. boxes	7 46
50 lb. boxes	7 66
25 lb. boxes	7 66
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUPS.—There is a fair inquiry for molasses, even at the higher prices registered. With sugar situation adjusted it is thought there

may be some easiness apparent in near future. Freight troubles are tending, on the other hand, to strengthen levels. Offerings of sugar syrups are somewhat limited, and there is a good inquiry demand from domestic and export trades.

TEA.—Ceylon market in London this week is up a farthing, and firm at that. No new factor appears. Heavy buying from Allied armies for trenches, Russia's greatly increased demand, and England's maintained consumption—all these are causes and the effect is a firm and high market. Meanwhile stocks are plentiful at Calcutta and Colombo, though quality in many cases is "nothing to write home about." There is no new feature to demand here.

DRIED FRUITS.—Prices on prunes at the Coast continue to be firm, and reports indicate probabilities of advances. Future and spot stocks alike are in keen demand. This condition is reflected in this market, where retailers are buying often and in good quantities. There is no advance to report at this writing, but a firm tone exists. Exports to Denmark and Norway and other continental countries of raisins from California have firmed them up at Coast. Here tone is fairly strong, though demand is not heavy, and dealers are reputed to be simply buying hand-to-mouth as needed. Currants are up once more in primary market. New York is quiet, however, taking view that dealers have been quietly stocking up for some months now. This would appear to be duplicated in Toronto, where actual orders are not many. Scarcity of supplies, however, more than balances this up, and a tightness exists at present. Peaches are finding considerable trading at present; firmness exists at Coast and in New York, and stocks are none too heavy. Evaporated apples and peels are only getting a seasonable demand.

Apples, evaporated, per lb.		0 10½
Apricots—		
Std., 25's, faced	0 12	0 12½
Choice, 25's, faced	0 13½	0 14
Extra choice, 25's, faced	0 14½	0 15
Fancy, 25's, faced	0 15½	0 16
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 22½	0 23½
Currants—		
Filiatras, per lb.	0 12½	0 13½
Amalas, choicest, per lb.	0 13½	0 14½
Patras, per lb.	0 13	0 14
Vostizas, choice	0 13½	0 14½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 80-lb. boxes	0 09	0 09½
Package dates	0 07½	0 08
Hallowees		0 07
Prunes—		
35-40s, California, 25-lb. boxes	0 13	0 13½
40-50s, 25-lb. boxes	0 10½	0 11
50-60s, 25-lb. boxes	0 09½	0 10
60-70s, 50-lb. boxes	0 09½	0 09½
70-80s, 50-lb. boxes	0 08½	0 08½
80-90s, 50-lb. boxes	0 08½	0 08½
90-100s, 5-lb. boxes	0 07½	0 08
25-lb. boxes, ¼c more.		
Peaches—		
Choice, 50-lb. boxes	0 06½	0 07
Stds., 50-lb. boxes		0 06½
Choice, 25 lbs., faced	0 07½	0 07½
Extra choice, 25 lbs., faced	0 07½	0 07½
Fancy, 25 lbs., faced	0 08½	0 09
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets		0 10
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.		0 08

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Sedless, 16 oz. packets	0 11½	0 12
Sedless, 12 oz. packets	0 10	0 10
Raspberries, black, dried, 25-lb. boxes.....	0 40	0 42

NUTS.—There is little excitement in this market, most lines experiencing small orders, and not too frequent at that. There is some interest evinced in new crop (1916) Brazils, due in New York soon, and, therefore, due here in near future. This is said to be whole month ahead of last year, when no stocks came in, before end of March and beginning of April. Quality is said to be good. In New York new crop stuff is now being booked at 10c for large Manos and half a cent more for large washed.

in Shell—	Per lb.	Per lb.
Almonds, Tarragona	0 15½	0 16¼
Brazils, medium, new	0 18	0 18
Brazils, large, washed, new	0 20	0 22
Chestnuts, peck	1 78	2 60
Filberts, Sicily, bags 110 lbs.....	0 14	0 14½
Peanuts, Jumbo, roasted	0 13½	0 14½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 14½	0 15½
Walnuts, Bordeaux	0 11	0 7
Walnuts, Marbots	0 12½	0 13½
Shelled—		
Almonds	0 45	0 46
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 60	0 65
Walnuts, new, halves	0 38	0 40
Broken	0 31	0 32

BEANS.—No further increase in price has been registered since our last week's report, but beans remain very scarce and much in demand, so that all their strength in price remains. Same applies to peas, which—good quality stuff—can't be secured, apparently, no matter what buyers are willing to pay. Blue peas are firm; only a few—a mere drop in the bucket—are known of.

Beans, choice primes, bush	4 25	4 50
Beans, hand-picked, bushel	4 75	4 75
Peas, blue, bushel	3 25	3 50
Split, lb.	0 06¼	0 06¼

SPICES.—Cloves are higher, freight difficulties being a potent factor in this behalf. Nutmegs also show a sharp advance. Greatest advances of all are noted in peppers, both black and white having a firm tone, and being much in demand. Stocks are certainly slight; now is the retailer's buying time.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 16-0 18
Allspice, whole	0 10	0 15-0 15
Arrowroot	0 15-0 20	0 15-0 20
Bay leaves	0 10	0 10
Bicarb. soda	0 03½	0 03½
Caraway seeds	0 25	0 25
Cassia, whole	0 25-0 30	0 25-0 30
Cassia, ground	0 14-0 16	0 23-0 30
Cayenne	0 30-0 35	0 30-0 35
Cayenne, Jap. chillies	0 45	0 40
Celery seed	0 35-0 50	0 35-0 50
Celery salt	0 30-0 35	0 30-0 35
Celery pepper	0 30-0 35	0 30-0 35
Cinnamon, Batavia	0 30-0 40	0 30-0 40
Cloves, whole	0 35-0 45	0 35-0 45
Cloves, ground	0 18-0 22	0 35-0 45
Coriander seed	0 12-0 13	0 12-0 13
Cream of tartar	0 25-0 30	0 50-0 55
Curry powder	0 30-0 35	0 30-0 35
Ginger, Cochin	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole	0 25-0 30	0 25-0 30
Ginger, African, ground	0 14-0 18	0 14-0 18
Maize	0 85-1 00	0 85-1 00
Mustard, pure	0 28-0 30	0 28-0 30
Mustard seed	0 20-0 25	0 20-0 25
Nutmegs, brown, 64s, 65s; 80s, 45c; 100s	0 45-0 50	0 45-0 50
Nutmegs, ground, bulk, 30-35c; 1 lb. tins	0 37	0 37
Pastry spice	0 25-0 30	0 25-0 30
Paprika	0 35-0 40	0 35-0 40
Peppers, black, ground	0 14-0 18	0 25-0 30
Peppers, black, whole	0 28-0 29	0 28-0 29
Peppers, white, ground	0 19-0 24	0 35-0 40
Peppers, white, whole	0 30-0 35	0 30-0 35
Pickling spice	0 18-0 22	0 18-0 22
Sage	0 45-0 50	0 45-0 50
Saltpetre (chili)	0 45-0 10	0 45-0 10

Thyme	0 20-0 22
Turmeric	0 20-0 22

COFFEE.—Proposed additional shipping facilities from Brazil has affected lines which come thence, and there is an easier, not to say a weaker, tone noticeable. There is only a moderate grade, however. Low grades coffees display some buying activity, orders being larger in bulk. No price changes have occurred.

Coffee, Roasted—	Per lb.	Per lb.
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 38
Maracaibo, lb.	0 22	0 25
Mexican, lb.	0 27	0 32
Mocha, lb.	0 33	0 36
Rio, lb.	0 17	0 20
Santos, lb.	0 21	0 25
Chicoory, lb.	0 12	0 14

RICE AND TAPIOCA.—In addition to advance last week in pearl tapioca, seed is also up this week, making the two quotations now level. Seed is actually costing importers ninepence more per hundred than pearl, and is in keen demand. Stocks are none too heavy.

Rice—	Per cwt.	Per cwt.
Rangoon "B," per cwt.	4 28	4 28
Rangoon "OC," per cwt.	4 15	4 15
Rangoon, fancy, per cwt.	4 38	6 58
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 08	0 08¼
Seed, per lb.	0 08	0 08½
Sago, brown, per lb.	0 07	0 07

CANNED GOODS.—The trade is buying. Orders are materially rising; there are more inquiries, and more of them turning into business. Tomatoes seem a good buy at present; with light supplies and heavy demand, price is firm. Corn and peas have more than their usual quota of business too.

Manitoba Markets

Winnipeg, Feb. 24.—The talk of the trade is the advance in sugar by Eastern refiners. There was advance information, for it was pretty well understood that an advance would take place several days before change was made. The B. C. Sugar Refinery did not change their quotations in B. C., Sask., or Alberta, but advanced Manitoba prices 10c. The stiffer market had little effect on demand, which has been good right along. There is no further change in syrups, which are having a big sale.

Potato market continues to attract attention, but no further change has been made locally since the big jump of last week. For Manitobas, local loads, dealers are asking \$1.25, and some as high as \$1.50. It is predicted that the latter will be nearer the figure by the end of month. By carload, they are quoted at \$1.15. As the crop in Manitoba was rather small last year, the trade must depend on Alberta potatoes to a great extent.

The following are some of the changes of the past week:—Cocoanut is up 2c per lb.; rolled oats are quoted as low as

\$2.15, but millers are not anxious for business at this figure; currants have advanced to 12¼c for Filiatras, and 14c for Vostizzas.

SUGAR.—All Eastern sugars were advanced 10c last week and 10c this week. This was expected for a long time, and did not affect buying seriously, as demand has been up to average almost right along. The B. C. Sugar Refining Company have advanced their prices here 30c in all, making a total advance of 40c per cwt. per bag. The market continues strong in the United States, price of refined advancing on Friday a further 15c, and the Winnipeg wholesale trade would not be surprised to see further advances here. The cause of this is attributed to transportation troubles, and to difficulty in handling it at New York, where there have been a number of strikes.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 55
Extra ground or icing, boxes	8 40
Extra ground or icing, bbls.	8 20
Powdered, boxes	8 20
Powdered, bbls.	7 70
Hard lump (19-lb. case)	8 50
Montreal, yellow, bags	7 25

Sugar, Western Ontario—	Per cwt.
Sacks, per 100 lbs.	7 50
Halves, 50 lbs., per cwt.	7 60
Bales, 20 lbs., per cwt.	7 60
Powdered, 50s	8 25
Powdered, 5s	8 25
Icing, barrels	8 20
Icing, 50s	8 45
Cut loaf, barrels	8 30
Cut loaf, 5s	8 55
Cut loaf, 25s	8 80

Sugar, British Columbia—	Per cwt.
Extra standard, granulated	7 95
Bar sugar, bbls.	7 90
Bar sugar, boxes	8 15
Icing sugar, bbls.	8 10
Icing sugar, boxes	8 35
H. P. lumps, 100-lb. cases	8 60
H. P. lumps, 25-lb. boxes	8 85
Yellow, in bags	7 25

Quotations in B.C., Alta. and Sask., 20c lower.

SYRUPS.—Demand continues good, for corn syrups especially, and market is firm. There has been an advance in the molasses market. The cane syrup market is rather quiet.

