

**PAGES  
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CEREAL PRODUCTS ISSUE

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE: TORONTO, MARCH 19, 1915

No. 12



Window of Peebles, Hobson & Co., Hamilton, Ontario, which won the first prize in Canadian Grocer's Easter Window Display Contest last year on selling points.

## Are your goods in this window or under the counter?

**T**HE retailer can get behind your lines and swell your sales, displaying your goods in his windows, etc., or he can let them gather dust, forgotten under his counter. He displays and pushes the goods he is interested in and has confidence in. Canadian Grocer is the show window through which you can interest the live, progressive grocers of Canada.

If there are reasons for the retail trade displaying and pushing the sale of your goods, tell them so. They want to know. The effective and economical way of reaching them is through Canadian Grocer, the paper they read.

# Thistle Brand Fish

## is the Response to Tasty Meals and Economy

The grocer who pushes fish that wins the admiration of his customers, proclaims far more than mere good judgment. He shows sound business insight, which considers not only the present needs of his customers but the value of shaping their future habit of buying the same brand — ALWAYS.

So well have Thistle Brand Fish met the call for tasty meals and economy that the housewife's appreciation of this satisfying brand is felt in heavy sales the year through.

Caught in the most famous fishing beds in the world, only the choicest of the world's best fish are selected for Thistle Brand. Cured and boxed a few hours after coming from the sea, Thistle Brand Fish reach the table fresh, firm and appetizing.

The Lenten season brings one of the rarest opportunities to lay the foundation for year 'round fish sales with Thistle Brand Haddies and Flaked Fish. Replenish your stock and map out some attractive window displays *to-day*.

**A. P. TIPPET & CO.**

AGENTS    :-    MONTREAL





In Handy  
Original Packages

## Purity *and* Uniformity

characterize every step in the production of Lantic Sugar—right from the selection of the cane on the plantations to the special processes used in the new, big Atlantic Refineries. Get "LANTIC" from your wholesaler—the Sugar of Quality. Phone or write him at once.

**ATLANTIC SUGAR REFINERIES**

LIMITED

Montreal, Que.

St. John, N.B.

Price  
\$27 Net



The  
**ARCTIC**  
FISH  
DISPLAY CASE

will keep your fish stock cold as an Arctic wave

and in first-class condition, making it possible to handle fresh fish in the hottest weather and keep it displayed prominently. Fish is a good-paying, popular line—cheaper than meat.

Start to handle fish now by ordering the Arctic fish case.

Send us your order to-day and ask for refrigerator catalogue.

**John Hillock & Co., Limited**

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

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



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

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

Have you a copy of Catalogue 913C?

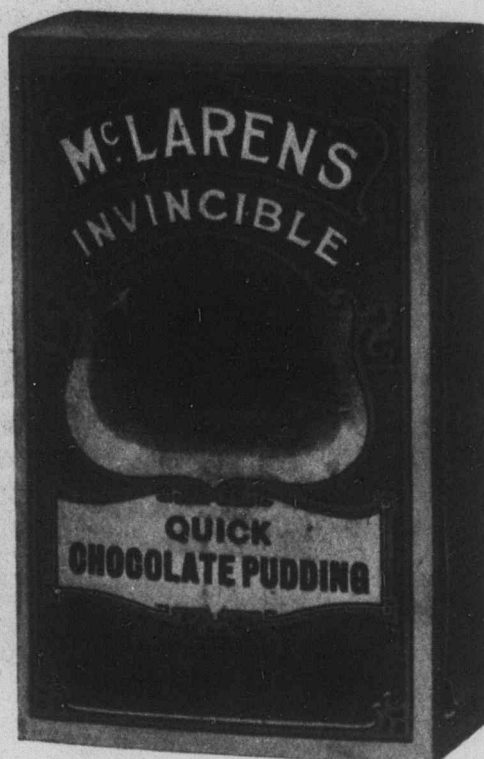
26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

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



—and Now for a Nice  
Pudding

"Madam, here is something really delicious, and economical too, to fill in the gap between the 'New preserves' and the 'New fruit' seasons." Show us the live grocer who cannot pass out dozens of packages of

**McLAREN'S INVINCIBLE  
PUDDING**

every week from now until the new fruits come in. We would like to tell him something.

Invincible Puddings require no eggs, and can be made instantly.

Mail Your Order To-Day.

**McLARENS LIMITED**  
HAMILTON and WINNIPEG

# Quality Ever

Whether in the individual glass jar or in the 5-lb. pail, the E.D.S. Quality is always the same — delicious sun-ripened fruit, picked carefully and preserved the same day with pure cane sugar and fresh mountain spring water.

Not an iota of preservative or filler of any kind is used—nothing but Nature's own products—Canada's finest fruit and sugar.

There's hardly a home in the Dominion but can use and would use

## A Pail of E. D. S. Jam

right now if its economy was compared with other desserts now used to take the place of the vacancies in the fruit cellar.

Write for quotations on E.D.S. jams in pails—show your E.D.S. stock in your window and counter displays. Link up the Made-in-Canada and the Quality idea by pushing and selling E.D.S. Jams and Jellies.

Made only by

**E. D. SMITH & SON  
LIMITED**

WINONA, ONTARIO

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

Stands for  
Purity and  
Quality



Stands for  
Made-in-  
Canada



## Folk who entertain

are usually good judges of coffee or cocoa. And so, wherever friends gather together who enjoy good things, there you'll find

## Reindeer Brand Coffee or Cocoa

Reindeer Coffee and Cocoa add zest and friendliness to any repast, without taxing the hostess with unnecessary work. Made in an instant—ready to serve. A blessing to every housewife.

Most housewives know Reindeer Brand and its conveniences and enjoyment. Just jog up their memory with a striking display.

**Borden Milk Co., Ltd.**

"Leaders of Quality"

MONTREAL

Branch Office:

No. 2 Arcade Bldg.

Vancouver, B.C.



## The Natural Demand

created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

## Shredded Wheat



is a steady seller all the year 'round because it is the best advertised breakfast cereal on the market and because the shredding process is now recognized as the best process ever discovered for making the whole wheat grain digestible. It is ready-cooked and ready-to-serve. Always the same high quality and the same price.

**MADE IN CANADA**

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

**The Canadian Shredded Wheat Co., Limited**  
Niagara Falls, Ontario

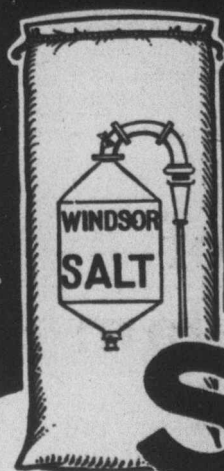
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# WINDSOR

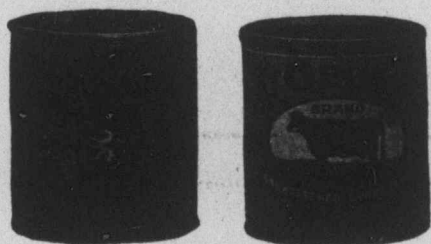
You want to sell what your customers want to buy.

You know that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

**MADE IN CANADA**



# SALT



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

*How is it Affecting You?*

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

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

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

Note these prices:

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

**ORDER NOW.**

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

# *There's Soups—and* **SOUPS—**

but no soup just quite like Mother used to give us—chuck full of good vegetables and rice and barley—and my! but that flavor was truly Mother's, too.

Simcoe Brand Summer Vegetables in no way rivals Mother's reputation, but it DOES help her give the home folks these good things more often. It brings her all the vegetables she needs—Turnips, Carrots, Onions, Peas, Cabbage, Celery, already chopped fine and with Barley, Rice and Peas added. No more troublesome preparations. Now she just adds a tin of "Simcoe" Summer Vegetables to the boiling meat and proclaims it even better than her own.

Think of the broad field for heavy sales there lies right in your own locality! Write, phone or wire for your supply *to-day*.

**Dominion Canners Limited**

Hamilton, Ontario





# REVISED SELLING PRICES

## GREENBANK'S SPECIALTIES

United Alkali Co., Limited, Liverpool, Eng.

### STRONGEST AND PUREST

Solid Lye	1 lb. Tins, 4 doz. per case	-	\$3.00 case
<b>"RED HEART" Powdered Lye, 98% Pure</b>			
	12 oz. tins, 4 doz. per case	-	3.60 "
	8 " " 4 " " "	-	3.00 "
	10 lb. tins	-	1.00 tin

### CHLORIDE OF LIME

#### PUREST AND STRONGEST

	1/4 lb. sealed tins, 4 doz. per case	-	1.60 case
	1/2 " " " 4 " " "	-	2.40 "
	1 " " " 4 " " "	-	4.00 "
	25 " drums, 4 per case	-	1.15 drum

#### SPECIAL TRADE DISCOUNT TO WHOLESALE JOBBERS

TERMS:—Net 30 days

FREIGHT paid on 5 cases or more

ONTARIO: East of North Bay

QUEBEC: Levis and East

Exception made for 25 lb. and 10 lb. tins

TO OTHER POINTS: 25c. per 100 lbs. allowance

**SOLD BY WHOLESALE GROCERS, DRUGGISTS  
AND HARDWARE MERCHANTS**

## L. CHAPUT, FILS & CIE, LIMITÉE

DISTRIBUTORS

2, 4, 6, 8, 12 and 15 DeBresoles St.

MONTREAL



**MCLEOD'S  
FLOUR  
MAKES THE  
BEST OF  
BREAD**



**MCLEOD'S FLOUR IS ALWAYS RIGHT**

¶ McLeod's FLOUR is the highest grade blended flour you can buy--Milled from the finest of Ontario winter wheat and Manitoba spring wheat--for bread and pastry-baking it is unexcelled.

¶ McLeod's FLOUR requires less shortening for pastry and less water in bread baking--the result being in lower cost in the making of pastry, and less evaporation in the bread.

¶ McLeod's FLOUR is the product of a perfected milling science and miller-man skill--the acme of uniformity in high quality--the flour that never disappoints because **MCLEOD'S FLOUR IS ALWAYS RIGHT.**



The above, part of our consumer advertising campaign, embodies selling argument for McLeod's Flour that no grocer should overlook in selecting a flour for his best trade.

**WRITE FOR PRICES TO-DAY.**

**McLeod Milling Co.  
Limited**

**STRATFORD, ONTARIO**

**It sells  
like Lightning**

Yes—CAMP sells just as you'd expect the best Coffee Essence in the world would sell!

The Quality of the Coffee, combined with the convincing advertisements continually appearing in the press and on the hoardings on its behalf, results in 'Camp' being half sold before you get it.