Corn Syrup—	Per cwt.	Per cwt.
2s, per case 2 doz.	2 60	2 73
5s, per case 1 doz.	3 00	3 08
10s, per case ½ doz.	2 90	2 96
20s, per case ¼ doz.	2 91	2 97
¼ barrels, per 100 lbs.	4 40	4 40

B. C. Cane Syrups—	Per case.	Per case.
2-lb. tins, 2 doz. to case, per case.....	3 15	3 15
5-lb. tins, 1 doz. to case, per case.....	3 50	3 50
10-lb. tins, ½ doz. to case, per case.....	3 30	3 30
20-lb. tins, 3 tins to case, per case.....	3 25	3 25

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

Molasses—	Per gal.
Barbadoes, ½ bbls.	0 57
New Orleans, ½ bbls.	0 36

DRIED FRUITS.—All lines of California stuff continue firm, although few advances have been made by jobbers here. One thing is certain, there have been no declines. Currants continue to go up on primary market, and there seems to be no limit to prices being paid. It is noticed, however, in the West that the high prices are affecting consumption, the demand for currants having fallen off considerably for both package and bulk. Currants are up again locally, and the following prices are being quoted:—Filiatras, wet clean, 12¼c; Vostizzas, wet clean, 14c; dried clean,

CANADIAN GROCER

1/2c less in both cases; packages are offered at 11 7/8c, an advance of 3/8c. There is a feeling in some quarters that decline might take place in seeded raisins, but California importers differ, big sales having been made for May shipment on chance of a possible advance. In view of the heavy exportations from California to Europe, a weakening in the seeded raisin market is unlikely.

Dried Fruits—		
Evaporated apples, choice, 50's	0 11 1/2	
Evaporated apples, choice, 25's	0 11 1/2	
Peas, choice, 25's	0 12 1/2	
Apricots, choice, 25's	0 13 1/2	
Apricots, choice, 10's	0 14 1/2	
Peaches—		
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 08 1/2	
Currants—		
Dry clean	0 11	0 11 1/2
Washed	0 12	0 12 1/2
1 lb. package	0 11 1/2	0 12 1/2
3 lb. package	0 23	0 25
Dates—		
Hallowee, loose, per lb.	0 08	
Hallowee, 12-oz. pkgs.	0 08 1/2	
Fard dates, 12-lb. boxes	1 25	
Raisins, California—		
16 oz. fancy, seeded	0 10 1/2	
16 oz. choice, seeded	0 09 1/2	
12 oz. fancy, seeded	0 08 1/2	
12 oz. choice, seeded	0 08 1/2	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09 1/2	
3 crown, loose, 50's	0 08 1/2	
Raisins, Sultanas—		
California, 50's, fancy bleached	0 16 1/2	
California, 25's, fancy bleached	0 17	
16-oz. pkgs.	0 17 1/2	
Raisins, Valencia—		
4-cr. layers, 25-lb. boxes	4 10	
4-cr. layers, 8-lb. boxes	1 06	
Fancy selected, 14-lb. boxes	1 90	
Raisins, Cal. Valencia—		
4-cr. layers, 25-lb. boxes	0 09	
4-cr. layers, 50-lb. boxes	0 08 1/2	
Prunes—		
50 to 100, 25c	0 08 1/2	
80 to 91, 25c	0 08 1/2	
70 to 80, 25c	0 09	
60 to 70, 25c	0 09 1/2	
50 to 60, 25c	0 10 1/2	
40 to 50, 25c	0 11 1/2	
30 to 40, 25c	0 12 1/2	

DRIED VEGETABLES.—There is good demand for beans, and market remains high. Prices are expected to stay where they are for some time on account of low-grade stock sent in from Ontario this year. The demand is exceptionally good, considering high prices, and this is attributed more or less to the high price of potatoes, and fact that during present mild weather it is difficult to keep the latter from thawing. The custom in the country is to drop sacks of potatoes into the snow, dropping them into cold water, and bringing the water to a boil. When the potatoes are allowed to thaw in the ordinary way, they get black and streaky. Peas are moving slowly, and 6 1/2c is being quoted in small quantities.

Beans—		
Choice, white, 3-lb. pickers, per bush.	4 50	4 50
Fancy, hand-picked, bushel	4 60	
California Lima Beans—		
Bag lots, 80-lb. sacks	0 07 1/2	
Barley—		
Pot, per sack, 98 lbs.	3 15	
Pearl, per sack, 98 lbs.	4 35	
Peas—		
Split peas, sack, 98 lbs.	6 25	
Whole peas, bushel	3 65	

RICE.—Situation here is about the same as has existed during past two or three weeks, the market being firm. In primary market high prices are being asked for tapioca.

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

SPICES.—There do not appear to have been many important changes this week, but the feeling is growing among jobbers that nearly all spices will be costing the retailer more money before long. Following the firmer feeling in primary market, local jobbers are advancing quotations on peppers, nutmegs and cocoanut.

Cream of tartar, 98% guaranteed	0 50	0 55
Cloves, whole	0 28	0 32
Cloves, ground	0 30	0 33
Ginger, Jamaica, ground	0 22	0 25
Nutmegs, whole	0 22	0 25
Pepper—		
Ground black	0 26 1/2	
Ground white	0 38	

COFFEE.—There have been advances during past six weeks or so in Rios amounting to about 10 per cent., although local wholesalers have not altered their prices much so far, but they will be compelled to sooner or later. Difficulty here again seems to be transportation, there being little space offering from Rio to New York; most of the bottoms are required for Old Country shipments. Firmness has resulted in a better demand for coffee locally.

Coffee—		
Green, choice, No. 7 Rio	0 14	
Green, choice, No. 5 Rio	0 15	
Green Santos	0 18 1/2	
Roasted Rio	0 17 1/2	
Green Santos	0 18 1/2	
Maraculo	0 21 1/2	
Chicago, lb., by bbl.	0 19 1/2	
Chicago, lb., 14-lb. tins	0 12 1/2	

TEA.—Owing to heavy purchases made by the trade in anticipation of a duty on tea, there was some disappointment felt when it was announced that no duty had been imposed by the Finance Minister. However, jobbers see no reason why dealers should be sorry as long as they have bought within reason, as primary market is exceedingly firm, and has advanced several cents during past six weeks or so. Wholesale prices in Winnipeg are not changed materially, but they likely will be when higher-priced goods arrive on this market.

CANNED GOODS.—The demand for canned vegetables of all kinds is exceptionally good just now, and it would not be surprising if prices were higher later on. Quotations in the meantime are reasonable.

ALBERTA MARKETS (EDMONTON)
By Wire.

Edmonton, Feb. 24.—Markets past week have been steady, and wholesalers report sales ahead of January. Evaporated fruits and canned goods are moving freely, also canned salt fish. There is a decline of 10c per hundred in flour. Japan beans are getting scarcer and higher owing to difficulty of securing ocean space. There is no change in sugar in Edmonton this week, although up in the East. Molasses have advanced Japan beans are now 7 1/2c lb. Bran is up to \$20.00, and potatoes are high at 60c. Shorts are up \$2 a ton to \$22. Cheese is higher at 21c;

bacon, bellies, 22c; butter, creamery, 38c; dairy, No. 2, 30c; eggs are 55c; No. 1, 50c, and No. 2, 30c. Currants are firmer at 13 1/2c.

General—		
Beans, Japan, lb.	0 07 1/2	
Bran, ton	20 00	
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 60	
Rolled oats, 20's, 70c; 40's	1 35	
Rolled oats, ball, \$3.05; 80's	2 65	
Flour, fancy patents, 98-lb. sack	3 40	
Flour, seconds	2 90	
Rice, Stam, per cwt.	4 15	
Shorts, per ton	22 00	
Sugar, standard gran., per cwt.	7 05	
Sugar, yellow, per cwt.	7 55	
Walnuts, shelled, lb.	0 38	
Produce and Provisions—		
Cheese, lb.	0 21	
Bacon, lb., 20c; bellies, lb.	0 22	
Butter, creamery, per lb.	0 38	
Butter, dairy, No. 1, 32c; No. 2	0 30	
Eggs, extra, per doz.	0 65	
Eggs, No. 1	0 50	
Eggs, No. 2	0 35	
Lard, lb., pure	0 15 1/2	
Canned Goods—		
Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 25	
Peas, standard, 2 dozen	2 20	
Plums Lombard	2 25	
Peaches	3 55	
Strawberries, \$4.45; Raspberries	4 00	
Tomatoes, standard, per 2 doz.	2 95	
Salmon, sockeye, 4 doz. talls, case, 1st	9 65	
Salmon, pink, case	4 14	
Cocoas, 1's, \$5.80; humpbacks, 1's	4 35	
Lobster	2 25	
Dried Fruits—		
Currants, per lb.	0 13 1/2	
Prunes, 70-80, 25's, lb.	0 09 1/2	
Evaporated apples, 50's, lb., 10 1/2c; 25's, 10 1/2c; 35's	0 12	

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Feb. 24.—Ginger bread molasses is up 35c to 50c a case. Toilet paper has advanced about 5 per cent. Sago and tapioca are quoted at 7 1/2c, with further advance likely. Local potatoes are dearer at 60c to 75c per bushel. No. 1 apples are \$2 to \$2.25. Cooking are \$1.25 to \$1.75. Onions are likely to be very dear. Molasses, extra fancy, are 75c gallon. Storage eggs are practically all out. Minnesota new-laid are \$8.50 a case.

General—		
Beans, small white Japan, lb.	0 07 1/2	
Flour, No. 1 patent, 98's	3 40	
Molasses, extra fancy, gal.	0 75	
Rolled oats, ball	3 05	
Rolled oats, 80s	2 65	
Rice, Stam, cwt.	4 15	
Potatoes, local, per bush.	0 60	
Sago and tapioca, lb.	0 07 1/2	
Sugar, pure cane, granulated, cwt.	7 35	
Shelled walnuts, finest halves, lb.	0 42	
Shelled walnuts, broken, lb.	0 30	
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 21	
Butter, creamery, lb.	0 37	
Butter, No. 1, dairy, lb.	0 30	
Eggs, Minnesota, new laid, case	8 50	
Lard, pure, 3a, per case	9 90	
Lard, pure, 5a, per case	9 85	
Bacon, smoked backs, per lb.	0 22	
Bacon, smoked bellies, per lb.	0 23	
Canned Goods—		
Tomatoes, 3a, standard, case	2 85	
Corn, 2a, standard, case	2 35	
Peas, 2a, standard, case	2 45	
Tomatoes, 3a, case	2 10	
Apples, gals., Ontario, case	1 75	
Strawberries, 2a, Ontario, case	4 80	
Raspberries, 2a, Ontario, case	4 50	
Salmon, finest sockeye, talls, 48x1s, ca.	10 00	
Salmon pink, talls, 48x1s, per case	4 50	
Lobster, 1/4s, per doz.	3 00	
Dried Fruits—		
Currants, lb.	0 13	
Evaporated apples, 50s, per lb.	0 12	
Peaches, choice, 25s, per lb.	0 07 1/2	
Apricots, choice, 25s, per lb.	0 10	
Peas, choice, 25s, per lb.	0 14	
Prunes, 90-100	0 07	
Sultans raisins, Cal., extra fancy	0 15	
Valencia raisins, Cal., lb.	0 10	
Fruits and Vegetables—		
Apples, No. 1, box	2 00	2 25
Apples, cooking, box	1 25	1 75
Raspberries, lb.	4 80	5 00
Grapefruit, Florida, case	4 50	5 00
Oranges, navel, case	4 00	4 50
Onions, B.C., ton	45 00	
Lemons, case	4 75	5 25

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SASKATCHEWAN MARKETS

By Wire

Regina, Feb. 24.—Milder weather is prevailing here and this has had whole-some effect on market conditions generally. There has been an advance of ten cents in sugar brings price up to \$7.84. The new duty on American apples becomes effective here immediately.