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

**'CAMP'  
COFFEE**



**GOOD FLOUR**

*versus*

**Indifferent kinds**

**MAKES GOOD BREAD**

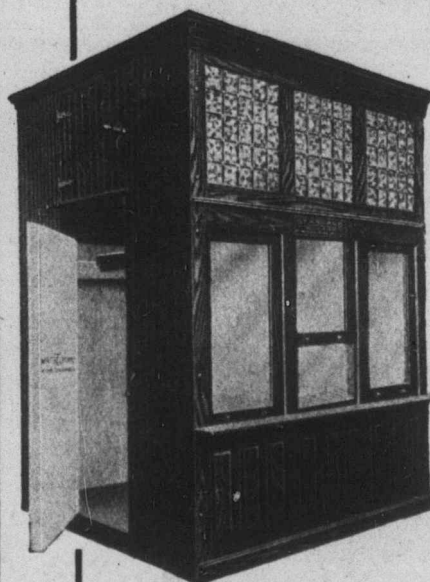
Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his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

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

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

**Freeman's Improved Standard**

Cold Dry Air **Refrigerator**



for

**Butchers  
Grocers  
Creameries  
Householders  
Restaurants  
Hospitals  
and all  
Institutions**

**SATISFACTION GUARANTEED**  
Send for Catalogue, 'Price List' and Discounts

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

**Better Tobaccos Bring  
Better Sales**

That's obvious, isn't it? And yet price is sometimes an important consideration. The Rock City Lines not only bring to your customers better tobaccos, but at a price that meets with everyone's satisfaction, and is a big producer of better sales. Here are three of the most popular lines:

**"Master "King George" "Rose  
Mason" Navy" Quesnel"  
SMOKING CHEWING PLUG SMOKING**

Stock up to-day.

**Rock City Tobacco Co.  
LIMITED**

**QUEBEC and WINNIPEG**

There are two kinds of Grocers

Those who sell

**GIPSY**  
Stove Gloss

Those who do not.

Order from your Wholesaler.

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

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

"SOVEREIGN"  
**SALMON**



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

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



**Right—Always right**

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

**COW BRAND BAKING SODA**

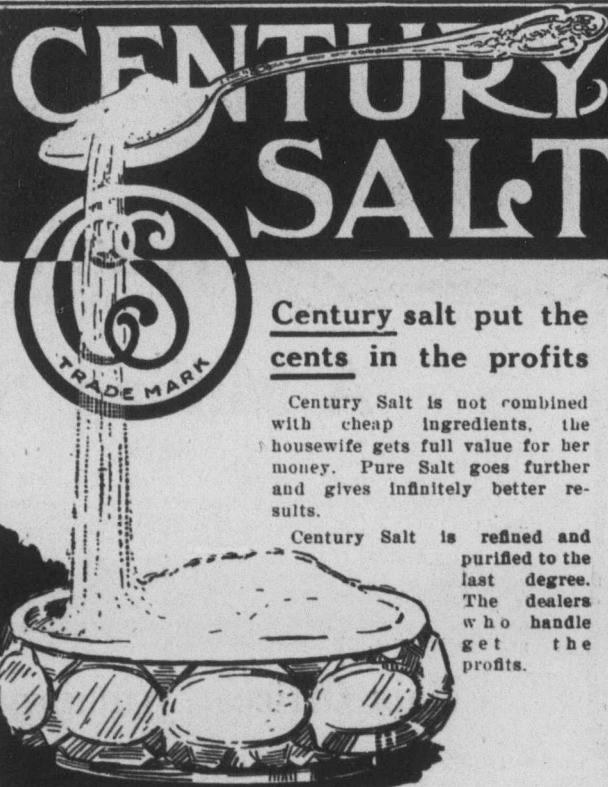
is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

**CHURCH & DWIGHT**

Manufacturers LIMITED  
**MONTREAL**

**CENTURY  
SALT**



**Century salt put the cents in the profits**

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

# You Still Have Plenty of Time to Boost Your Spring Business

The housecleaning season has barely started, so you still have lots of time to put in stock a line that will sell rapidly and will greatly increase your profits.

## O-Cedar Polish

(Made in Canada)

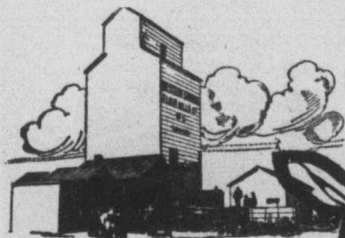
is already in great demand by the women folks, due to our big coast to coast advertising campaign in the magazines and weeklies and billboards. And—it is growing steadily and rapidly. You will most certainly be asked for O-Cedar. Why turn down sales that mean money?

WRITE YOUR JOBBER TO-DAY.

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



Miss O-Cedar and Her Mop



TYPICAL COMPANY ELEVATOR

# PURITY FLOUR

## More Bread and Better Bread



**PURITY FLOUR Talk No. 6**  
To the Proprietor and his Assistants

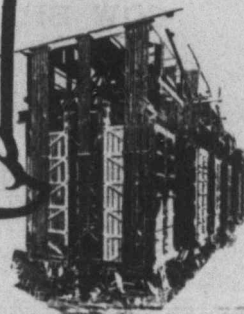
## A Milling Standard

The advantages of a high milling standard are shared by consumer and retailer. The consumer is certain of a uniform flour. The retailer KNOWS that every sack of PURITY is the same as far as it is humanly possible to make it so. This certainty, this knowledge make PURITY FLOUR an EASY SELLER.

PURITY FLOUR is milled to a rigid standard and NOT TO A PRICE. There are no grades of PURITY FLOUR. PURITY FLOUR is PURITY FLOUR, whether you buy it in Winnipeg, Vancouver, or Halifax. The maintenance of a milling standard means a uniform product. Housewives throughout the Dominion appreciate this uniformity. Why not stock PURITY, the flour guaranteed to satisfy?

**Main Offices: Winnipeg, Toronto, Victoria**

THE SIFTERS



**WESTERN CANADA FLOUR MILLS CO., LTD.**  
MILLERS TO THE PEOPLE

CANADIAN GROCER

# CLARK'S

TOMATO



KETCHUP

MADE IN CANADA

We take it for granted, Mr. Grocer, that you want your business to be a good business and a steady business. In this particular line there is one sure way to attain your object and that is by pushing



## CLARK'S

Tomato Ketchup

See the absolute guarantee of purity and quality on every label.

Get prices from your jobber or send us a post card.



THEN—DISPLAY THE GOODS.

W. CLARK, LIMITED, - MONTREAL

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

## FISH FOR LENT

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

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

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

**YOU should buy an ELGIN NATIONAL**  
because



No. 40.

It will **STEEL-CUT** Coffee faster than any other mill of corresponding size. It can be regulated while running to grind the coffee to suit each patron's taste.

It costs you less, grinds fastest, runs easiest, best finished, made strongest—lasts longest, and because thirty years' actual usage has made it the most popular mill in Canada.



No. 35

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

## BLACK JACK

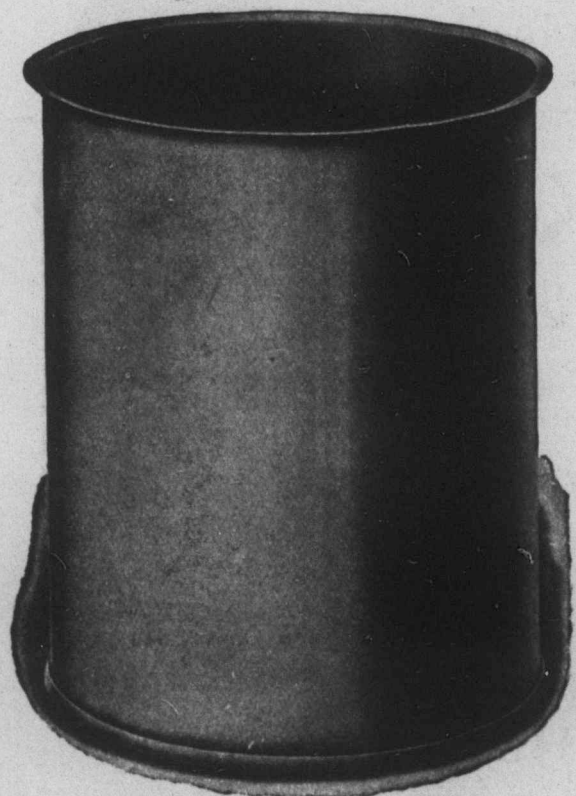
**QUICK  
CLEAN  
HANDY**

½-lb. tin—  
3 doz. in case



**TRY IT**

**SOLD BY  
ALL  
JOBBER**



# Sanitary Cans

*"The Can of Quality"*

Baked Beans,  
Soups,  
Meats and Milk.

**Sanitary Can Company**

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER



# This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller.

Have you tried it?



# SYMINGTON'S

*(Regd. Trade Mark.)*

## COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water. Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

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

THOMAS SYMINGTON & CO., Edinburgh and London

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and  
sizes

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

**Collapsible Tubes**—plain or  
colored

ALL BRITISH MADE

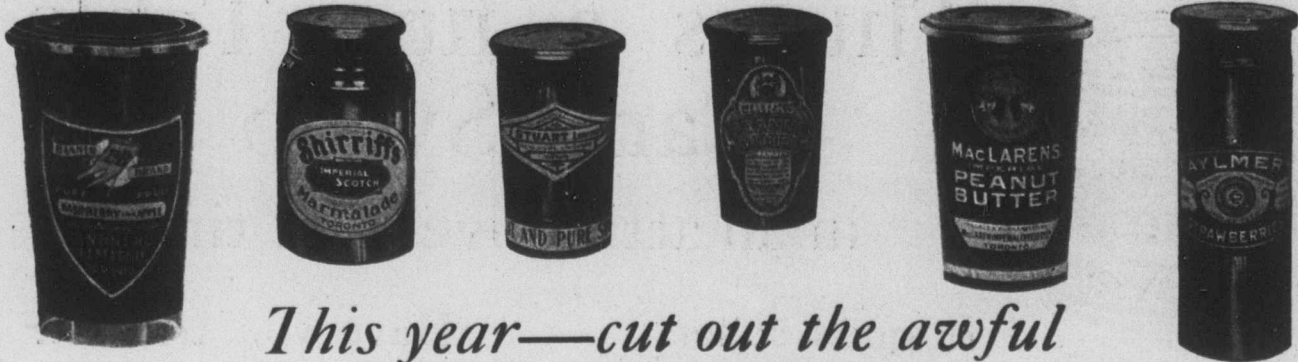
Send specification of your needs or samples of what you now use — stating qualities —  
We will give you **BEST QUALITY — BEST DELIVERY — BEST PRICES**

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND





*This year—cut out the awful waste of leaking jars*

What dealer—even your best—will tolerate long the inconvenience and loss you put him to when he gets a leaking shipment?

A single jar may spoil the sale of a whole case of goods. And yet every dealer knows a leaking jar is quite unnecessary since Anchor Caps bring Definite Security.

Anchor Caps turn loss and disappointment into enthusiastic co-operation. Dealers find goods are

much easier to sell when sealed with Anchor Caps. Whatever goods you are packing; whatever style of package you use, Anchor Caps can easily be made to suit your particular requirements.

Don't make preparations for packing your summer lines without first investigating the security and prestige-building power of Anchor Caps. We will gladly demonstrate them for you in your own factory. Write us to-day.

**Anchor Cap & Closure Corporation of Canada**

LIMITED

Sudbury St. West, Foot of Dovercourt Road

TORONTO, CANADA



Wherever thorough cleanliness is desired there you'll find Wonderful Soap strongly in favor. For housewives know how to appreciate its real worth, either for toilet, laundry, bath or scrubbing. "Wonderful" sales are steady sales. Stock up now.

**Guelph Soap Co.**  
Guelph, Ont.

**BEST INCORRODIBLE  
TEA LEAD**

ALL SUBSTANCES AND SIZES

**Grey & Marten, Limited**

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London: Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East  
HALIFAX, Curren, Hart & Co., 45 Bedford Row  
ST. JOHN, N.B., S. Norman Sancton

Say You Saw It  
in  
**Canadian Grocer**



Made  
in Canada

### No delicate parts to Perfection Cheese Cutter

When a woman asks for 10c worth of cheese, she does not want more or less. Give her what she wants and you will hold her trade.