Produce and Provisions—		
Butter, creamery, per lb.	0 36	
Butter, dairy, No. 1	0 28	
Cheese, per lb.	0 21½	
Eggs, new laid	0 45	
Eggs, fancy, storage	0 35	
Eggs, good, storage	0 30	
Lard, 3's, per case	10 00	
Lard, 6's, per case	9 96	
Lard, 10's, per case	9 90	
Lard, 20's, per case	3 30	
General—		
Beans, Ontario, white, per bush.....	4 60	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 50	
Cocconut, lb.	0 18	
Cornmeal, bush	2 80	
Flour, 98's	3 40	
Rolled oats, 80's	2 45	
Rice, per cwt.	4 35	
Onions, B.C., 100 lbs.	3 00	
Sugar, standard, gran., per cwt.....	7 84	
Sugar, yellow, per cwt.	7 44	
Tapioca and sago, lb.	0 07½	
Walnuts, shelled, 47-49c; almonds ..	0 45	0 47
Canned Goods—		
Apples gals., case	1 80	
Beans	2 25	
Corn, standard, per 2 dozen	2 23	
Peas, standard, per 2 dozen	2 40	
Plums Lombard	2 10	
Peaches	3 10	
Raspberries, \$4.33; Strawberries ..	4 73	
Tomatoes, standard, per case	2 60	
Salmon—		
Sockeye, 1's, 4 dozen case	9 55	
Sockeye, ½'s	12 38	
Cohoos, 1's	6 90	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	2 25
Celery	0 45½	
Cranberries, per bbl.	10 50	
Grapefruit, case	4 60	4 50
Lemons	6 00	
Navels	4 00	4 75
Potatoes, bushel, B.C.	0 90	
Dried Fruits—		
Apricots, per lb.	0 12	
Citron peel, lb.	0 24	
Lemon peel, lb.	0 17	
Orange peel, lb.	0 17½	

NEW BRUNSWICK MARKETS

By Wire

St. John, Feb. 24.—The week was marked by numerous changes in market due to various circumstances. American clear pork is up to \$27 to \$28. Flour is slightly off, Manitoba now being \$7.85 and Ontario \$7.10. Sugar shows the anticipated general advance of ten cents in all grades and varieties except lump. White beans are scarce and poor in quality, price is \$4.10 to \$4.15. Rice has advanced to \$5 and 5.25. Cream tartar is easier at 45 to 51 cents. Potatoes are firm at \$3.75. Lemons are now \$5 to \$6, oranges \$3.50 to \$4. Florida oranges \$3.50 to \$4. Messina lemons are off \$4.50 to \$5.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.		0 17
Beef, corned, 1's	2 90	3 35
Pork, American clear, per bbl.	27 00	28 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laid	0 34	0 35
Eggs, case, per doz.	0 26	0 27
Lard, compound, per lb.	0 13	0 13½
Lard, pure, per lb.	0 15½	0 15½
Cheese, new	0 18½	0 19½
Flour and Cereals—		
Cornmeal, gran.	6 00	
Cornmeal, ordinary	1 80	
Flour, Manitoba, per bbl.	7 85	
Flour, Ontario	7 10	
Flour, buckwheat, western, 96-lb. bag	3 50	
Rolled oats, per bbl.	6 25	
Fresh Fruits and Vegetables—		
Apples, bbl.	4 00	6 00
Lemons, Messina, box	4 50	5 00
Lemons, Cal., box	5 00	6 00
Oranges, navels, case	3 50	4 00
Oranges, Florida, case	3 50	4 00

Potatoes, bbls.	3 75	
Sugar—		
Standard granulated	6 80	6 85
United Empire	6 70	6 75
Bright yellow	6 60	6 65
No. 1 yellow	6 40	6 45
Paris lumps		7 75
Beans, white, per bush.	4 10	4 15
Canned pork and beans, per case.....	3 00	3 40
Molasses, Barbadoes, gal.	0 44	0 45
Cream of tartar, per lb., bulk.....	0 45	0 51
Currants	0 12	0 13
Rice, per cwt.	5 00	5 25

CANADIANS HEAD N. C. R. in CANADA

The National Cash Register Company, of Canada, Limited, is the style of a company which has recently secured a charter at Ottawa. The company's capital of \$1,000,000 is all paid up.

The Canadian business of the National Cash Register Company has heretofore been operated as a branch of the National Cash Register Company, of Dayton, Ohio.

The Canadian business has been under the management of H. J. Daly, who will be managing director of the new corporation. The other officers of the new company will be made up of Canadians entirely, with W. J. Irvine as assistant manager, and W. L. Tobias as factory superintendent.

The large plant on Christie street in Toronto, is said to be one of the most modern and efficient manufacturing institutions on this continent, and the company, in completing this plant have had in mind the growth of Canada for many years to come.

IMPORTED GOODS SITUATION

In previous issues Canadian Grocer has published interviews with importers on the problem of getting goods from abroad and the advancing prices.

Z. Hebert, manager, Hudon, Hebert & Co., Limited, wholesale grocers, Montreal, adds that at the present juncture it proves very hard for them to get all the goods they require from abroad.

"We must state right away," he further states, "that labor, most especially expert labor, has become very scarce in all the belligerent countries. This means that the production of all goods is more or less curtailed, whether it applies to raw material, manufactured articles, or to such goods as are used and consumed in their original state. Again, the governments of these countries, through their commandeering several commodities, make the situation still more trying.

"Of course the above refers principally to Great Britain and France, from where we import most of our goods. However, conditions in France are worse than in Great Britain, and this for obvious reasons. This state of things is bound, most naturally, to enhance prices a great deal. Further, there is the question of transport, which has become most

serious. There are only a few ships available, which fact is of course bound to have rates soar up considerably. The consequence is that sailings are very few, and so distant that it cripples the coming over of goods a great deal."

HONOR ROLL

W. E. Orton, merchant of Tilleville, Sask., has sold out his business to enlist with the 128th Batt., for overseas service.

A. E. Shaver, of the Uneeda Grocery, Brockville, Ont., has disposed of his business and enlisted with the 156th Battalion for overseas service.

J. Stuart, manager of the Stuart Jam Manufacturing Company, Sarnia, Ont., has offered his services to the 149th Lambton Battalion, and will be sergeant-dispenser of the medical corps. Mr. Stuart, along with his brother, has been carrying on a jam business for some time, and after making all the necessary business arrangements, he enlisted. He is recognized as a successful chemist, and will be a great help to the battalion.

SELLING MAPLE SYRUP AND PAN-CAKE FLOUR

(Continued from page 21.)

matter when it is made in the future. I have customers to-day asking for particular brands of goods which we introduced to them during campaigns of 1915.

"My contention is that every dealer has it in his power to introduce such goods and to actually sell them to indifferent customers. If we did not sell these extra goods the turnover and profits would greatly suffer at the end of the year."

Order Taker Versus Salesman

There is a great deal in what John Brighton has said in regard to creating demand. The merchant who sits in his store, or stands behind the counter and fills the orders that are asked for is not a salesman. He may be courteous, painstaking, and he may be anxious to give a quick service and everything else, but unless he and his clerks actually introduce goods themselves, the measure of their success will not be great. Recall some of the large stores as well as some of the successful stores in which you have been, and you will find there merchants and clerks who are real salesmen. They present goods to customers which are not asked for, but which they know will bring satisfaction. They do not wait for demand always, because the difference between waiting for demand and creating new business is in the majority of cases difference between failure and success.



FRUIT AND VEGETABLES



Strawberries Down: Onions Higher

Turnips, Spinach and Rhubarb Arriving—Navels Lower, But Florida Oranges Higher—Onions and Potatoes Advancing

MONTREAL

FRUIT.—By reason of heavy arrivals on a comparatively bare market there has been a pronounced decline in lemon market from former high levels. Verdilis are now quoted at \$3, and Messinas at \$3, the drop in each case being \$1. In sympathy with this situation California supplies show a decline of 50c being noted to \$3.25 to \$3.50—there are not many of these sold in this market. The indications are that the price will remain steady around \$2.75 to \$3 for some time. Another drop in navel oranges is noted, quotation now being \$2.50 to \$3.10. Decline here is due to heavy receipts following improved weather conditions in California, and shipments being more freely made; it is not expected that there will be any marked change in situation as now indicated for some time to come. While there is no general change in the quotations for apples, at the close of auction this week, market was strong and real fact is that good apples are scarce and in fair demand. The first car of California blood oranges sold at auction this week. The larger sizes—176, 200, 216 and 250—sold at \$3.50, and smaller sizes around \$2.25; quotations to the trade will be made next week. A feature of market is decline of nearly \$1 per bunch in bananas. The condition is a temporary one, and is the result of unusually cold weather which generally has the effect of reducing consumption about 50 per cent.

Apples—	
Fameuse, No. 1's	7 00
McIntosh Reds	6 00
Starks	5 00
Spys	6 50
Ben Davis, No. 1	4 25
Ben Davis, No. 2	3 75
Russets, No. 1	6 00
Russets, No. 2	5 00
Greenings	4 50
Baldwins	4 00
Bananas, bunches	1 50
Cranberries, Cape Cod, bbl.	12 00
Cranberries, Nova Scotia, bbl.	8 50
Grapefruit, 46-54-64-80-96	2 50
Lemons—	
California	3 25
Verdilis	3 00
Messina, 300 size, box	3 00
Oranges—	
Navels	2 50
Jamaica, 196-200-216	2 25
Porto Rico, 126-150-250-288	2 50
Mexican	2 25
Pineapples, 18-24 and 30-36	4 80
Strawberries, Florida, box	0 90

VEGETABLES.—Business generally

is quiet with cold weather prevailing. A car of very fancy Florida tomatoes arrived and are selling at \$4.50 for a six-basket crate; these are the best that have been received for some time and they are a marked improvement over recent arrivals. Situation in potatoes continues firm at prevailing prices. There seem to be very good supplies of New Brunswicks and some from below Quebec, but these have had no effect on the prices and it is not likely that there will be any change in the near future. Artichokes are very scarce and will be until spring weather arrives; the price will undoubtedly continue steady until then. Canadian Brussels sprouts are about finished and American supplies will be coming very soon at about 20c, which is 5 cents higher than the former. Rhubarb is scarce. Cauliflower which made an advance last week is not selling at the high price then reached; a decline is looked for to encourage demand. Spinach has advanced 50c a barrel, but quotations are not changed, because a decline is looked for before the end of the week.

Artichokes, bag	1 50
Beets, bag	1 25
Beans, wax, N.Y., per basket	4 00
Beans, green, N.Y., per basket	4 75
Brussel sprouts, qt.	0 15
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 75
Cauliflower, crate, single, doz. bunches	3 50
Cauliflower, Canadian, doz.	1 00
Celery, Cal., crate	7 25
Celery, Florida	3 00
Celery, Montreal, doz.	0 80
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	2 50
Egg plant, N.Y., doz.	2 00
Endive Can., per lb.	0 30
Garlic	0 15
Horse radish, per lb.	0 25
Leeks, bunch	0 25
Head lettuce, Boston, box	2 00
Curly lettuce, box 4 doz.	2 80
Lettuce, Florida, head, hamper	2 75
Mint, doz.	0 60
Mushrooms, 4-lb. basket	2 00
Oyster plant, doz.	0 80

Onions—	
Montreal, 100 lbs., bag	3 50
Spanish, crate	1 00
Parsnips, bag	
Parsley, Canadian, doz. bunches	0 60
Parsley, Bermuda	1 35

Potatoes—	
Montreal, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 10
Green Mt.	2 15
Sweet, hamper	1 75
Rhubarb, per doz.	1 80
Spinach, New York, bbl.	3 00
Turnips, bag	0 75
Tomatoes, hothouse, lb.	0 30
Tomatoes, Florida, 5 basket crate	4 50
Tomatoes, Cuban, crate	4 50
Watercress, Boston hothouse, doz.	5 00
Watercress, Canadian, doz.	0 40

TORONTO

FRUIT.—Strawberries from Florida gradually go down in price as fresh and greater stocks arrive. They sell as low as 35 cents this week, good quality stuff at that. Buying is by no means general, but they find a good enough market. Nobody seems to be anxious for cranberries which continue a drug, no matter how low the price goes. It is down to \$13.50 this week, but even at that nobody is burning to buy. Apples are not higher again this week, last week's advances having apparently completed the upward movement for the present. All levels remain quite firm, however, showing no disposition towards shading. Some Cuban grapefruit sells as low as \$3.00, which is down a peg from last week.

Best quality stuff is quite firm at \$4 however. A car of bitter oranges came in this week and sold at \$3.25 a case: demand was eager. Floridas are a little stiffer, but navels are lower again on big supplies coming. California pears are worth \$4.50 to \$5 a case, finding little sale thereat. Fruit business altogether is rather quiet for the moment.

Apples, o. 2, bbl.	3 80	3 75
Apples, No. 3, bbl.	2 50	3 00
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl., No. 1	3 00	5 00
Apples, Greenings, bbl.	3 00	5 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 25	0 25
Apples, B.C., box	2 00	2 50
Bananas, per bunch	2 00	2 75
Cranberries, bbl.		12 50
Grapefruit—		
Florida, case	3 50	4 00
Cuban, case	3 00	4 00
Oranges—		
Florida, case	3 25	3 50
Navels	2 50	3 50
Lemons, new, Calif., box	4 00	4 25
Lemons, new, Messina, box	3 50	4 50
Limes, per 100		1 80
Pineapples, Florida	5 25	6 00
Strawberries, Florida, box	0 30	0 35
Tangerines, case	2 00	2 50

VEGETABLES.—Potatoes don't give the Street much rest. They are a trifle higher again this week, and Delawares sell firmly at \$2.10. Ontarios and British Columbias still sell at last week's levels, though for how long is hard to say. Head lettuce now competes with Boston head lettuce selling at from 25 to 35 cents. Onions are up sharply at 2.25 to \$2.50, while green onions are selling all the way from 10 cents to half a dol- (Continued on page 38.)



PRODUCE AND PROVISIONS



Eggs Lower Again: Poultry Up

Dairy Butter Higher in Toronto; Creamery Down in Montreal—Storage Eggs Also Easier—Dairy Butter Recovered Its Recent Decline—Chickens in Good Demand at Advanced Prices.

MONTREAL

PROVISIONS.—Market for provisions is steady, and there is a fair demand. However, buyers are inclined to hold off to some extent on account of the Lenten season. So far as prices are concerned, all lines are firm and this particularly applies to smoked meats. The latter are much higher than is usually the case at this time of year; they are, in fact, enjoying summer prices. The only reason advanced for this state of the market is the exceptionally good consumption.

Hams—	
Small, per lb.	0 21
Medium, per lb.	0 20
Large, per lb.	0 19
Bacon—	
Plain, bone in	0 24
Boneless	0 29
Peameal	0 29
Bacon—	
Breakfast, per lb.	0 23
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 30
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	
Heavy short cut mess	27 00
Heavy short cut clear	27 50
Clear fat backs	30 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14½
Tubs, 50 lbs. net	0 14½
Tins, 50 lbs. net	0 14½
Pails, wood, 20 lbs. gross	0 15
Pails, tin, 20 lbs. gross	0 14½
Cases, 16 lbs., tins, 60 in case	0 15½
Cases, 3 and 5-lb. tins, 60 in case	0 16½
Bricks, 1 lb., each	0 16½
Lard, Compound—	
Tierces, 375 lbs. net	0 12½
Tubs, 50 lbs. net	0 12½
Tins, 50 lbs. net	0 12½
Pails, wood, 20 lbs. net	0 13
Pails, tin, 20 lbs. net	0 13
Cases, 16-lb. tins, 60 in case	0 14
Cases, 3 and 5-lb. tins, 60 in case	0 13½
Bricks, 1 lb., each	0 14½
Hogs—	
Dressed, abattoir killed	13 00 13 25

BUTTER.—Creamery butter has declined one cent during the past week. September make now being quoted at 35 cents, and fresh made 33 cents. There is little reason for the decline as stocks in Montreal are not heavy. It is probably due to the fact that there has been much more winter butter made this year than usual. It is thought that the decline is only a temporary one and that prices may not only revert to the recent figures but even go higher.

Butter—	
Finest creamery, September make	0 35
Finest creamery, fresh made	0 33
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

EGGS.—Following decline of last week, there has been continued weakness in the egg situation and a further reduction in the quotations is noted. New lays have dropped 5 cents, now being quoted at 30 cents; selects are offered at 27 cents; No. 1's are 24 to 25 cents, and No. 2's 22 to 23 cents. During the week there have been heavy deliveries and new lays are being offered from the United States. At Chicago the quotations for these are 23 to 23½ cents. Storage eggs from the United States have been offered as low as 14 and 14½ cents, but have reacted to 16 and 16½ cents. The cold weather now prevailing is expected to stiffen the market to some extent because supplies are more difficult to secure, but it is unlikely that there will be any advance unless stormy weather is experienced.

CHEESE.—The local market remains steady and firm without any dominant features. In the export situation there is a little easier feeling on account of lack of orders over the cable during the past week.

Cheese—	
1915 make	0 30 0 21
Stilton	0 20

POULTRY.—While there is no general change in quotations the market is firm at recent figures. The demand for live stock in the Jewish trade is good, and prices realized are much higher than prevailing values in dressed poultry. Such a conditions of affairs is to be expected at this season of the year and is likely to continue for some weeks.

Poultry—	
Frozen stock—	
Turkeys	0 24 0 26
Fowl, large	0 17 0 18
Fowl, small	0 12 0 16
Ducks	0 20
Geese	0 17 0 18
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 26
Roasting chicken, ordinary	0 18 0 22
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Pigeons, pair	0 25 0 30
Live stock—	

Fowl, 5 lbs. and over	0 20 0 23
Fowl, small	0 18 0 19
Turkeys	0 19 0 20
Ducks	0 22 0 25
Geese	0 16 0 18
Chicken	0 15 0 18

HONEY.—The situation in the honey market is without change worthy of note.

Honey—	
Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 90
Comb honey, No. 2, doz.	2 40

TORONTO

PROVISIONS.—There is nothing new in this market. All levels are well supported, and demand for pork products is heavy. Bacons are in big demand.

Hams—	
Light, per lb.	0 18 0 19
Medium, per lb.	0 19 0 20
Large, per lb.	0 15 0 17
Bacon—	
Plain	0 25 0 26
Boneless, per lb.	0 28 0 29
Pea meal, per lb.	0 28 0 29
Bacon—	
Breakfast, per lb.	0 21 0 24
Roll, per lb.	0 16 0 17
Shoulders, per lb.	0 16 0 17
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, ton lots	0 16 0 16½
Long clear bacon, small lots	0 16½ 0 16½
Fat backs, lb.	0 13½ 0 14
Cooked Meats—	
Hams, boiled, per lb.	0 27 0 28
Hams, roast, per lb.	0 27 0 28
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 13½ 0 14
Tubs, 60 lbs., per lb.	0 12½ 0 13
Pails, wood, 20 lbs. gross	0 13 0 13½
Pails, tin, 20 lbs. gross	0 14 0 14½
Tins, 3 and 5 lbs., per lb.	0 14½ 0 14½
Bricks, 1 lb., per lb.	0 14½ 0 14½
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 12 0 12½
Tubs, 60 lbs., per lb.	0 12½ 0 12½
Pails, 20 lbs., per lb.	0 12½ 0 12½
Hogs—	
Live	9 80 9 75
Dressed, abattoir killed	14 00 14 25

BUTTER.—Dairy has recovered its decline of last week, and we quote 28 to 32, which is up at least a couple of cents. Stocks are light and deliveries still lighter. Creamery is coming in now fairly freely and there is no feature to it. Price is maintained. Export continues to a small extent.

Butter—	
Creamery prints, lb.	0 35 0 36
Dairy prints, choice, lb.	0 28 0 32
Dairy prints, lb.	0 24 0 26
Bakers	0 22 0 23

CHEESE.—Both large and twins remain very firm with no sign of weakness. There is no advance to record, however; market continues to gain its strength

CANADIAN GROCER

from export for soldiers and to England generally.

Cheese—		
Large, per lb.	0 19	0 19 1/2
Twins, per lb.	0 19 1/2	0 19 3/4

EGGS.—Further decline is registered in New laids, some selling as low now as 30 cents, with 32 as top price. Supplies grow larger every day, and demand only keeps pace. Corroborating our prediction of last week, the easiness in the storage situation has materialized into an actual drop, No. 1 storage eggs selling at 25 to 27. Demand is good, but stocks are heavy, and consumption apparently is not overwhelming.

Eggs—		
New laids, specials, in cartons	0 30	0 32
Extras	0 27	0 28
No. 1, storage	0 25	0 27
No. 2, storage	0 23	0 24

POULTRY.—All prices are on the upgrade, and in most cases a cent or two higher than last week for both live and dressed. Dressed, in most cases, continues to fetch higher prices. Old turkeys live are now worth 18 to 19, a considerable advance. Chicken and ducklings are both in good demand at advanced quotings.

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

WINNIPEG

PRODUCE AND PROVISIONS.—Decline in lard is reported by local wholesalers, who are selling on basis of \$3.05 per pail. Receipts of Southern eggs are reported more plentiful, and demand is fair. Prices should drop shortly. Jobbers are offering to pay 35c per dozen in the country for strictly new-laid eggs, and 30c per doz. for straight receipts. Market for butter shows no change, and demand is good.

Hams—		
Light, per lb.	0 19	0 20
Medium, per lb.	0 17	0 18
Large, per lb.	0 14	0 16
Bacon—		
Breakfast, per lb.	0 20	0 22
Breakfast, select, lb.	0 26	0 28
Backs, per lb.	0 22	0 25
Dry Salt Meats—		
Long clear bacon, light		0 15
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 29
Shoulders, boiled, per lb.	0 23	0 24
Barrelled Pork—		
Mess pork, bbl.		26 00
Lard, Pure—		
Tierces		0 14 1/2
Pails		2 92
Cases, 10s		9 00
Cases, 5s		9 08
Cases, 3s		9 15
Cartons		0 15 1/2
Lard, Compound—		
Tierces		0 12 1/2
Tubs, 5 1/2, net		6 25
Pails, 20s, net		2 60
Butter—		
Creamery	0 35	0 37
Best dairy	0 28	0 32
Cooking	0 22	0 25
Eggs—		
No. 1, storage	0 27	0 29
Cheese—		
Ontario, large		0 30
Ontario, twins		0 30 1/2

FRUIT AND VEGETABLES

(Continued from page 36.)

lar. Rhubarb at 75 to 85c per dozen bunches sold for the first time this season, and demand was good. Peppers sell freely at old levels. Spinach and turnips

also made their appearance this week. New potatoes are now selling more by the barrel than bushel hamper and are worth \$10.

Cabbage, new, bbl.	1 25	1 30
Beets, Canadian, bag	0 60	0 80
Carrots, new, bag	0 75	0 85
Cauliflower, case	5 00	5 25
Celery, Cal., case	6 75	7 00
Celery, Florida, case	3 75	4 00
Cucumbers—		
Hothouse, doz.	2 25	2 75
Onions—		
No. 1, bag	2 25	2 50
Spanish, large case	5 00	5 25
Green, doz., bunches	0 10	0 50
Lettuce, leaf, doz.	0 25	0 30
Lettuce, Boston, hamper	2 25	2 75
Mushrooms, imported, 6 qt.	1 75	2 50
Parsnips, bag	0 75	0 90
Parsley, doz.	1 25	1 40
Potatoes—		
N.B. Delawares, bag	2 00	2 10
British Columbia, bag		1 85
Ontario, bag		1 65
New, hamper		3 50
Sweet, kiln-dried, hamper		0 12
Sprouts, qt.	0 10	0 35
Tomatoes, hothouse, lb., No. 1, 30c; No. 2	0 20	0 30

WINNIPEG

FRUIT AND VEGETABLES.—Feature of market without doubt is the high price of potatoes, as high as \$1.50 per bushel being asked for Albertas and Manitobas, although average quotation is around \$1.25. The big advance is attributed to the severe frost in B. C. Exportation from this point east is heavy, despite the scarcity. This is not customary for this time of year, when the East usually gets potatoes from New Brunswick. Winnipeg quotations have been too low all winter. The tax imposed by the Government on apples has not had any effect yet on quotations, supplies in Winnipeg being fairly large. New Florida tomatoes are coming in, quoted at \$7 per case of six baskets. There is little lettuce and radish being imported, the former selling at 65c per box. An important change is in Valencia onions, which are now offered at \$7.50 per case.