Use the Perfection Cheese Cutter and every wish is gratified with little or no effort.

The Perfection is well built, simple, neat and the Board will not warp. Order from nearest jobber, agent or direct.

**AMERICAN COMPUTING CO. OF CANADA**  
HAMILTON, ONT.

### There is Always a Demand

for good furniture and floor polish. These are staple articles. Just now the housewife recognizes

# IOCO

## LIQUID GLOSS

as the most satisfactory.

IOCO sells because it does more than merely polish furniture and floors. It lays the dust and keeps the varnish from cracking. It is also used extensively on motorcars.



Use our advertising to increase your sales. For prices, write

**THE IMPERIAL OIL COMPANY, LIMITED**

TORONTO ST. JOHN WINNIPEG SASKATOON  
MONTREAL HALIFAX REGINA CALGARY  
EDMONTON VANCOUVER



Made in **Canada**

# EXCELSIOR COFFEE

*Excels  
Everything*

in flavor  
in quality  
in satisfaction  
in profits  
in sales

The same uniform, good quality always prevails.

For a sound custom-builder and profit-earner you certainly need

## EXCELSIOR

All mail orders attended to promptly.

**Todhunter, Mitchell  
& Company, Toronto**

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

Established 1859  
**GEO. STANWAY & CO.**  
 TORONTO  
 Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian products. Pritchard Rice Milling Co., Texan Rices, Alexander Molasses Co., New Orleans Molasses.

**W. G. A. LAMBE & CO.**  
 TORONTO  
 Established 1865  
**SUGARS                      FRUITS**

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."  
**W. H. Millman & Sons**  
 Grocery Brokers, - TORONTO

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

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

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

**WESTERN PROVINCES.**

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

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

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

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

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

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

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

**BRITISH COLUMBIA.**

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

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**  
 ST. JOHN'S - NEWFOUNDLAND  
 MANUFACTURERS' AGENTS  
 and COMMISSION MERCHANTS  
 Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition and private.

**QUEBEC.**

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

**Grocery Advertising**  
 By Wm. Borsodi  
 It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.  
 PRICE, \$2.00.  
 ALL ORDERS PAYABLE IN ADVANCE  
**MacLean Publishing Co.**  
 143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

# THE STRONG DEFENCE

MR. MERCHANT: You must certainly realize that the future of your Tea and Coffee department depends entirely on the quality of the Tea and Coffee you give your customers NOW. The lines you are to-day selling are going to be either WEAK or STRONG defenders of your future trade. MINTO BROS.' products have proven themselves to be strong "defenders."

## MELAGAMA

Tea and Coffee

"have proven their mettle" by giving every satisfaction. To those who appreciate Bulk, our BULK lines will get you more business, better business, and will ever hold your trade. Our samples and quotations will interest you.

**MINTO BROS., Limited, TORONTO**



*Six Years in Achieving*

**"OUR SEAL" BLEND**

*—the young smoker's delight*

Six years of experimenting resulted in the new Tuckett blend of tobacco—"Our Seal"—which now has a year or so of wonderful success behind it.

Old and new smokers invariably dub it the "Prince of Tobacco blends" because of its harmoniously fragrant and smooth smoking quality—its rich mellow flavor.

The sale is now big and growing—Order from your wholesaler.

**TUCKETT LIMITED**

HAMILTON

CANADA

Have You Given  
Proper Attention  
to



## Hawaiian Pineapple

and the attention which will make it a LEADER above all Preserved Fruits?

There is no finer fruit packed—it has become a buy-word in most households.

Prices at which last year's pack of **Hawaiian Pineapple** was sold by packers will place it within the reach of all classes of consumers.

Greater profit is made on volume at reasonable prices than on small sales at high prices.

Take advantage of the opportunity offered by **Hawaiian Pineapple** to increase the volume of your business.

If you are not getting your share of the business in **Hawaiian Pineapple** it is probably because either your selling price is too high or you are not displaying the goods sufficiently.

**Hawaiian Pineapple Publicity Dept.**  
9 East 40th Street : : New York, N.Y.

## A Counter Display of "Queen Quality" Pickles will Increase Business



When a window is not available show a natty display of "Queen Quality" goods—

Queen Quality Pickles.

Queen Quality Catsup.

Sweet, Mixed and Chow Bulk Pickles in pails.

English Chow Chow, in pails.

Pure Tomato Catsup, bottled or in bulk.

Worcester Sauce, bottled or in bulk.

Queen Quality Universal Sauce.

Put up in 10 and 20 ounce bottles. Display "Queen Quality" goods and turn their attractive appearance into immediate and future business.

Write for quotations.

Taylor & Pringle Co., Owen Sound, Ont.

## Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

## NIGHT STICKS

is selling so well

A big cent's worth of delicious quality  
Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer,  
Druggist and Confectioner

**National Licorice Company**  
MONTREAL

The advantages of handling  
**"SALADA"**  
 are obvious.!

1. You always have FRESH! Tea, which is most important.
2. You carry a small stock and little capital is locked up.
3. You make no loss in weight.
4. The sale is GUARANTEED, you can always obtain cost in cash for every pound of "SALADA" you have in stock.

TORONTO      MONTREAL  
 LONDON, ENG.

## PORK AND BEANS

2's Tall—cases 24—85c per dozen.

(This is extra good value at this price. Nothing as cheap on the market.)

## Sultana Raisins

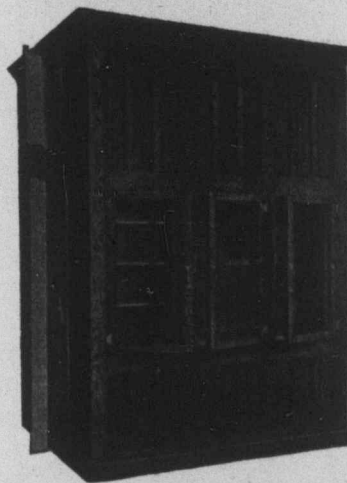
A limited quantity only of choice Turkey Sultanas in 16 oz. Packages, at 12c per Pkg.

and a few Boxes—

Turkish Extra Sultanas at 8½c lb.

Write, wire or 'phone at our expense,  
 Adel. 867, 1057, 941.

**Warren Bros. & Co., Limited**  
 Queen and Portland Sts.  
 TORONTO



## Delays Are Dangerous

If warm weather comes early, are you ready for it?

Eureka Refrigerators are superior to anything else made, and are used by all the leading Butchers and Grocers in all parts of the Dominion.

You take no chance when you buy one.

Every Eureka is fully guaranteed.

Perishable goods are kept in the best possible condition, perfectly dry and wholesome.

A Eureka will pay for itself in a short time.

Write for Catalogue, or call at Showroom.

**Eureka Refrigerator Company**  
 Limited  
 31 Brock Ave. TORONTO



## Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-



mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

**MAGOR, SON & CO., LIMITED**  
403 ST. PAUL ST., MONTREAL      30 CHURCH ST., TORONTO

*An Egg Carrier that is built to protect eggs and your profits*

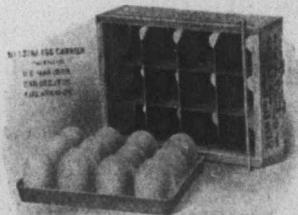
## How do your customers receive their eggs—sound, cracked or broken?

If they are *sound*, both you and your customers are pleased.  
If *cracked* you may never hear of it, but your customers are dissatisfied.  
If *broken* you are the loser.  
In fact, *unless you deliver sound eggs you are always the loser.*  
The Star System for Safe Egg Handling will help keep your customers satisfied by delivering eggs in perfect condition, while

your store message or telephone number left with each dozen identifies you with the good store service received.

A sufficient quantity of Star Egg Carriers saves much valuable time, and if you install a Star System for each wagon you run, the time saved alone will more than pay for the entire cost, while the saving in breakage, lost customers and good will, means pure profit for you.

### Order A STAR SYSTEM For Each Vehicle You Run.



Four Dozen Star Egg Carriers  
5,000 Star Egg Trays Printed With  
Your Advertisement.



One Package Divisions to Keep Your  
Star Egg Carriers Always New.

IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

## STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street

Rochester, N.Y., U.S.A.

# CANADIAN GROCER

VOL. XXIX

TORONTO, MARCH 19, 1915

No. 12

## The Flour and Cereal Industry

One of Canada's Greatest—Facts and Figures Illustrating Its Importance to the People of This Country—Five Barrels of Flour Per Capita Produced—The 1914 Field Crops Yielded More Than \$600,000,000.

**I**F Canada made flour for herself only the flour industry would be very small indeed compared with what it is. For every man, woman and child in this country there are manufactured close upon five barrels of flour every year. To be more precise, we mill approximately 30,000,000 barrels every year. More than half of these are produced in Ontario, about 13 per cent. in Quebec, 15 per cent. in Manitoba, 6 per cent. each in Saskatchewan and Alberta, and the remainder divided between the other four provinces.

If the barrels of flour manufactured in Canada in one year were placed end

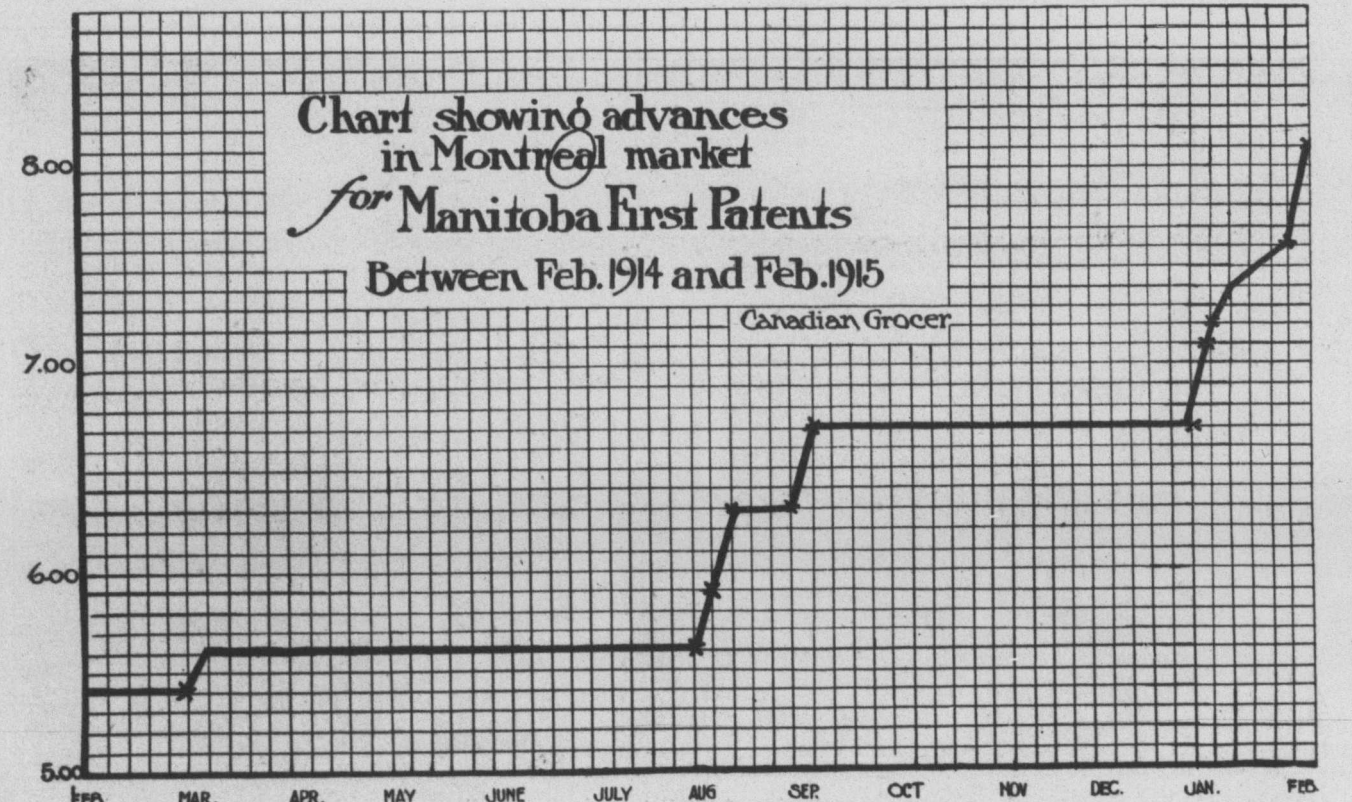
to end along the railway tracks between Montreal and Toronto, there would be over forty rows, each over three hundred miles long. Or, if placed end to end across Canada, from Halifax to Vancouver, there would be nearly four lines of barrels stretching across the Dominion.

The barrels of flour made in Canada extend a distance of nearly thirteen thousand miles when placed end to end. To draw another comparison. If these barrels were formed in a line between Halifax and Liverpool, there would be an Atlantic bridge ten feet wide, suffi-

cient to allow a Canadian army to cross to Europe four abreast.

### Draws on Other Industries.

The importance of this industry to Canada—like that of the canned foods—is small when compared with all the other industries which go to make the flour milling industry possible. First and foremost, the manufacture of flour provides work for thousands of farmers, who provide the wheat. It is impossible to give the number of hands employed in the production of wheat, but it is sufficient to state that the wheat produced in Canada last year amounted to close



Flour changes of a year—the price per barrel to the retailer is given on the left margin, each horizontal line represents a difference of 10 cents. In 1914 flour was \$5.40 per barrel, whereas to-day it is \$8.10.



## CANADIAN GROCER

on 160,000,000 bushels, which, according to the value of wheat to-day at lake ports would be worth about \$250,000,000.

Thus, it can be seen that the flour milling industry is of vital importance to Canada. Of course, only a portion of the wheat grown in Canada is milled here. The value of flour and other wheat products produced approximates over \$80,000,000.

The milling industry, however, is growing in this country faster than the production of wheat. In fact, there was a falling off in the production of wheat in 1914. The crop last year, because of bad weather, was 73,000,000 bushels below that of the previous year. On the other hand, the number of flour mills has shown a steady increase during the last few years, and the yearly production of flour has jumped about 500,000 barrels per annum in the last five years.

### The Making of the Barrels.

Apart from the farm there are other industries which benefit by the manufacture of flour in this country. The barrels are an important factor. Think of the large number of coopers required to produce 30,000,000 barrels every year. This alone means millions of dollars, and as the wood required for their manufacture is produced in Canadian forests, the lumbering industry benefits, and scores of others supplying tools, nails, and machinery.

There are large factories in centres like Hamilton, Brantford and Toronto, employing thousands of hands in the

manufacture of agricultural implements, which would be all lost if this great industry were suddenly eliminated. If such a calamity were possible, Canada would lose much of her importance as a producing country and as a nation.

There are over six hundred flour mills in Canada, every one of which requires expensive machinery, much of which is made in Canada. These mills are operated by power, either steam, water, or electric. If water power is used, special machinery is required in the shape of water wheels. If electricity or steam is used, steam, gas or oil engines are required, as well as electrical machinery. Steam requires coal for generation, and thus our coal mines are drawn upon. Apart from all these, Canadian railways reap a rich harvest, as well as Canadian-owned steamship lines operating between this country and European ports.

### Capital of Forty-two Million.

We must not lose sight of the fact that thousands of people are employed by the flour mills themselves. The capital invested in flour mills is estimated at \$42,905,689, while the amount paid annually to employees is \$3,756,274.

Mention should also be made of the elevators scattered throughout the country. In Ontario alone these have a capacity of 43,850,400 bushels, and in Quebec a capacity of 3,900,000 bushels.

### Oat Harvest Important.

While the oat milling industry does not compare with that of flour, yet from

the point of view of the farmer it is more important, the oat crop last year being almost twice that of wheat. Then there are many other grains and grain products produced in this country in enormous quantities. The barley crop in 1914 was 34,491,000 bushels; rye, 2,258,000 bushels; peas, 3,537,100 bushels; beans, 823,400 bushels; buckwheat, 9,159,000 bushels; mixed grains, 16,458,000 bushels; flax, 7,533,000 bushels; and fodder corn, 3,251,500 bushels. The value of field crops last year, of which the above were the chief, was \$600,847,932.

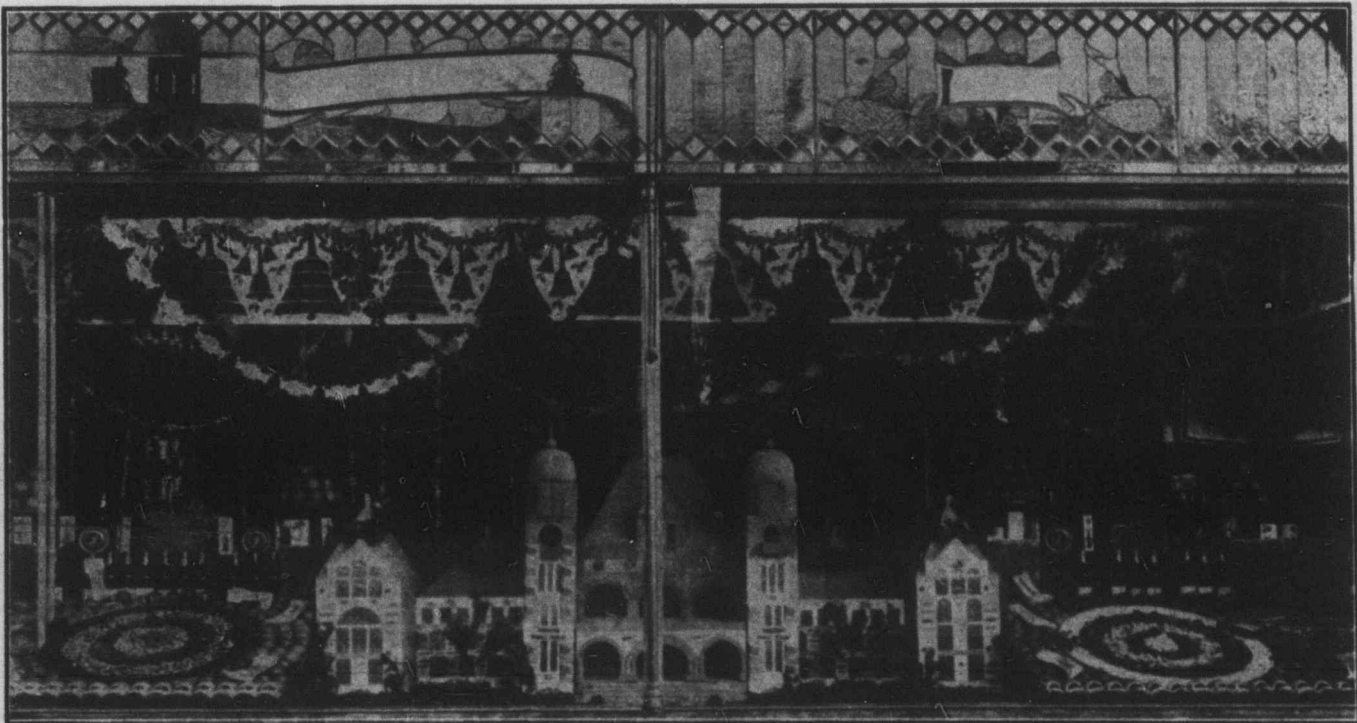
Considering the greatness of the flour and cereal industry and its importance to the people of Canada as a whole, the retail dealer should strongly endeavor to push the sales of the products of our grain crops. Being an essentially Canadian industry, the results are bound to give good results to the merchant not only from the standpoint of direct sales, but from the indirect benefits that are bound to accrue through the steadying of employment to other Canadians.



The minute some men get loose, they get tight.



Ramsay Bros. & Co., Limited, have acquired the chocolate plant of the Pacific Chocolate Company, Limited, of New Westminster, and will move it from New Westminster to Vancouver, and install it in their present building.



The central feature of this window is a reproduction of the Ontario Parliament Buildings, made from a cereal product.



Attractive flour display shown recently by Walter Paul, Montreal, Que. Note the loaves of bread made from the flour shown.

## Value of the Flour Demonstrated in Window Display

Montreal Dealer in Showing a Flour Window Also Displayed Loaves of Bread—  
Designed to Attract the Attention and to Become a Permanent  
Advertisement for the Store.

**T**HIS WINDOW gives a practical demonstration of what the flour shown in it will do. The display was recently presented to the public of Montreal by Walter Paul, a large retail dealer there, and as a permanent advertisement for the store, splendid results no doubt were achieved.

Mr. Paul co-operated with a Montreal baker by getting from him and showing bread made from the flours on display. A glance will demonstrate how the trim was made. On either flank of the long window bags of flour were built up in pyramid fashion and climbing the sides of these were several loaves of bread. Connecting these two "towers" can be seen five "sentinel" sacks standing erect on the rear edge of the window flooring and on top of other sacks. On the floor with ends turned to the plate glass were two or three barrels of flour, piled on which were loaves of bread. Altogether there were some forty different kinds of bread on display.

This was a window designed principally to attract the attention of the passerby and to impress her with the fact that when she wanted good flour it could be secured at Walter Paul's.

As a permanent advertisement this display should produce good results.

# Oats and Rolled Oats

The Growing of the Grain, Its Conveyance to The Mills, The Manufacture Into Cereal Products And All the Accompanying Work of Getting Finished Product into Consumption Constitutes Big Canadian Industry—Approximate Figures on Annual Production.

**A**NY number of Canadian Grocer which dealt more particularly with flour and cereals would be incomplete without some talk on oats and its products. One sometimes wonders why it is always "Flour and Cereals." Why shouldn't it be "Cereals and Flour?" It would not seem to be very generally known that for every bushel of wheat harvested in this country last year, there were two bushels of oats harvested. The oats crop in 1914 was practically twice what the wheat crop was. And while wheat is, of course, the first of all staples, inasmuch as it is bread in embryo, and means more to the miller, oats plays a mighty big part in the carrying on of the world's business. Ask the farmer. He'll agree!

The commercial fabric is the intertwining of four or five threads. From producer to consumer is five steps—sometimes only four. Your producer hands his raw product to the manufacturer. He in turn hands it, in different form, to the wholesaler, who—after making a living by handling it—passes it on to the retailer, who—deducting something for salesmanship and so forth—finally releases it to the consumer. Sometimes the wholesaler doesn't figure. Then there are only four threads instead of five.