Fresh Fruits—		
Grapefruit, case		4 50
Strawberries, Florida, quart		0 60
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	1 65	1 90
B.C. box apples, No. 2s		1 50
Washington box apples	1 80	2 25
Navel oranges, case	3 25	4 25
California oranges, case	3 25	4 25
California lemons		5 50
Bananas, bunches		2 50
Jersey cranberries, box		4 50
Malaga grapes, kegs		12 50
Vegetables—		
Cabbage, per lb.		0 02
Peppers, per basket		0 75
Mushrooms		0 50
Carrots, per lb.		0 01
Manitoba potatoes, local loads	1 25	1 25
Manitoba potatoes, sacked, carloads		1 15
Sweet potatoes, hamper		2 25
Garlic, per lb.		0 23
Squash, per lb.		0 06
Turnips, bushel		0 60
Pumpkins, per lb.		0 06
California head lettuce, case		4 50
California cauliflower, doz.		3 50
Valencia onions, cases		7 50
Red Globe onions, lb.		0 03 1/2
Head lettuce, doz.		1 00
California celery, doz.		1 80
Cuban tomatoes, case		7 50

Last year's imports of meats of all classes to Great Britain decreased 1,198,018 cwt. below the 1914 level which in turn was lower than the 1913 level. Most of the prime quality frozen beef and lately the New Zealand stocks have been retailed for army use. A further decline is looked for in 1916.

SELLING DIRECT IN ST. JOHN

St. John, N.B. Feb. 24 (Special)—The vigorous efforts of the grocery merchants to put a stop to retail selling by wholesalers have led to some interesting developments.

Despite occasional efforts to control it this practice had reached considerable proportions when both branches of the trade got together in a final effort to end its career. Both were willing; the retailers because they were losing their profit on a considerable share of the business and the wholesalers because they regarded the business as a nuisance which they were forced into at times to oblige friends. Once the doors of wholesalers were opened to any consumer it was difficult to close them to others and the business men gladly welcomed a change of policy which would do away with existing conditions, provided the reform was complete and the rule enforced absolutely.

The Retail Grocers' Association interviewed the wholesalers and readily secured the agreement of the majority. The only obstacle in the way were a few houses which were on the border line between wholesale and retail business but finally were brought into line and restricted to one or the other branches of the business.

For a while it seemed that the rule was iron-clad and the agreement was being lived up to but recently the retailers began to have their suspicions. The association employed a detective to visit some of the wholesale stores to see if he could buy goods as a consumer and a display of assorted groceries in the office of the Association indicates that he had some success. The matter got into the newspapers and there were various stories as to the result of the investigation which led to denials that they had broken faith from some of the houses and indignant remonstrances against the employment of "spotters". As a result of the criticisms the president of the retail association resigned. But the work is being carried on by the secretary and it is expected that the breeze will soon blow over and both branches of the business settle down again on a better basis than ever.

SPRATT'S 1916 CALENDAR

An interesting calendar has just been received by Canadian Grocer from Spratt's Patent, Limited, manufacturers of dog biscuit, bird seed, etc. There is a different picture for each month of the year, each being in colors. One of these is the Flags of the Allies, others being reproductions of various birds, dogs, etc. The calendar also contains a price list of Spratt's products.



FISH AND OYSTERS



Shortage of Frozen Haddock Predicted

A Few Fresh Haddock Arriving—Winter Caught Whitefish in Demand—Fish Business Speeding Up as "Fish Day" Approaches—Lent Will Further Increase Demand

MONTREAL

FISH.—The fish trade is getting busy, for two reasons. First, the event of the national fish day being close at hand, and second, the Lenten season which is opening the beginning of next month. The recent cold weather has also been a factor in improving the general conditions. The demand is good and stocks in general are not large; consequently fairly good prices are expected to hold for some time. A shortage of frozen haddock is predicted to take place before long. A few fresh haddock are arriving and bringing top prices. Frozen lake fish is also very scarce on the fishing grounds, but fortunately there are fairly large stocks held by distributors here. Pickled fish is moving more freely and there should be a good distribution from now until Lent. Oysters, bulk and shell, are quiet, and the market is without any new features.

TORONTO

FISH AND OYSTERS.—Approach of Lent is having effect now upon sales, as is also the proximity of Feb. 29th—"Fish Day." Hotels and restaurants are buying more heavily and private trade is better, as enquiries and orders from retailers indicate. Lake trout pickled is in good demand this week, and sells at \$7.75 100-lb. keg. Qualla and red spring salmon at 10, 11 and even 12 cents, find good business. Average price is 11, though first quality stuff fetches 12c. Smelts are limited in supply this week, and are eagerly snapped up on arrival. Better weather conditions—that is colder weather—have made frozen stuff securer, and little fresh fish is arriving. What does come sells well. Winter caught whitefish is still bought heavily. Oysters are still in big demand. Cape Cod produce being a big seller.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.08-.08½	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.08½	.09
Haddies, fillets, per lb.	.10	.11
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	1.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.15
Smoked boneless herrings, 10-lb. box	1.40	1.40
Kipperred herrings, selected, 60 in box	1.25	1.50

	Montreal	Toronto
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10
FROZEN FISH—SEA FISH.		
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.11
Red Cohoes or silvers, per lb.	.09-.09½	.10
Pale qualla, dressed, per lb.	.08-.08½	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08½-.09	.10
Haddock, medium and large, lb.	.05-.05½	.08
Market codfish, per lb.	.04½	.08
Steak, codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-.16	.18
Smelts	.10	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.75	3.00
Round pike	.06½
Grass pike, dressed	.07½
Swordfish, lb.	.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 60
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 80	1 80

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	2 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 60
Best scallops, imp. gallon	2 25	3 50
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75
Rockaways, 100	1 50
Blue points, small	1 00
Blue points, large	1 50

CLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 38	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	7-8	8
Mackerel, medium, each	14-15
Steak, cod, fancy, express, lb.	8-8½	9-20
Herrings, each	3	3
Flounders	8	5
Flounders, New York	15	14
Salmon, Western	15-16	20-22
Salmon, Eastern	15-16

FRESH LAKE FISH.

Carp, lb.	0 12
Pike, lb.	0 06	0 07
Perch, lb.	0 07	0 07
Suckers, lb.	0 08	0 08
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	6 12	0 14
Eels, lb.	0 10	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small tailbees	.07-.07½	.08
Lake trout, large and medium, lb.	.10	.10
Dore, dress or ound, lb.	.08½-.09	.09-.13
Pike, dressed and headless, lb.	.05½-.07	.07
Pike, round, per lb.	.06-.06½	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00

Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	11 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	20 00
Mackerel, N.S., half bbls., 100 lbs.	12 00
Mackerel, N.S., pails, 20 lbs.	3 00	2 00
Herrings, Labrador, bbls.	6 00
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 50	7 75
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 08
Scotch herrings, imported, half bbls.	10 00
Holland herrings, im'td milkers, hf bbls	8 50
Holland herrings, im'td milkers, kegs	1 25	85-1 00
Holland herrings, mixed, half bbls.	8 50
Holland herrings, mixed, kegs	1 15	70-0 95
Lochfyne herrings, box	1 50
Turbot, bbl.	11 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—The big supply of herrings, which was expected to bring price of kippers down, has not arrived, and quotations on latter remain at \$2 per box. Sales of smoked fish are heavy, as they always are at this time of year. Little fresh stuff is coming in. Receipts of live poultry are small, much smaller than demand.

Fish—		
Frozen salmon	0 10
Fresh halibut	0 08½
Pickled	0 07½
Steak cod, per lb.	0 08
Lake Winnipeg whitefish	0 09
Finnan haddie	0 09
Kippers, per box	2 00
Lake trout, per lb.	0 10
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 00
Smoked gold-eyes, doz.	0 50
Oysters, per gal.	2 50
Oysters, on shell, doz.	0 25
Poultry, Live—		
Fowl	0 15
Roosters	0 11½
Chickens	0 12	0 16½
Turkeys	0 18	0 19
Ducks	0 13
Ducklings	0 14
Geese	0 12
Poultry, Dressed—		
Ducks, No. 1	0 21
Fowl, No. 1	0 17
Turkeys, No. 1	0 27
Geese, No. 1	0 21

LOTS OF REAL LIVE NEWS

MacLean Publishing Co.—Enclosed find \$2 for THE CANADIAN GROCER for year 1916. I think every grocer should have this paper as it keeps one posted on the markets and lots of other real live news as well. And is well worth \$2 to anyone. I remain,

Yours truly,

ROBERT H. CLARK,

Embryo, Ontario.



FLOUR AND CEREALS



Flour Declines 20c. Barrel

Only Domestic Demand Heavy—Lack of Bottoms a Serious Inconvenience — Feed Flour Firmer Again

MONTREAL

FLOUR.—Manitoba and winter wheat flour declined 20 cents per barrel on account of easiness in wheat. There have been fluctuations in wheat in both directions and it is difficult to strike a basis upon which to form conclusions. Even at to-day's high quotations flour is cheap in comparison with wheat, but there is a tendency to keep prices as low as possible in order to encourage buying and for this reason the weakness in wheat has been quickly reflected by flour. The decline will, however, be probably of a temporary nature as the general conditions indicate continued high prices for cereal products for an indefinite period.

Winter wheat flour is also lower in sympathy with the decline in the wheat markets during the week and this has resulted in buyers holding off to some extent.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 10
Second patents	6 60
Strong bakers	6 40
Winter Wheat Flour—	Car Small lots. lots.
Fancy patents	5 85 6 10
90 per cent., in wood	5 60 5 80
90 per cent., in bags	2 70 2 80

CEREALS.—From February 4th to the 19th oats declined a total of 3 cents. We continue to quote rolled oats \$2.70 to \$2.90, but in view of the market conditions referred to the bulk of the business passing tends to the lower figure.

Cornmeal—	Per 90-lb. sack.
Gold dust	2 50
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	2 70 2 90
25 bags or more	2 65
Packages, case	3 90 4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	100-lb. bbls.
Small lots	4 00
Hominy, per 90-lb. sack	2 75
Corn flour, bag	2 65
Rye flour, bag	2 65 2 80
Barley, pot	3 00
Barley, pearl, lb.	0 04%

FEEDS.—The trade in feeds is slow and the volume of business small. The market, however, is quite steady, and no changes are anticipated in the early future.

Mill Feeds—	Per ton
Bran	21 00
Shorts	26 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chop, ton	32 00

Crushed oats, ton	33 00
Oats, chop, ton	33 00
Barley, chop, ton	32 00
Feed oats, cleaned, Manitoba, bush	0 58
Feed wheat, bag	2 00

TORONTO

FLOUR.—Following the lead of wheat market, flour declined 20 cents per barrel early in this week. Dullness is chiefly noticeable in export situation. Canadian Grocer has been showing for some weeks that lack of ocean freighters has been tying up export trade, which gets more impeded by that lack as the days go by. Millers are doing only small business overseas, not because their produce is not wanted but because they can't get it across. This then is reason for the apparent easiness in grain and flour, which is proved by the fact of the consistently good domestic demand. This keeps up well and millers are glad of it. They are convinced that prices are none too high, despite the preference only of good domestic demand, urging that, if and when ocean freight troubles are alleviated, export demand will be as potent as ever and prices instead of appearing too high will be distinctly low. Ontario flour is easier by 10 cents. Winter wheat slightly sprouted, is plentiful. Demand is good.

Manitoba Wheat Flour—	Small lots. per bbl. of 2 bags	Car lots. lots.
First patents	7 20 7 00	
Second patents	6 20 6 50	
Strong bakers	6 50 6 30	
Ontario winter wheat flour, 90 per cent. (Board of Trade quotation)	4 90	4 70

CEREALS.—American corn is somewhat easier, and cornmeal is easier as a reflection. There is no change in price however. Peas are also slightly easier, though our quotations cover the market. Rolled oats remain firm and in good demand. Stocks in the hands of buyers are said to be light.