## Oats and the Commercial Fabric.

Let us see how this fabric idea applies to the oats produced annually in Canada. There is a daily production by the larger mills throughout Canada of seven thousand and five hundred and fifty-five barrels of rolled oats and meal in varying forms. There is of course more grown than is milled. That 7,555 barrels is made up, so far as the province where it is milled is concerned, as follows:—

Alberta . . . . .	600	bbls. per day.
British Columbia . . . . .	400	" " "
Manitoba . . . . .	900	" " "
Nova Scotia . . . . .	30	" " "
Ontario . . . . .	4,525	" " "
Saskatchewan . . . . .	1,100	" " "

That is the daily output of the mills of Canada—roughly. Of course all those mills may not always be working, but if some are not it is probable—particularly at present—that those which are operating are turning out more than the figures which I have put down to them.

Well, the miller at present prices pays

to the farmer, say at the rate of \$3.50 per ninety-pound bag, and we can take two such bags to the barrel. That is, the miller pays to the farmer, say, \$7 per barrel for oats. This is approximate; sometimes the miller pays more, sometimes less—rather more than less just now.

## Sixteen Million Dollars a Year.

At seven dollars a barrel, the millers of this country pay to the farmers of this country \$52,885 a day. Take three hundred working days to the year, that is a total of \$15,865,500. Nearly sixteen million dollars the farmers of Canada get as selling price for their oats during one year. No wonder that the automobile salesman finds the farmer a good proposition. That's the first thread in the fabric. The first of the cycle of participants in the commercial organism is getting a living from oats.

Then the miller, when he sells to the wholesaler, gets a profit. Exactly what that is, is difficult to say. Same applies to the wholesaler. The millers are not giving trade secrets away. Nor are the wholesalers, but, as they are not in business, presumably, for their health, the supposition is that they sell at a little better than they bought to the retailer. And the retailer, in his turn, charges the customer, or he should charge enough to leave himself a little velvet, and the consumer gets out of the transaction, the commercial fabric, the cycle or what you like to call it,—the means of subsistence, food for his body, in order that his body being right, he shall be properly equipped to turn round and make money in some other way. From this single arithmetical exercise alone, with this one set of figures, it is easy to see that the rolled oats industry is a big factor in Canada. No wonder the millers are watching the papers for news of the Dardanelles!

## The Spreading Employment Free.

Then figure the people who get employment from the weaving of this commercial fabric. The millers—and there are at least twenty-eight large companies throughout the country—have to employ men, and oats means employment to these men. Mills have to be equipped, operated and maintained. Machinery has to be made; so have fittings. And bags—there is a big item. Fifteen thousand bags (or their equivalent in barrels) are filled with oatmeal—in some shape or form—every day by these twenty-eight mills. Some-

body is making money by manufacturing those bags. Fifteen thousand a day is four and a half millions a year.

Oats are thus responsible for part of the living of all the manufacturers who sell their manufactures to the mills. Ice isn't the only thing that is all that it's cracked up to be.

Then the railroads—they have a share. They move the oats in more forms than one across the country and they do not charge particularly lightly for so doing—so the farmers and the millers think. Sir Thomas Shaughnessy, Mr. Chamberlain and Sir William Mackenzie would find their coffers somewhat depleted—in so far as their freight departments are concerned—if Canada grew no oats and made no oatmeal.

## The Retailer Can Help.

Then the Canadian-owned steamship lines don't carry the grain to England and Europe for nothing. And the money they make helps to employ people on the other side of the world. And so on—the importance of oats, o-a-t-s, is well illustrated by the ramifications one may get into when trying to demonstrate that importance. The retailer has oats to sell in many forms. The cereal which one of his customers finds on his or her plate for breakfast has come through many stages and has traveled, it may be, hundreds of miles. The retailer can help on the prosperity of the country (yes, dear reader, there is such a thing as "prosperity" still left) very materially by pushing the sales of his cereal products. He is doing himself good and doing good to the other threads in that commercial fabric as well. And a mighty good motto for these days is "Non sibi sed omnibus"—which, being interpreted is not for oneself, but for all.

## WHAT HELPS MAKE TEA HIGHER.

In considering the price of tea on the London, England, market the retail trade must not overlook the fact that before the same tea reaches this country, it is bound to be very much higher. For instance when tea sells on the London auction at say, 10 or 11d. it must not be inferred that we in Canada can purchase it at those prices. They do not include buying charges, warehousing, shipping, freight and insurance charges, etc., which at the present time mean a particularly big item.

# Capitalizing on Birthday Parties

How a Selling Staff Got Together on a Campaign to Boost Sales by Creating Demand for the Daintier Lines of Foods—Advantage Taken of Fact That Many Birthday Celebrations Come in March and April.

Written for Canadian Grocer by HENRY WILLIAMS.  
Seventh of the Williams' Series.

NO one ever knew where the head salesman of Thos. Jepson got so much information about birthdays. Anyway one morning when he came to the store he told the staff that the following week would see a sales campaign on the daintier lines in view of the fact that during March and April there were always so many birthday celebrations.

"This will give us a splendid opportunity," remarked Haslam to the sales staff, "to introduce a number of high class lines in the luxury class or at least which were luxuries a few years back. For instance we should be selling more of the fancy biscuits, more gelatine, jelly powders, cocoa, olives, salad dressing, meats in glass, and the high class fruits in glass, etc. We shall connect up the selling campaign in the store with our newspaper advertising and windows" — in short the entire campaign was gone over carefully with the staff who went into the week well posted on the quality, character and selling points of the goods included in this new selling campaign.

On the following Monday there was presented to the public a most appetizing window display. The central feature was a splendid showing of fancy biscuits in tins to the rear and on dainty plates covered with paper doilies were samples of them. There were also bottles of olives in pyramids with pieces of plate glass between the rows. These pyramids were shown, one on either side of the window. Then there were packages of jelly powder, gelatine and salad dressing, cocoa, tasty

looking meats in glass, cherries in fancy bottles, and a score of other high-class lines which are more or less used for receptions, birthday parties, social functions in general. There were dates, figs, glace fruits, nuts, canned asparagus, etc. The main show card read "Suggestions for the Birthday Party," and there were two or three others describing some of the less known goods such as "Delicious Glace Fruits" and "Ready Made Salad Dressing."

The newspaper space was of course requisitioned for a "birthday" goods advertisement listing the majority of the dainty lines mentioned above.

The entire sales staff had long since got into the swing of SELLING goods to

the customer that were not specifically enquired for. Personal salesmanship was absolutely necessary in a campaign of this kind. It was new to the people of the town in which Jepson conducted his business. So personal selling over the counter and over the phone was strongly featured.

For instance: "Any birthday parties up your way, Mrs. —?" a salesman would ask a customer after having received her regular order. And perhaps he would add—"Or social functions of any kind?" If the reply was in the affirmative he would point to the suggestions contained in the window display and on the counters; refer to the fact that the assortment was an extensive one

and suggest that the customer in passing out have a look over the many lines shown. This little off-hand conversation was more to the point than one would at first think. It not only meant that many customers purchased goods for parties and social functions they had never used before, but it became a permanent investment — for the window and interior displays advertised goods to the people in general that many had never even heard of. The boys still have a story to tell of one woman investing in a glass jar of fancy cherries and a large bottle of olives who had always been considered as stingy as the party who would steal dead flies in front of a blind spider.

**Fancy Biscuits Sold Well.**

So the campaign went merrily on. All kinds of fancy biscuits were disposed of that week. This was the

(Con. on page 30.)

## Suggestions for the Birthday Party

WHEN you entertain your friends at birthday celebrations and other special occasions, you require the daintier foodstuffs—lines that are not to be found on every table every day. To make it easier for you to select from a large assortment we are showing in the window this week the choicest of our high-class lines. We are sure your guests will appreciate these goods. Every article is recommended by us. Read over this partial list and if you are phoning, ask us about the others:

**Fancy Biscuits**—More than thirty different varieties to choose from. Some of these are quite new in design and flavor, and all are fresh. These biscuits actually make the mouth water. Ranging in price from .c to .c.

**Jelly Powder and Gelatine**—Many very attractive and dainty desserts can be made from jelly powder. Per package, .c. With Gelatine you can make most delicious confectionery as well as dessert. Per package, .c.

**Salad Dressing**—Here is a fine dressing for any kind of Salad, all ready for use—no mixing and no trouble. Per bottle, .c.

**Olives**—The wonderful advance the olive has made in Canada in recent years bespeaks its growing popularity. Its medicinal qualities are established and it should find a place on every table. Per bottle, .c up to .c, depending on the size.

**Fruits in Glass**—Large red cherries in fancy bottles make an attractive showing on the table and lend an added color to the decorations. Per bottle, .c. Also peaches, pears, jams, etc., and glace fruits.

These are but a few of the many attractive lines in which you will be interested.

**THOS. JEPSON**

87 Bradley St.

Phone 111

An ad. like this in the newspaper should attract considerable attention just now.

Try it.  
27

# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

## OFFICES:

### CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

### UNITED STATES—

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

### GREAT BRITAIN—

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

Subscription: Canada, \$2.00; United States, \$2.50.

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, MARCH 19, 1915

No. 12

## RESOLUTIONS OF A LIVE WIRE.

*Of course it pays to advertise—that is, if the advertising is judiciously done. During 1915 I intend to advertise in the local newspapers and I am determined that the copy shall be written to sell goods. My advertising will be made interesting and instructive but it will not be of the price-cutting sort, as I am no believer in price-cutting as a permanent business builder.—A.L.W.*

## Dead Beatism

WHILE selling goods is the most important work of the retail dealer, there are other departments which must not be neglected if the business is to be successful. The collection of accounts is a work that must be diligently pursued at all times for if the money isn't coming in, it availeth little to urge the customer to purchase extra goods. The professional dead-beat we shall ever have with us. He employs "ways that are dark and tricks that are vain" to defeat the man from whom he buys his goods.

The story is told of a new arrival in a certain town going to the establishment of a clothier for a suit of clothes. The retailer looked him over and came to the conclusion that here was a pretty good acquisition to his list of customers. When the suit was ready, however, the newcomer gave a very plausible excuse that he was short of funds for the time being but that he would have the money at the end of the month. The clothier sized him up to be a man of his word and so without hesitation handed over the colthing.

The end of the month came and the dealer sent in his account. No response. Regularly the dunning letter went out for two or three months and there was still no reply. Then the dealer bethought himself of a brilliant idea. He would quote scripture and appeal to his higher nature. So with the next account he attached this postscript:

"You were naked and I clothed you."

Back came the reply by next mail, the first the clothier could get from the delinquent:

"You were a stranger and I took you in."

Whether we can set this down as gospel truth or not makes no difference to the point we desire to make. The dead-beat it out to make a living by questionable methods. His purposes should be defeated, and it is only by constant vigilance that the retailer can get the better of him. Chances are too freely taken by many and it is for this reason that the dead-beat has flourished so long. New credit applicants must be carefully scrutinized—and besides it is up to every dealer to get his money in regularly if he is going to do his share in keeping the wheels of business running properly.

## Sugar Situation in Britain

AN intimation that the embargo against the importation of sugar from neutral countries will be continued by Great Britain for another two or three months has been given to the House of Commons by Reginald McKenna, the home secretary. The decree went into effect on October last and the official impression was that it was for the purpose of injuring the German sugar trade. However, it was generally accepted by those closely in touch with the sugar market that the embargo was due in part at least to the fact that after the British Government had "billed" the market by buying about a million tons in spot and future raws, there was a reaction which took prices so low that the Government could not hope to compete with private interests.