Barley, pearl, 90 lbs.	4 00	5 00
Buckwheat grits, 90 lbs.	4 00	
Corn flour, 90 lbs.	2 55	2 75
Cornmeal, yellow, 90 lbs.	2 50	
Graham flour, 90 lbs.	3 25	
Hominy, granulated, 90 lbs.	3 00	
Hominy, pearl, 90 lbs.	3 00	
Oatmeal, standard, 90 lbs.	2 85	
Oatmeal, granulated, 90 lbs.	2 85	
Peas, Canadian, boiling, bush	6 00	
Rolled oats, 90-lb. bag	2 75	
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 90 lbs.	3 00	

Whole wheat flour, 90 lbs.	3 25
Wheatlets, 90 lbs.	3 50

MILL FEEDS.—Good feed flour has strengthened chiefly owing to light supplies. There is no change in other feeds, though they are scarce.

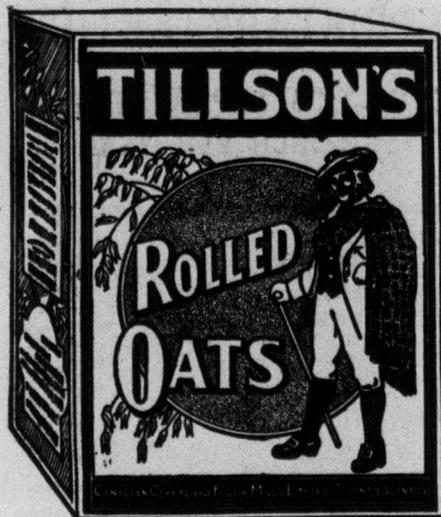
Mill Feeds—	Mixed cars per ton
Bran	25 00
Shorts	26 00
Special middlings	27 00
Feed flour, per bag	1 75
Oats—	
No. 3, Ontario, outside points	0 43 0 44

WINNIPEG

FLOUR AND CEREALS.—Price of first patents is down to \$6.80. While wheat market eased off a little last week, it has been up and down since. The demand from retail trade for flour is quiet, and this is blamed more or less on the bonspiel, many dealers from Manitoba and Saskatchewan being in the city enjoying themselves. Most important feature concerns rolled oats, the tendency for which is downward. This is difficult to explain, as market for raw material is very high. Some millers are not anxious to take business at present prices, as they do not think prices being quoted are consistent with cost of raw material. The weak market is no doubt due to keen competition among millers. As low as \$2.15 is being quoted for 80 lbs., but average quotations run around \$2.45. Rolled oats in packages, family size, are offered at \$3.90 per case. Feeds are quiet, with no changes in quotations.

Flour—		
Best patents	6 80	
Bakers	6 30	
Cleas	5 80	
XXXX	4 50	
Cereals—		
Rolled oats, 80 lbs.	2 15	2 45
Rolled oats, pkgs., family size		3 90
Wheat flakes, case		3 90
Oatmeal, standard and gran., 90 lbs.		3 25
Cornmeal, 90 lbs.		2 65
Feeds—		
Bran, ton	18 50	
Shorts, ton	20 00	
Middlings, ton	20 00	
Mixed chop, ton	30 00	

John W. Hyatt's Sons, Picton, Ont., write:—"Attached is our bank money order covering subscription to your excellent journal for the ensuing year."



A FOOD—NOT A FAD

More Business Through Attractive Displays

*Particularly when it is a
Display of this Prime
Favorite*

TILLSON'S ROLLED OATS

(A FOOD—NOT A FAD)

Our window displays are just the thing you need to boost the sales of this unequalled breakfast food.

It requires but little introduction to your customers. Our wide-spread advertising campaign has introduced it everywhere, and their satisfaction-giving reputation is your best guarantee of repeat orders.

Remember — Tillson's Products are entirely Canadian-made. "Do your bit" for Canada by supporting home industries.

Don't experiment with so-called "just as goods." Stock Tillson's — the trade-attracting, business-building and national products.

Our Motto—Quality, then Price

Canadian Cereal and Flour Mills Co.

LIMITED

Toronto

∴

Ontario

Transient Sales are Good—but Steady Repeat Business is Better

And in order to secure the latter it is necessary to give your customer unstinted satisfaction, by selling only lines of high-grade quality.

A winning popularity unequalled is the distinguishing characteristic of

The Lytle Line

Every Lytle product appeals to the public in a way that emphasizes their business-building possibilities, and first sales of these super-quality products is always the beginning of steady repeat business. Let the Lytle Line build up *your* trade. A trial order will be a big step in the right direction.

The T. A. Lytle Co.
LIMITED
Sterling Road, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

DOMINION CANNERS, LTD. JAMS

	Per doz.
"Aylmer" Pure Jams and Jellies 16-oz. Glass Jars.	
Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Currant, Red	2 20
Currant, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 10
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS

In Glass Bottles	Per doz.
1/2 Pts. Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 90
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS, with Pork.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case ..	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case ..	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case 1	05
2's Baked Beans, Chili Sauce, tall, 2 doz. to cs. 1	05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to cs. 1	17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to cs.	1 17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to cs., Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz to cs., Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case ...	1 60

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz. ...	\$ 1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz. ...	1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz. ...	1 60
16 oz. Glass, Tall, Vacuum Top, 2 doz. per case, per doz.	1 60
2's Glass, Vacuum Top, per doz.	2 80
2's Tin, 2 doz. per case, per doz.	2 30
4's Tin, 12 palls in crate, pall	0 40
5's Tin, 8 palls in crate, pall	0 47 1/2
7's Tin or Wood, 6 palls in crate, pall	0 65
14's Tin or Wood, 4 palls in crate, lb.	0 09
30's Tin or Wood, one pall only, lb.	0 09

BLUE

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

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

UN-NUMBERED

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

CEREALS

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

COCOA AND CHOCOLATE THE COWAN CO., LTD.

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



IT is unusual to find a high grade product that can be sold at a low price and yield a good profit.

The combination of salability and profit offered by Ivory Soap may seem too good to be true but a record of thirty-six years' steady growth proves that it is a fact.

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for Ivory Soap advertising matter for your local use.

Other Procter & Gamble products made in the Procter & Gamble factories, Hamilton, Canada, include Gold Soap, P. & G.—The White Naphtha Soap, Pearlina and Sopade.



GIVE Ivory Soap a hard test. Try it for something for which you hesitate to use other soaps—for bathing an irritated skin, for washing delicate lace or dainty, colored materials, for cleaning a priceless piece of furniture or for nursery use. You will find that Ivory Soap does not injure—that it does nothing but cleanse—that it is safe for any purpose.

Ivory Soap will not harm anything that water itself cannot harm. Unlike most soaps, it does not contain free alkali, and the quality of its materials is the best, no less.

Ivory Soap is mild, white, pure, high grade soap in the strictest sense. The work it has done for thirty-six years proves it.

IVORY SOAP



99 3/4% PURE

Procter & Gamble Factories in Hamilton, Canada, make Ivory Soap, Gold Soap, P. & G.—The White Naphtha Soap, Pearlina and Pearlina.



THESE are the purposes for which Ivory Soap is especially suited:

- For the toilet and bath—
- For laundering better-than-ordinary garments and fabrics—
- For keeping everything in the nursery, baby included, sweet and clean—
- For washing dishes—
- For cleaning home furnishings—
- And for anything else requiring a milder, purer, whiter, better soap than the ordinary.

IVORY SOAP . . .



. . . 99 3/4% PURE

Procter & Gamble Factories in Hamilton, Canada, make Ivory Soap, Gold Soap, P. & G.—The White Naphtha Soap, Pearlina and Pearlina.



NO matter how much you pay for soap, its makers cannot put more quality into it than the makers of Ivory Soap put into Ivory.

First of all, the choicest materials the world affords are secured for Ivory Soap, and nothing else enters into its composition. Then these materials are combined by skillful soap-makers whose sole aim is to make Ivory Soap not as quickly as possible but as perfectly as possible.

The result is a sweet-smelling, pure, white, mild, floating cake, containing no free alkali or unsaponified oil—as good soap as can be made.

IVORY SOAP . . .



. . . 99 3/4% PURE

Procter & Gamble Factories in Hamilton, Canada, make Ivory Soap, Gold Soap, P. & G.—The White Naphtha Soap, Pearlina and Pearlina.

Shortening

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

F. W. Fearman Co.

Limited

Established 1854

HAMILTON

Brooms of Quality

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

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

Walter Woods & Co.

HAMILTON - WINNIPEG

(Unsweetened Chocolate)

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

BORDEN MILK CO. LTD.

CONDENSED MILK

Terms net 30 days.

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

EVAPORATED MILK

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

CONDENSED COFFEE

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO. CRESCENT MAPLEINE

Special Delivered Price for Canada

Per doz.

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

GELATINE

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

W. CLARK, LIMITED, MONTREAL

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

Florida Tomatoes

PETERS CELEBRATED PACK

Straight carloads from this good grower are now beginning, and will continue throughout the spring season.

We will be very heavy handlers. The **quality and pack** are the best coming out of Florida. Get started handling Tomatoes and continue this pack right through the season.

New Florida Cabbage—our first car in to-day, selling \$3.00 crate.

Celery, Pineapples, Oranges, California and Sicily Lemons.

Mail orders receive first attention.

White & Co., Limited

Wholesale Fruits, Fish and Oysters

TORONTO

Branch at Hamilton.

In a Sanitary Package



The sanitary, dust-proof package has revolutionized food manufacture. The up-to-date grocer welcomes packaged foods because they are easy to handle, the turn-over is quick and the profit is certain.

Shredded Wheat

goes to the consumer in a sanitary package, and it goes to the grocer in a wooden case. It is the only breakfast cereal packed in odorless spruce wood cases, insuring cleanliness and purity. The case may be easily sold for 10 cents or 15 cents, thus adding to the grocer's profits.

"Made in Canada" by

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

57-U

Who Are the High- Paid Men TO-DAY

The Salesmen, of course—for it's on them the responsibilities of sales depend—it's their duty to take care of the output after the demand has been created.

Consequently it's the salesmen that make the money. They are the moulders of business—creators of good-will—getters of business—producers. They are high-paid men.

We have made salesmen of hundreds of people with no previous experience in selling. Our plan is one that gives the best preparation possible to obtain in the "art of selling."

The demand for the MacLean Publications is widespread enough to assure success. We need men everywhere to take care of new subscriptions and renew old subscriptions. This year thousands of people will subscribe to our publications. As many more will renew. Why not be the man in your locality to reap the profits? Full particulars for a Post Card.

The MacLean Publishing Co.

143-153 University Ave.

Dept. D — Toronto, Can.

The Apple Crop

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

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.
OWEN SOUND, ONT.

ECONOMY is the Nation's Watchword. PRODUCTION

is equally essential.

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

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

Use

"St. Nicholas" Lemons

J. J. McCabe

Agent

TORONTO

¶ It pays to advertise if your line is good, and it pays to buy advertised lines, because they are invariably satisfactory. The general public have long been educated to believe that advertised goods are best. Can't you see that you are laboring, not only under a handicap, but under a cloud, if your product is not advertised? Publicity dispels the cloud of suspicion and removes the handicap.

Cambridge Sausage, 1s, \$2.40; 2s, \$4.
 Pigs' Feet, 1s, \$2.35; 2s, \$4.25.
 Boneless Pigs' Feet, 1/2s, \$1.50;
 Lambs' Tongues, 1/2s, \$1.90.
 Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.
 Sliced Smoked Beef, glass, 1/4s, \$1.20; 1/2's, \$1.90; 1s, \$2.75.
 Tongue, Ham and Veal Pate, 1/2s, \$1.20.
 Ham and Veal, 1/2's, \$1.20.
 Potted and Devilled Meats, tins
 —Beef, Ham, Tongue, Veal,
 Game, 1/4's, 50c; 1/2's, \$1.
 Potted Meats, Glass — Chicken,
 Ham, Tongue, 1/4's, \$1.45.
 Ox Tongues, tins, 1/2s, \$2.00; 1s, \$4.00; 1 1/2s, \$6.50; 2s, \$8.00.
 Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.
 Mince-meat, Hermetically Sealed
 Tins, 1s, \$1.75; 2s, \$2.85; 3s, \$4; 4s, \$5.50; 5s, \$7.
 In Pails, 25 lbs., 10 1/2 cts. lb.
 In 50 lb. Tubs, 10 1/2 cts.
 In 85 lb. Tubs, 10 cts.
 In Glass, 1s, \$2.25.
 Plum Pudding, 1s, \$2.30; 2s, \$3.
 Clark's Peanut Butter — Glass
 Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85.
 50 lb. Pails, 15c.
 Clark's Peanut Butter—Pails 2;
 lbs., 15c per lb.
 Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40;
 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
 Pork and Beans, Plain Talls, 1s, 70c; 2s, \$1.10; 3s, \$1.70; 6s, \$6; 12s, \$8.50; 3s flat, \$1.45.
 Individuals, 35 cts. doz.
 Pork & Beans, Tomato & Talls, 1s, 75c; 2s, \$1.15; 3s, \$1.75; 6s, \$6; 12s, \$8.50; 3s flat, \$1.50;
 Individuals, 60c. doz.
 Pork and Beans, Chilli, 1s, 75c; 2s, tall, \$1.15; 3s, flats, \$1.50;
 Individuals, 60c. doz.
 Vegetarian Baked Beans, Tomato
 Sauce, Talls, \$1.20.
 Clark's Chateau Chicken Soup, \$1.10.
 Clark's Chateau Concentrated
 Soups, 95c.
 Clark's Chateau Concentrated
 Soups, No. 1, Assorted, 95c.
 Spaghetti with Tomato and
 Cheese, 1/2s, 95c; 1s, \$1.30 doz.
 Fluid Beef Cordials, 20 oz. btls.,
 1 doz. per case, at \$10.00 per
 doz.
 English Plum Puddings, 1s, \$2.30
 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITED
 Montreal. Agencies.

RASIN DE VICHY WATERS
 L'Admirable, 50 btles, litre, 5 50
 Neptune 7 00
 San Rival 8 00

VICHY LEMONADE
 La Savoureuse, 50 btles., 8 00
 cs.

NATURAL MINERAL WATER
 Evian, Source Cachat, 50
 btles, cs. \$9 00

IMPORTED GINGER ALE
 AND SODA
 Ginger Ale, Trayders, cs. 6
 doz. pts., doz. 1 15
 Ginger Ale, Trayders, cs. 6
 doz., splits, doz. 0 95
 Club Soda, Trayders, cs., 6
 doz. pts., doz. 1 05
 Club Soda, Trayders, cs., 6
 doz. splits, doz. 0 95

BLACK TEAS
 Victoria Blend, 50 and 30-
 lb. tins, lb. 0 38
 Princess Blend, 50 and 30-
 lb. tins, lb. 0 35

JAPAN TEAS
 H. L., ch. 90 lbs., lb. 0 25
 Victoria, ch. 90 lbs., lb. 0 20

COFFEES
 Victoria, Java and Mocha
 Blend, 1-lb. tin, lb. 0 24 1/2
 Victoria, Java and Mocha
 Blend, 5, 10, 25, 50-lb.
 tins, lb. 0 32
 Princess, Java and Mocha
 Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT
 Miller of Milwaukee, cs. 2
 doz., cs. 4 25
 Miller of Milwaukee, brl. 8
 doz. brl. 16 20
**BOAR'S HEAD LARD
 COMPOUND**
 N. K. FAIRBANK CO., LTD.
 Tierces 0 10 1/2
 Tubs, 60 lbs. 0 10 1/2
 Pails, 20 lbs. 0 10 1/2
 Tins, 20 lbs. 0 10 1/2
 Cases, 5 lbs., 12 to case .. 0 11 1/2
 Cases, 3 lbs., 20 to case .. 0 11 1/2
 Cases, 10 lbs., 6 to case .. 0 11
 F.o.b. Montreal.

MUSTARD
COLMAN'S OR KEEN'S
 Per doz. tins
 D. S. F., 1/4-lb. \$ 1 00
 D. S. F., 1/2-lb. 2 00
 D. S. F., 1-lb. 5 76
 F. D., 1/4-lb. 0 90
 Per jar
 Durham, 4-lb. jar 0 90
 Durham, 1-lb. jar 0 31

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

SPICES.
**WHITE SWAN SPICES AND
 CEREALS, TORONTO.**
 Dredge
 Canister 4 oz.
 Round Pkgs.
 Allspice \$0 90 \$0 90
 Arrowroot, 4 oz. tins. 0 85
 Cayenne 0 90 0 90
 Cinnamon 0 90 0 90
 Cinnamon, 1 oz. Bag-
 ets, 45c.
 Cloves 0 90 0 90
 Ginger 0 90 0 90
 Nutmegs 0 90
 Nutmegs, Whole, 5c.
 Pkgs., 45c
 Paprika 0 90
 Pepper, Black 0 90 0 90
 Pepper, White 1 10 1 10
 Pastry Spice 0 90 0 90
 Pickling Spice (Win-
 dow front) 0 75
 Dozens to case 4 4
 Shipping weight, per
 case 18 lbs. 17 lbs.

WHITE SWAN LYE.
 Single cases, 4 doz. \$ 3 50
 5 case lots, 4 doz. 3 35
 Shipping weight 50 lbs. per case.

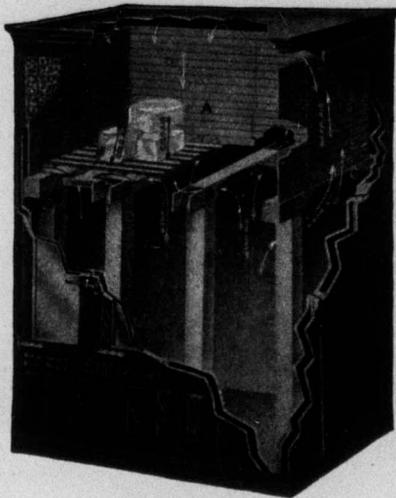
THE CANADA STARCH CO.,
 LTD., EDWARDSBURG
 BRANDS and
BRANTFORD BRANDS
 Laundry Starches—
 Boxes Cents
 40 lbs., Canada Laundry .. .06 1/2
 40 lbs., boxes Canada white
 gloss, 1 lb. pkg.06 1/2
 48 lbs. No. 1 white or blue,
 4 lb. cartons07 1/2
 48 lbs. No. 1 white or blue,
 3 lb. cartons07 1/2
 100 lbs., kegs, No. 1 white
 209 lbs., bbls., No. 1 white
 80 lbs., Edwardsburg silver
 gloss, 1 lb. chrome pkgs.07 1/2
 48 lbs., silver gloss, in 6-lb.
 tin canisters06 1/2
 36 lbs., silver gloss, 6-lb.
 draw lid boxes06 1/2
 100 lbs., kegs, silver gloss,
 large crystals07 1/2
 28 lbs., Benson's Satin, 1-lb.
 cartons, chrome label .. .07 1/2
 40 lbs., Benson's Enamel
 (cold water), per case... 3 00
 20 lbs., Benson's Enamel
 (cold water), per case .. 1 00
 Celluloid—boxes containing
 45 cartons, per case ... 3 00
 Culinary Starch
 40 lbs. W. T. Benson & Co.'s
 prepared corn07 1/2
 40 lbs. Canada pure corn
 starch06 1/2
 (120-lb. boxes 1/2c higher.)
 Casco Potato Flour, 20-lb.
 boxes, per lb.10

Freeman's Dry Air Refrigerator

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

This Interior View

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



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W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA

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YOU are just the man we want to get in touch with to represent us during your "off hours" and spare time.

Every day that you work,—you sell goods,—you are a salesman, it's a salesman we want, to look after our renewal and new subscriptions right in that home town of yours.

Would you like to turn some of that spare time of yours into cash—would an extra \$10 a week interest you, if our plan interfered in no way with your regular duties? That's just the amount, *two hours* daily will average for you weekly.

Write us to-day. We will be glad to talk it over with you by letter.

The MacLean Publishing Co.

Dept. C 143-153 University Ave.

Toronto

Canada

BRANTFORD STARCH

Ontario and Quebec
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40
lbs.06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. .07½
Barrels, 200 lbs.06½
Kega, 100 lbs.06½
Lilly White Gloss—
1-lb. fancy carton cases 30
lbs.07½
8 in case08
6-lb. toy trunks, lock and
key, 6-lb. toy drum, with
drumsticks, 8 in case . . .08½
Kega, extra large crystals,
100 lbs.07½
Canadian Electric Starch—
Boxes, containing 40 fancy
pkgs., per case 3 00
Celluloid Starches—
Boxes containing 45 cartons,
per case 3 60
Cullinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06½
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07½
"Crystal Maise" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07½
20-lb. boxes ¼c higher than 40's)
COW BRAND BAKING SODA
In boxes only.
Packed as follows:
5c packages (96) \$ 3 20
1 lb. packages (60) 3 20
½ lb. packages (120) 3 40
1 lb. 30 } Packages Mixed 3 30
½ 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, ½ doz. in case . . 2 90
20-lb. tins, ¼ doz. in case . . 2 85
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. . . 4¼
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 40
3 lb. Perfect Seal Jar, 1 doz.
in case 2 70
LILLY WHITE CORN SYRUP
2-lb. tins, 2 doz. in case . . . 3 00
5-lb. tins, 1 doz. in case . . . 3 35
10-lb. tins, ½ doz. in case . . 3 25
20-lb. tins, ¼ doz. in case . . 3 20
(5, 10 and 20-lb. tins have wire
handles.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane
Syrup
2-lb. tins, 2 doz. in case . . 3 60
Barrels 0 04½
½ barrels 0 05

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP
Manufactured from pure cane
sugar.
2 lb. tins, 2 doz. in case . . \$3 15
5 lb. tins, 1 doz. in case . . 3 50
10 lb. tins, ½ doz. in case . . 3 30
20 lb. tins, ¼ doz. in case . . 3 25
Delivered in Winnipeg in carload
lots.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND
Size Mam. Large Med.
2½ Can \$ 4.75 \$ 3.75 \$2.50
No. 1 Tall Can 2.75 2.25 1.60
No. 16 Jar 3.00 2.25 1.80
No. 4 Jar 1.50 1.25 1.15
No. 10 Can 14.00 12.00 9.00

YUBA BRAND

2½ Can \$3.00 \$2.25
No. 1 Tall Can 1.50 1.20
No. 10 Can 9.00 8.00
Picnic Can 90
All prices per dozen—F.O.B.
Jobbing Points.

CANNED HADDIES.

"THISTLE" BRAND

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

INFANTS' FOOD

MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb.
tins, \$1.60; 1-lb. tins, \$3.00; Rob-
inson's patent groats, ½-lb. tins,
\$1.60; 1-lb. tins, \$3.00.

BEAVER BRAND CORN AND MAPLE SYRUP

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

STOVE POLISH

JAMES DOME BLACK LEAD

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

NUGGET POLISHES

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

ORANGE MARMALADE

"BANNER BRAND" PURE

FRUIT PRODUCTS

JAMS AND JELLIES

2's \$2 10
4's 0 35
5's 0 42
7's 0 60
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 pail 0 40
5's, per pail 0 45
7's, per pail 0 65
30's, wood, lb. 0 08½
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without
notice.

YEAST

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

IMPERIAL TOBACCO CO. OF

CANADA, LIMITED,

EMPIRE BRANCH.