Mr. McKenna for the benefit of public opinion now expresses the view that the measures to be taken by Great Britain and her Allies against German trade would prevent further shipments of sugar to neutral countries. He sets forth that in the two or three months mentioned the German stocks in neutral countries will be exhausted. At the same time the trade will incline to the idea that it is partly true that the costly raws which the British Government bought will be exhausted in the period men-

tioned and business will be resumed on a normal basis.

### Measuring Up To Capacity

**I**T'S a good thing to be discontented when it spurs a man on to greater endeavor. Keeping up to last year in sales is standing still, so the merchant should not be content unless his business increases. You cannot measure the value of inspiration that comes from constantly increasing sales. And the way to bring that about is application. Dig in and do it—then keep at it.

Perhaps you as a merchant do not know as much as you should about your own business. Do you? Take an inventory of yourself and your qualifications, as well as of your merchandise, and follow out the idea by extending the investigation to your staff. Perhaps some fault of your own is preventing a healthy flow of inspiration and interest in the business of your assistants. Personal stock-taking may show you that. Perhaps you have a drone or two in your employ—it will pay you to find that out. Get the best out of yourself and see that all about you measure up to capacity.

### Must Have Good Pair of Scissors

**A** MONTHLY contemporary has just come to our desk. It is the March issue and it arrived on March 15. On looking over it there arise recollections that you have already met with the great majority of the ideas, illustrations and news items contained therein; and so it becomes somewhat amusing to see a paper which, when established a couple of years ago purported to be in a position to take the trade by storm and create a furore in the trade paper field, to-day is acting as an echo of ideas and events of the days that were.

One of the first articles to meet one's eye is about the war taxes and tea. It is pointed out that tea escaped the war tax—pretty nearly ancient history in itself when it is considered that the Finance Minister brought down his Budget five or six weeks prior to the date of the issue of the paper in question. It was further stated that the trade papers were responsible for Hon. Mr. White changing his mind about tea; and also that this monthly periodical took this tea matter up in its January issue and sent a copy to the minister. Now the January issue reached the trade about the middle of the month, and when it is considered that Canadian Grocer protested against this proposed tea tax not only in our issue of January 8, but also in that of Dec. 11 and the intervening issues, the "echoing" principles of the publication in question are plainly in evidence.

One also sees in the editorial pages a reference to the failure of the Householders' Co-operative Stores, Limited, which happened at least four weeks ago and which was gone into fully in Canadian Grocer away back in the issue of Feb. 26. Then there is a feature made in regard to the selling of housecleaning lines which when compared with the National Weekly paper is almost three weeks late. In connection with this housecleaning matter appears a window display from a British Columbia dealer which appeared first in Canadian Grocer in May 9, 1913—practically two years ago.

Next comes a report of the February meeting of a retail grocers' association that was read in Canadian Grocer in the issue of February 12—more than five weeks ago and almost six weeks since the event

occurred. As a matter of fact we published in last week's issue the March meeting of the same association which cannot appear in this monthly paper until the April issue.

But that is not all. On the very next page there appears an article about a Hamilton grocer with two illustrations—one of the store exterior and one of the interior—which Canadian Grocer published on March 20, 1914. That was more than a year ago. And in addition to all this there are a dozen and one other items of news—that is, alleged news—which the Canadian trade has digested weeks in the past.

Everything mentioned above is based on absolute facts which cannot be disputed. The circumstances demonstrate the advanced and superior service Canadian Grocer gives to its readers every week and which has been presented every week for the past 28 years. They further demonstrate that it is an easy matter for a publication to allege that it is going to turn things upside down and inside out but a different proposition when it comes to put these allegations into practice against a contemporary strongly entrenched in the stores and hearts of the trade.

Might we suggest that this monthly paper change its name again to "The Monthly Echo?" How appropriate it would be!

### Editorial Notes

SPRING ARRIVES in earnest on Sunday, the 21st.

REPORTS INDICATE that eggs are falling fast. Looks as if there ought to be a good supply of the scrambled variety on hand.

FRIENDSHIP IS essential to happiness. Even the merchant who is his own best friend can't get along very well without a few others.

GOOD FRIDAY is only two weeks distant. In this issue are a couple of Easter window displays that should be of use to trimmers of Easter windows.

THERE ARE MANY signs that spring has come back again and the music of the beating of the carpets in the back yard is not the least important.

AN ESSENTIALLY Canadian industry such as the milling of flour and other cereal products deserves the hearty co-operation of every retailer. By getting behind these lines the dealer is benefiting indirectly as well as directly.

IF THE GROCER'S Easter window is to get the attention of the women-folk away from the spring millinery shows, it must be particularly inviting. When it comes springtime, the feminine section of the species is inclined to pay more attention to head-gear than the cravings of the appetite.

THE PRICE OF eggs dropped to 10 cents a dozen in one retail section of Chicago some days ago when two grocers in a certain district engaged in a price war. It is reported that at the ten-cent price, one of the combatants sent boys to the store of the other and laid in a good supply of his competitor's stock at the low figure. The foolishness of price cutting is here well exemplified.

# Macaroni Industry in Canada

It is Yet Only in its Elementary Stages—Amount Made in One Year Would Encircle the World Twice—Consumption Per Capita Only 2 Lbs.; in U.S. 4 Lbs.; in Europe 40 Lbs.  
—Subsidiary Industries Benefited.

IT is only within the past five or six years that the manufacture of macaroni, and similar foods which come under the head of alimentary pastes, has assumed large proportions, and even now the industry is in its elementary stages. When the Canadian public realize what a cheap and nutritious food macaroni is, the consumption will increase. At present the amount eaten per capita in this country is very small compared with European countries, and is only half the amount eaten by the people of the United States. There was a time when macaroni was manufactured

in Canada chiefly for foreigners employed in lumber camps. Only in the twentieth century has it been put up in the neat cartons seen to-day on the grocer's shelves. That people will eat more if shown the splendid food value of alimentary pastes is proved by the fact that the consumption in Montreal almost doubled following an educational campaign conducted by one of the largest manufacturers and assisted by the selling power of the retailer. To-day, owing to the embargo which has been placed on this food by the Governments of France and Italy, the manufacture of macaroni in Canada is greater than it would have been under ordinary circumstances. The output is almost fifty per cent. greater to-day than it was before the war.

## Seven Million Pounds Annually.

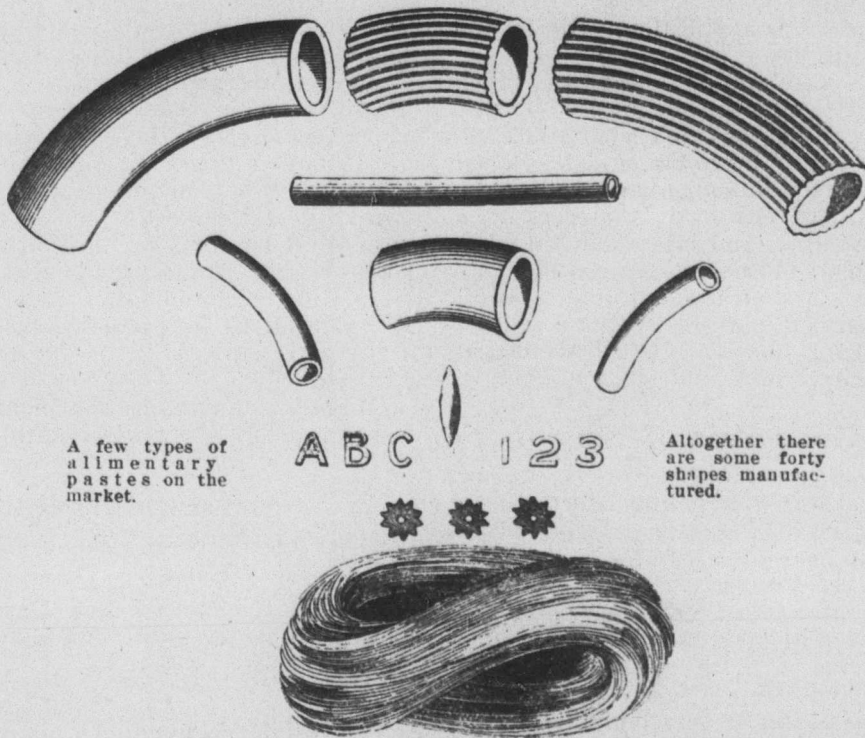
In times of peace we produce 7,000,000 lbs. five million pounds of which are manufactured in Montreal, the remainder being distributed over factories located in St. Catharines, Ont., St. Boniface, Man., Lethbridge, Alta., and Vancouver, B.C. Most of these manufacturers use No. 1 Manitoba hard wheat, the value of which runs to about \$300,000 per year.

In the United States, durum wheat

is used. In this country we formerly used goose wheat flour. There is a legend that durum flour was carried over to Canada by a goose, which was shot. The man who shot it, found the wheat inside the goose's crop, and noticing its peculiarity, sowed it. However, the production of goose wheat became too small, and its quality too small for the macaroni industry, and manufacturers were compelled to find a substitute. No. 1 Manitoba hard contains as much protein as goose wheat.

The other constituent is water. Ordinary bread contains about 45 per cent. water, but macaroni only 5 per cent. Some foreign manufacturers claim to use eggs in the manufacture of their product, but considering the relative prices of macaroni and eggs, it is questionable how much egg is used.

Much of the macaroni to-day is packed in cartons, manufactured by machinery. In one Canadian factory alone the number of cartons made per month is 450,000. The cost of these cartons per year for the whole of Canada amounts approximately to \$30,000, the whole of which are made in this country. Besides,



A few types of alimentary pastes on the market.

A B C 1 2 3

Altogether there are some forty shapes manufactured.

the amount spent in cartons and packing cases run into a cost of \$25,000 per annum. The amount paid in freight to railways for shipping the finished product alone, approximates \$30,000.

In Canadian macaroni factories, labor is provided for from 350 to 400 people. The working capital invested, and the cost of plant machinery amounts to about \$300,000. An amount equal to that made in Canada imported from the United States, France, Italy and other countries. Some idea of the quantity made here can be gauged from the fact that one year's product would

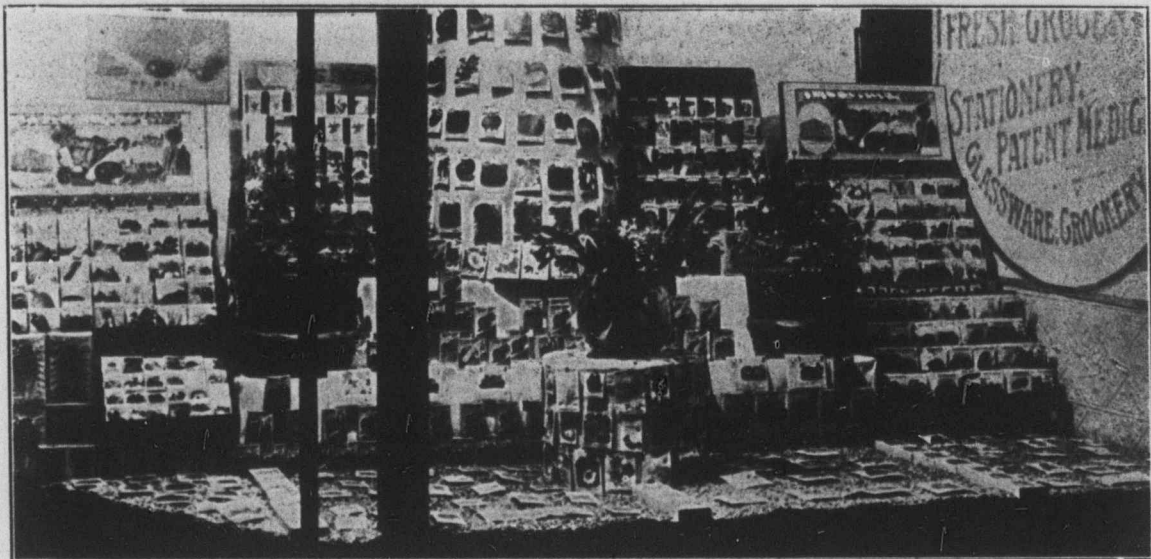
encircle the world twice, and would span this country fifteen times.

The consumption in Canada per capita is 2 lb. per annum. In the United States it is 4 lb. In certain European countries it amounts to 40 lb. per capita.

## CAPITALIZING ON BIRTHDAY PARTIES.

(Continued from page 27.)

biggest selling line of them all. Even customers who were holding no special event bought them because they were so attractively shown on the counter and in the windows. Jepson discovered, too, that the townsfolk had become accustomed to reading his advertisements and that whether special occasions were being celebrated or not they were buying the goods anyway — and only a couple of months previously he was seriously considering the cutting out of the ad. entirely. He discovered that Haslam had given him and the selling staff a new viewpoint in so far as the preparation of copy was concerned. What the people wanted was not a plain statement that "Thos. Jepson was in the grocery business and solicited the orders of the people," but interesting news.



Some time ago, Canadian Grocer pointed out this would be a garden seed year. Above display of seeds presents a good suggestion for a window at present time.



Here is a splendid suggestion for an Easter window trim. Note the use made of the lilies, which are very appropriate for the occasion. Another fine Easter window appears on the front cover.



## Straight From Men In Business

One of the Features of the Spring Sales Number Will be its Practical Character —  
Articles Are Based on Actual Ideas and Methods of Canadian Dealers  
—Selling Power of Display Combined With Personal Salesmanship.

EVIDENCES of the selling power of the retail dealer continue to pour in from all parts of Canada for our Spring Sales Number. Articles dealing with these will demonstrate conclusively that the aggressive dealer is a salesman of the goods in which he is interested just as much as the man on the road selling specialties. Among the many articles will be one showing how a certain retail firm sell goods by display, both window and interior, backed up by personal salesmanship. An interior view of this particular store shows one of the finest arrays of goods and makes one of the most handsome looking displays that has ever been seen in any Canadian store. The goods are not arranged in any haphazard manner, but the touch of the hand of an artist is in evidence everywhere. The same applies to the window which is a creator of appetite, and is therefore a creator of demand.

The members of this particular firm and their young salesmen do not permit the interior and window displays to bear the entire burden of selling. Every man is a producer. They actually sell goods and are not simply automatic machines behind the counter. Together with the displays above mentioned the actual methods these salesmen are using to sell extra goods will be presented. This will be one of the most attractive, as well as one of the most beneficial articles in the entire Spring Sales Number.

In addition to the articles already mentioned in regard to getting after the farm trade, a number of others have been secured. There are certain towns in Canada where the merchants get together to induce the farmers to come to town as frequently as possible. Their general methods will be described, as well as the individual efforts of the various merchants, to get the trade of the farmer once he has come to town. There is an abundance of testimony from all parts of the country that where merchants are depending upon the trade of the farmer particularly, business is just as good as ever, and in the majority of instances more brisk. The experiences of a large Quebec Province dealer in this regard will be presented, showing exactly his ideas and methods for increasing business among the rural districts. The farmer is still getting good big prices for the bulk of his produce, and there seems little possibility that grain prices will drop anywhere near the places they occupied before the war. Getting after the farm trade will therefore be one of the features of the Spring Sales Number of actual money value to readers.

The story will be told of how a certain retailer some few years ago shuffled his entire sales staff in such a way that business has greatly increased since. How he is going after fish, provision and confectionery trade will be demonstrated.

Just at the present time the problem of the collection of account ranks among the first that the average dealer has to solve. CANADIAN GROCER editorial men have taken this question up with a number of merchants, with a view to presenting their methods of getting in their accounts as readily as possible. The results of these investigations will also be shown in an article in the Spring Number.

The practical character of the SPRING NUMBER is shown by the fact that every article prepared so far deals with the actual ideas and methods of retail dealers in the business. In a word the issue this year will, we can confidently state, be the most practical of any of the big issues so far presented to our readers.

The date is April 16—less than a month hence.

March 18, 1915.

THE EDITOR,  
Canadian Grocer.

## Retailers' Staff Conference

The men who succeed are the men who plan their work and make use of every idea that will promote their business.

The men who succeed in a big way get their associates and employees planning the work of their several fields.

Retailers would often do a lot better if they did less bustling round and more careful planning.

Why not start with our Spring Sales Number? There will be a lot of things in there that apply to your business directly, some only indirectly. Read it over carefully and have your clerks read it over, marking the parts they agree or disagree with. Then appoint an early date for a conference over this issue, the ideas and plans it suggests, the new lines advertised, and the new sales talks presented. A couple of hours spent in this way, with the boss as secretary, to make a note of the decisions arrived at, will put ginger in every employee and money in the till. Try it!

Advertising Manager, Canadian Grocer.

# Trading in Bad Eggs Against the Law

Adulteration Act Rather Strict in This Regard—Penalty Heavy Against Anyone Proven Guilty of Offence of Trading in Eggs That Are not Good — How to Help the Farmer Improve the Quality.

**EDITOR** Canadian Grocer.—Please let me know if there is a Canadian law prohibiting the sale of bad eggs. If there is one will you kindly quote it and the penalties attached.

WESTERN ONTARIO READER.

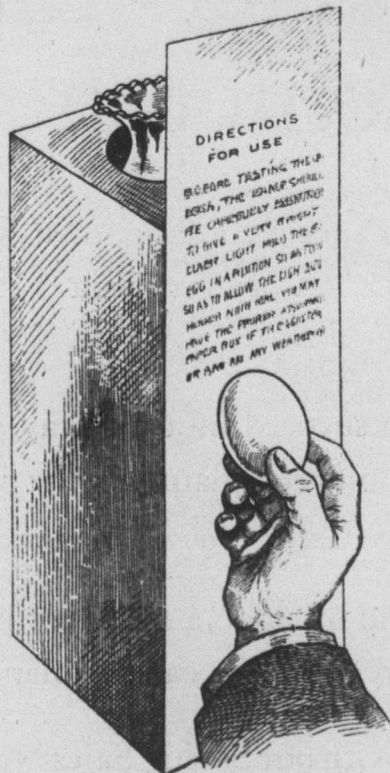
Editorial Note.—Yes, there is a law in Canada governing the sale of bad eggs—it comes under the provisions of the Adulteration Act which is a very strict law in regard to the sale of any kind of foodstuff that is adulterated or which is injurious to health.

Among the clauses of the Adulteration Act appears the following:—"Chapter 133, Section 3. Revised Statutes of Canada, 1906. Vol. III. Food shall be deemed to be adulterated within the meaning of this Act, (Clause E)--If it consists wholly or in part of a diseased or decomposed or putrid or rotten animal or vegetable substance whether manufactured or not."

Section 32 of the Act says in regard to offences and penalties: "Every person, who by himself or his agent, sells, offers for sale, any articles of food or any drug, which is adulterated within the meaning of the Act, shall—(Clause A). If such adulteration is within the meaning of this Act deemed to be injurious to health, for a first offence incur a penalty not exceeding \$200 and costs, or three months' imprisonment, or both, and for each subsequent offence a penalty not exceeding \$500 and costs or six months' imprisonment or both, and not less than \$50 and costs. Clause B says: If such adulteration is within the meaning of this Act, deemed not to be injurious to health, incur for each such offence a penalty not exceeding \$100 and costs, and not less than \$500 and costs."

It is plain to be seen that eggs come under the Clause E above mentioned and there is a very stiff penalty for anyone against whom the charge of buying, selling or trading in bad eggs has been proven.

While on this subject of bad eggs it might be well for the general merchants throughout the country to consider ways and means to help the farmer improve the quality of the eggs he brings to market. Every retailer has to consider what effect any advice he may give will have on the farmer, before making a move. Canadian Grocer would suggest for one thing that every merchant interested in this problem of placing the egg on a higher quality basis write the Dominion



Type of egg candler government gives free to farmers through local merchants.

Department of Agriculture, Live Stock Branch, Ottawa, for leaflets and booklets dealing with the matter. There is one leaflet in particular that every farmer should have and there is no doubt the department would send any number required to go around. This leaflet is entitled "Rules for the Production and Marketing of New Laid Eggs," and is as follows:

1. Feed the hens on clean, wholesome food and provide an abundance of pure water in clean utensils.
2. Keep the poultry house clean, sanitary and free from vermin.
3. Provide plenty of clean, dry nests in darkened places.
4. Gather eggs at least once a day in cool weather and twice in hot or wet weather.
5. Keep eggs in a cool, dry place.
6. Cover eggs with a cloth to prevent fading and evaporation.
7. Never keep eggs near kerosene, onions, fish or any other strong smelling substance; they readily absorb odors.
8. Do not sell eggs known to be bad or which have been in an incubator. It is dishonest.

9. Do not wash eggs.
10. Use the dirty, small, very long and grass-stained eggs at home.
11. Never expose eggs for market to direct sunlight, rain or to extreme heat.
12. Remember that eggs are perishable.
13. Market eggs as regularly and frequently as possible.
14. Secure suitable crates for home use and thus prevent breakage and slight cracking.
15. Kill off, dispose of, or at least remove from the flock, the male birds after the breeding season. Their presence in the flock after June 15th is costing Canadian farmers a million dollars each year through the sale of partially incubated eggs.

The department will also send to any merchant on request as many pasteboard egg candler as he may require for his farmer customers. These are very simple in construction and when a lamp is placed inside they give good service as candler.

No farmer can object to the help coming from the Government whereas many might resent the merchant himself passing on the information.

## SUGGEST FOOD COMMISSION.

Hamilton, Ont., Mar. 18.—J. M. Semmens presided at the regular meeting of the Retail Grocers Association held last week. One of the features of the gathering was a discussion on the need for a food commission in Canada. In the discussion it was pointed out that the country had come to that stage in its history where it raised more than it consumed, but in spite of this neither the producer nor the consumer got any special benefit of this state of affairs, but rather the advantage went to the speculators. The consideration of the matter will be continued at the next meeting and will take the form of a debate. M. Cummins taking the affirmative and J. C. Clark the negative.

During the evening Edward Hazel, who recently joined the ranks of the benedicts, was honored when he was made the recipient of a very handsome hall seat, the presentation being made by the secretary. M. R. Hill, who told Mr. Hazel what his fellow members of the association thought of him.

An invitation was extended to and accepted by the Brantford grocers to be the guests of the local association on the evening of March 17.