Black Watch, 8s. butts 9
lbs. \$ 0 60
Bobs, 6s and 12s, 12 and 6
lbs. 0 46
Currency Bars, 12s, ½ butts,
12 lbs., boxes 6 lbs. 0 46
Currency, 6s, ½ butts, 9 lbs. 0 46
Stag Bars, 6½s, butts, 11
lbs., boxes, 5½ lbs. 0 48
Walnut Bars, 8½s, boxes 7
lbs. 0 64
Pay Roll, thick bars, 8½s,
6 lb boxes 0 68
Pay Roll, thin bars, 8½s, 5
lb. boxes 0 68
Pay Roll, plug, 8½s, 12 and
7 lb. caddies 0 68
Shamrock, plug, 7½s, ½
butts, 12 lb. boxes, 6 lbs. 0 57
Empire, 7s and 14s, caddies
15 lbs., ¼ caddies, 6 lbs. . . 0 56
Great West, pouches, 9s . . . 0 72
Forest and Stream, tins, 11s,
2 lb. cartons 0 80
Forest and Stream, ¼s, ½s,
and 1-lb. tins 0 80
Forest and Stream, 1-lb.
glass humidors 1 00

An Absolute Necessity for Spring Housecleaning

Now-a-days a woman would not think of doing her housecleaning without a bottle of O-Cedar Polish to help her. The Spring housecleaning season is drawing near. Are your shelves well stocked with

O-Cedar Polish

(MADE IN CANADA)

If not, you will lose many sales this Spring. Our National Advertising Campaign will make the sale of O-Cedar this year away bigger than ever before. Order now and get your share of it.

Order from your Jobber.

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TORONTO, CANADA

WETHEY'S CONDENSED MINCE MEAT

Quality—better than
ever, if such is pos-
sible.

Price unchanged.

Order from your jobber.

GOLDEN ORANGE

Brand

HIGH CLASS
CALIFORNIA

NAVEL ORANGES

In a Class By Themselves.
NONE JUST AS GOOD.

3 CARS For This Week.

Prices Much Lower.

We control this brand for
Ontario.

HUGH WALKER & SON

GUELPH, ONTARIO

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

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

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Managing Editor

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THE FINANCIAL POST OF CANADA

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It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

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Eastern Edition, Price \$2.00
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Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price \$2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Losses and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles.
Also standard sizes and kinds of cans used.
How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated.

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All orders payable in advance.

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Toronto, Ontario

Buyers' Guide

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

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

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

COMMISSION AGENT WHO HAS GOOD connections in Cape Breton, with wholesale and retail trade, would like to handle lines of Grocers' Specialties. M. L. Ingraham, Box 591, Sydney, N.S.

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

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GROCERY BUSINESS WITH LIVING apartments in good residential section of city. Turnover about \$12,000. Could easily be increased. Satisfactory reason for selling. For terms and particulars apply 143 Geoffrey St., Toronto.

FOR SALE — MONEY MAKING GROCERY and meat business in Hamilton, where industrial conditions are extra good. Turnover 18 to 19 hundred monthly. Customers are cosmopolitan. Apply 369 John St. North, Hamilton.

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

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

MISCELLANEOUS

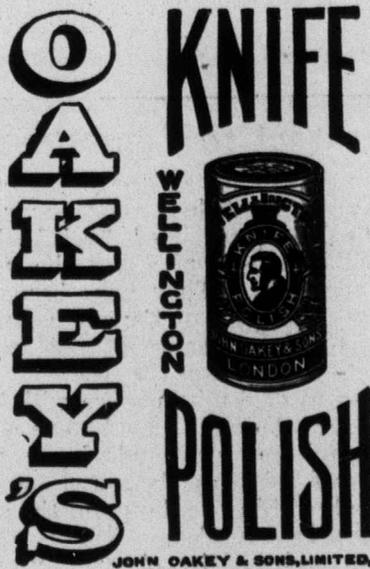
CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.



TANGLEFOOT



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



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LONDON, ENGLAND.

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

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and
Fire Insurance Agents.
154 Toronto St. Toronto 52 Can. Life Bldg.
Montreal

When writing advertised kindly
mention that you saw it in
this paper.

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

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

Coupon Books

Save Time: Save Money:
Save Labor: Eliminate
Loss: Waste: Errors.



Just the thing
for the GROCER,
BUTCHER and
BAKER. No
charge accounts,
no disputes; in-
sure accuracy;
save time in
waiting on
trade; save labor
in bookkeeping.
THEREFORE
SAVE MONEY.

Write Your Jobber or
ALLISON COUPON COMPANY
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Our capacity is three times the total
Filler requirements of Canada
PROMPT DELIVERIES
by us are therefore certain.
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TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of
the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

PRACTICAL PATRIOTISM

By using our goods you help the other fellow keep his job

Buying Canadian made products the quality of which is unexcelled is the kind of practical Canadianism that is doing much to build up a bigger and more prosperous Dominion.

The products of our factory and the capital back of the organization are Canadian through and through.

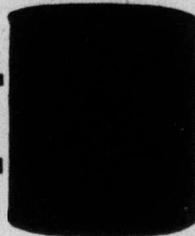
The lines we manufacture are accredited leaders with a high grade quality and a pure wholesomeness that wins the approval of the housewife.

Observe our prices.

St. George Brand Coffee, 2 doz. in case	\$4.80
Banner Condensed Milk, 4 doz. in case	5.50
St. George Evaporated Milk, 4 doz. in case	3.60
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed Milk, 4 doz. in case	4.00

Support home industry and order a stock of these quick sellers to-day.

Malcolm Condensing Co., Limited
ST. GEORGE ONTARIO



Palate Tickling Popularity

The appetizing wholesome goodness of

King Oscar Sardines

is such as will recommend them to everyone of your customers, and turn initial sales into repeat orders.

The scrupulous care exercised in their selection and in every operation of preparation and packing involved eliminates any possibility of displeasing the most particular taste.

Sardines with the King Oscar trade-mark are never "shelf warmers." They are just the kind of stock you are looking for—quick-selling business-builders.

Ask your wholesaler for "King Oscar" and start making bigger profits in your fish department.

J. W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON

ONTARIO



The Wayne Side-walk Pump

For Gasoline attracts the Trade and keeps it. You never lose a Customer when using a

WAYNE PUMP

Clean Gasoline, Filtered Gasoline and Correct Measure for Your Customer.

Ask us all about it.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

WAYNE OIL TANK & PUMP CO., Ltd.
WOODSTOCK ONTARIO

INDEX TO ADVERTISERS



Are you prepared for the Lenten Season?

There is always a big sale for sea foods of reliable quality during the Lenten Season, which will soon be here. Dozens of your customers will substitute fish for meat during the coming weeks, a fact that you can turn to big advantage by supplying them with

Brunswick Brand Sea Foods

the old-established and popular line, whose winning qualities are daily increasing their already large sales.

The ideal location of our plant and the scrupulous care exercised in the selection and preparation of the fish guarantees Brunswick Brand quality being always uniform.

Make sure of securing your portion of the Lenten trade by ordering a complete line of these delicious Sea Foods.

Ask your wholesaler.

Connors Bros., Limited
BLACK'S HARBOR, N.B.

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No War Tax on Tea

Once more the grocery trade has escaped the burden of a war tax on tea. We may well rejoice about it. However, the present outlook of the market is not at all bright. Tea is already dear and the prospects are that it will become dearer.

Following are the different reasons that prompt us to make that statement:

The almost weekly advances in the primary markets of Ceylon and India Teas, while good China, Congous and Japans have also advanced in consequence of short crop and lack of steamers.

The great scarcity of ships and corresponding higher freight rates.

Abnormal Insurance and War Risks, charges due to the activities of German U-boats.

The heavy weekly requirements of the Imperial and Russian Governments are also a big item in the market that is already light.

And, finally, the greater consumption of tea as a result of the world-wide prohibition movement.

We therefore advise you to anticipate your immediate requirements. The following policy in buying is a very good one: Buy two chests of black tea if you need one, and three chests of Japan where one would be enough in ordinary conditions. Apply the same proportion to the other lines and you will be on the sure side.

Our stocks at present, although light, are complete. Prices for the following lines are sure to be interesting for you:

**GET QUOTATIONS NOW—BEFORE PRICES
GO UP ANOTHER NOTCH**

	Prices from	20 cents	to	50 cents
Japans	"	"	"	"
Green Ceylon	"	21	"	33
Young Hyson	"	14	"	20
GUNPOWDERS	"	15	"	40
Black Ceylon	"	32	"	45
Ceylon and Indian Blends.....	"	33	"	37
Indians	"	26	"	30
China Black	"	15	"	50
Japan Siftings	}	"	"	10
Young Hyson				

LAPORTE, MARTIN, LIMITÉE

Wholesale Grocers
MONTREAL

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 agents wanting agencies.

ONTARIO

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

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

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

Established 1859
GEO. STANWAY & CO.
TORONTO
Agents for "Horseshoe," "Tiger" and
"Sunflower" Salmon. Fred. L. Myers &
Son, West Indian Products. Furuya
& Nishimura. Japan Teas.

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

ON SPOT
White Beans,
Evaporated Apples
Currants and Raisins
W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ontario

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO
We specialize on potatoes, have ware-
houses at all buying points in the
potato belt. Cars always loaded. New
Brunswick, Montreal, Toronto, waiting
orders.

If you want some first-class old leaf
Tobacco, processed, so that all of that
rank smell and taste is taken out of it,
put up in five different grades, write
LEWIS WIGLE
LEAMINGTON, ONTARIO

NEWFOUNDLAND

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ST. JOHN'S - NEWFOUNDLAND
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and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
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Cable address: "Macnab," St. John's.
Codes: A. B. C., 5th edition and private.

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Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

O. F. LIGHTCAP
Wholesale Grocery Broker and Manu-
facturers' Agent. Domestic and Foreign
Agencies Solicited.
O. F. LIGHTCAP,
179 Bannatyne Ave. - Winnipeg, Man.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
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Solicited

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If you want a buyer for your
business, or have a situation
to fill or want a situation,
send us a Condensed Adver-
tisement. There is someone
who is looking for a proposi-
tion such as yours. For two
cents a word you can speak
across the continent with a
condensed advertisement in
this paper.
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Are You Interested?
In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand
Fixtures?
Then you should use
Canadian Grocer's Classified Ad.
Columns.
It should find for you among
the progressive Grocers of Canada
at least one individual who is on
the lookout for just such a pro-
position that you have to offer.
CANADIAN GROCER reaches the
retailer, the wholesaler, the
manufacturer, the clerk and
the traveller, just the men to
whom you wish to sell or from
whom you would buy.
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All These Men.
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63% of the grocers in Canada and
the U.S. We have a few very desir-
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of ability.
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—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

No. 37

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

The Lonesome Trail

"Y'know, lad, when I was a young fellow and used to travel from one town or village to another as a journeyman shoemaker, I had nothing to guide me through the dense woods of Ontario but the blazed trail. Many a long, lonesome walk it was too, with no companion but a red Bandana handkerchief containing a few clothes and my kit and a plug of pretty strong chewing tobacco.

It was no such a tobacco as my

**KING GEORGE
NAVY**

lad. I've chewed all kinds but its got 'em all beat."

Are you, Mr. Grocer, selling this widely advertised tobacco?



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

CANADIAN GROCER

FIVE ROSES FLOUR

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DON'T MERELY SAY "FLOUR"
SAY
"FIVE ROSES FLOUR"

The only flour publicly and unreservedly guaranteed not bleached—not bleached.

IT is not enough for a flour to have quality and accessible price. FIVE ROSES brings more than this—it possesses the cumulative goodwill value based on a quarter century's kitchen achievements. More important still, it brings you a tremendous sales-push enjoyed by no other flour in Canada. Distributors unanimously report that FIVE ROSES first sales are ridiculously easy and repeat sales automatic. You can fill this ever-increasing demand in barrels and halves.

ALSO PACKED IN BAGS OF SUITABLE SIZES

BREAD CAKES

OUR various offices throughout Canada are maintained for the purpose of closer co-operation with our distributors. Uniformity of quality and service is the distinctive policy of this company in its relations with the trade. Let us help you in filling the FIVE ROSES demand.

LAKE OF THE WOODS MILLING CO., LIMITED
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"The House of Character"
Toronto Ottawa London Sudbury
Quebec St. John, N.B. Calgary Keewatin
Fort William Medicine Hat Vancouver
Portage La Prairie

WINNIPEG

Daily Capacity—27,400 bags of 98 lbs.