**MANUFACTURERS' AGENTS' ASSOCIATION.**

**Progress Made Since Matter Was First Referred to and the Main Objects.**

Referring to a paragraph in a recent issue of Canadian Grocer on the proposed establishment of an association of manufacturers' agents interested in the distribution of imported foodstuffs, J. P. Wright, the secretary pro tem, reports that considerable progress has been made. He has sent out over 100 circular letters, and while so far the responses have not been numerous, they make up in quality what they lack in quantity.

He pointed out that the bulk of the more prominent agents have replied and that not a discordant voice has been raised. He declares that the need for the creation of an organization pledged to do everything that can be done legitimately to better the conditions under which the Canadian agents work is very clearly realized, and hopes that with the support of those who have already intimated their adhesion to the principles enunciated important results will be achieved.

"It should be clearly understood," stated Mr. Wright to Canadian Grocer, "and it cannot be insisted upon too strenuously, that the organization has but one central object, to forward the interests of the agents; and that it is not and will not be conducted for the benefit of any particular officer of the association; be he president, treasurer, secretary or whoever he may be. It is earnestly hoped that all manufacturers' agents who are in sympathy with the broad object of the association and who have not already written will communicate at once with the secretary."

It is proposed to call a meeting in Toronto at an early date, at which the secretary will deliver an address "On the benefits of co-operation and the need of an organization of agents," and it is hoped that all those in any way interested will make a point of attending; due notice of the event of course being given.

The inception of the association is due to a suggestion made by Stewart Menzies of Toronto, who represents well known Scottish and English houses. The honorary secretary (pro tem), is J. P. Wright (late of Bristol, England), whose address is 70 Lombard street, Toronto.

**DEATH OF PROMINENT WHOLE-SALER.**

**Major John Sloan Passes Out After Going Beyond the Three Score and Ten-Year Mark.**

TORONTO, March 18.—The past week has seen the passing of one of the older members of the wholesale grocery trade of this city in the person of Major John Sloan, head of the firm of John

Sloan & Co. The end was not unexpected as Major Sloan had been ill for the past three years or so, but he passed quietly to the great beyond.

The deceased was born in the County of Cavan, Ireland, 72 years ago, coming to Canada when he was 21 years of age. It was back in 1870 that he commenced his wholesale grocery career—forty-five years ago—so that he was one of the pioneer wholesale grocers of the Dominion. For many years John Sloan & Co., were located at the corner of Front and Church streets, and it was only a few years back that a move was made up Church street. On Front street Major Sloan was a familiar figure for a great



THE LATE MAJOR JOHN SLOAN,  
A Toronto wholesale grocer who has passed away after a lengthy career.

many years, and in his dealings with the trade he made many warm friends who will always cherish a kindly feeling towards his memory. Canadian Grocer feels a personal loss in the departure of Major Sloan. When he was in his usual good health he had always time to spare with our representatives out for market information, and his pleasant smile, his kindly greeting and his knowledge of markets and conditions were always appreciated.

Major Sloan held a commission in the Governor-General's Body Guard for 18 years, retiring 10 years ago—the accompanying cut shows him in military regalia.

Two of his five sons who survive him are connected with John Sloan & Co. They are Frank W. and Victor Sloan. Although the funeral was private and flowers were to be omitted, a number of magnificent floral offerings were received from friends and business asso-

ciates. Archdeacon Cody and Rev. J. A. Wilkinson conducted the services, and interment took place at St. James' Cemetery. The pall-bearers were: Col. Clarence A. Denison, H. P. Eckardt, Hugh Blain, J. L. Watt, F. W. Humphrey, W. G. A. Lamb, and John Hayden. Representatives from Belleville and Berlin branches of the late Major Sloan's firm were present. Those from Belleville were Frank Tait, J. R. Smith and Bruce Elliott; those from Berlin: J. B. Wayled, H. Scott, and C. J. Moore.

**GRAIN GROWERS MISUNDERSTOOD**

REGINA, Sask., March 18.—Following a tour of the province, in conversation with a representative of The Canadian Grocer, A. Arden, provincial organizer of the Retail Merchants' Association stated that organization work in Saskatchewan was progressing favorably.

"In fact," said Mr. Arden, "while Saskatchewan is one of the more recent provinces to organize under the Retail Merchants' Association, according to the way in which the membership is growing at the present time, it will soon outstrip all other provinces in the Dominion."

Merchants everywhere, he stated were rallying to the support of the association, many of them coming in voluntarily. They were awakening to their responsibility and opportunity in organization, in a manner which was very encouraging.

In speaking of the relation of the retail merchants to the grain growers of the province, Mr. Arden thought the latter did not quite understand the attitude of the merchants. Judging from statements made at the recent Grain Growers' Association convention in Regina, it might be inferred that the retail merchants were antagonistic. This, he was sure, was not the case. He believed the whole trouble was that the Grain Growers' Association failed to understand the attitude of the merchants and that they failed to consider the whole question from an economic standpoint.

Speaking of the work of the association, the organizer told Canadian Grocer that the executive were dealing with a number of questions which they proposed bringing before the Saskatchewan Legislature when it should meet, probably during the present year.

Preparations were also being made for the great retail merchants' convention to be held in Saskatoon from May 11 to 13. This will be a record convention for the merchants of Saskatchewan, and elaborate plans were being made for the entertainment of the delegates, and for the program which will be of a high order.



## The Clerks' Page



### ANSWER TO HORSE QUESTION.

Editor, Clerk's Page.—A made \$10 in buying back the horse from B and selling it to C. Not knowing the original cost, I cannot say what he made on first sale. He realized \$55 altogether.

Mattawa, Ont. 13. N. FINK.

P.S.—Here is another question for your clerk's page:—Divide \$100 amongst 100 persons, giving \$5 to the men, \$1 to the women, and \$1 to every twelve children. Find out number of men, women and children.—N. F.

### READER SUBMITS QUESTION.

Editor Clerks' Page:

Dear Sir,—Here is a question for your clerks' page handed to me a few days ago:—

"A" and "B" bought a pig weighing 200 lbs. for \$10, each paying one-half. When dividing it "A" suggested that he take the hind quarters at 5½¢ lb., while "B" take the front at 4½¢ lb., each taking \$5 worth of pork.

How many pounds should each receive?

Let us see what the clerks can do with this one.

CHAS. G. McKEEN.

Springvale, Ont.

### A BOGUS MONEY PROBLEM.

A correspondent sends in this problem for clerks:—A hungry hobo entered a grocery store one day, and placed an order. His bill amounted to \$5. In payment he handed the grocer a bogus \$20 bill. Now it was a long while since he had seen a \$20 bill, and although he tried to borrow from his wife, he could not find sufficient change. So he ran across the street to Jones, the hardware-man, and changed the bill. The hobo took his parcel of groceries, fifteen dollars change, and went. He had hardly been gone an hour before Jones rushed across the street, exclaiming: "Here, this is a bad bill you have given me." So the grocer went to his child's savings bank, took twenty good bills from it, and handed them to Jones. How much did the grocer lose? Observe the facts: the grocer gave Jones twenty good bills for the worthless \$20 bill, and the hobo had taken away five dollars' worth of groceries and the \$15 change.

## THE ENCYCLOPEDIA

### CAPERS.

Capers are the pickled flower-buds of the caper plant, common throughout the south of Europe, and nearly allied to nasturtiums.

The bush is a low training shrub often growing on old walls, fissures in rocks, or over rubbish heaps, and bears white and purple blossoms. The plant is largely cultivated as a garden ornament. Each bush yields about a pound of capers yearly. The buds are usually picked every morning as they approach maturity from May to November, exposed in the open air for 24 hours, and then thrown into a cask or other vessel of strong pickling vinegar, and when full these are headed up and sold.

The buyers sort them into different sizes by means of sieves, and in this way they are divided into various grades. The youngest and smallest in size are considered the choicest. The agreeable taste and sharp acrid flavor for which capers are so valued seems to be the capric acid—called also rustic or decaioic acid. Capers also contain a gelatinous substance.

Their greenish color is heightened by the copper wire in the sieves, but sometimes copper coins are put in by the country people, and for retail purposes capers are generally put up in green bottles. The finest quality of vinegar, previously boiled and cooled, is generally used, inferior kinds being apt to spoil the capers.

Besides France and Spain considerable quantities come from Italy; another cheaper quality from Algeria, and a few small salty capers arrive from Majorca. A flat shaped variety also comes from Lyons.

The presence of copper coloring in capers is easily detected. Immerse the clean steel blade of a penknife or a knitting needle in the caper liquor, and leave it there overnight; next morning examine it, and if copper be present there will be a red deposit of pure copper on the surface of the penknife or needle. It is best not to add water in

using this test, and if there is much copper the steel then becomes coated with it very quickly.

### A PATRIOTIC PRESENTATION.

A St. John N.B., report states that a thirty-five horse-power McLaughlin-Buick motor ambulance has been presented by the T. H. Estabrooks Co., Ltd., and their staff to the Red Cross Society, through the St. John branch of the Red Rose firm. A communication from Mr. Estabrooks announcing the presentation was read at a recent meeting of the St. John Red Cross branch, and the gift was greatly appreciated. The ambulance holds four stretchers, and is of the type especially built for the Red Cross work. The car is to be used in connection with the hospitals of the Canadian contingent. The presentation of a motor ambulance is considered by the Red Cross institution as the finest contribution yet made to the St. John branch. The donors have made no stipulation as to the purpose for which the ambulance will be used, and it may either be taken to the field or used at some of the base hospitals.

It is interesting to add that the staffs of all the branches of the Red Rose firm voluntarily consented to give one day's pay towards the cost of the ambulance.

An agreeable disposition is a nice thing, but some people are so easy to get along with that it's no fun to get along with them.

### WANTED

WANTED—GROCERY CLERK WITH IDEAS of his own as to how to increase business. I have a grocery and meat market on one of the best business streets in Hamilton. Business now about \$2,500 month; have done \$3,400; should do \$4,000. Exceptional opportunity to show your ability and get an interest in the business if everything is satisfactory. Will pay percentage of sales as salary. Give full particulars about yourself, both business and personal. Some meat-cutting experience preferred. Proposition open at once. Box 80, Canadian Grocer, Toronto.

JAM BOILER WANTED—MUST BE SOBER and able to take charge of boiling room, with good knowledge of jams, jellies, marmalades and preserved fruits, also how to put down pulps of all kinds. Reply in confidence, stating age, experience and wages required. Box 81, Canadian Grocer, Toronto.



## Current News



### Quebec and Maritime Provinces.

J. A. Talbot, grocer, Quebec, P.Q., sustained a fire loss recently.

G. O. Jaques, general merchant, Auburn, N.S., died recently.

L'Econome Incorporee, grocers, etc., Quebec, P.Q., have obtained a charter.

Farmers throughout Quebec Province are tapping their maple trees, and expect an early run of sap.

Farmers in the vicinity of Lachute, Que., are donating maple sugar to be sent to the Canadian troops in France.

A. L. Bennett, of W. S. Goodhugh & Co., importers of raw sugar, Montreal, has been away from his office with the grippe, but is now convalescent again.

W. N. Pretlow, representing the American Peanut Corporation, Norfolk, Va., was visiting the Montreal trade last week. Mrs. Pretlow accompanied him. They were registered at Place Viger Hotel.

### Ontario.

F. E. Travis, general merchant, Eden, Ontario, has sold to Denton & Madill.

McLaurin & Dow, grocers, Fort William, Ont. have sold to W. W. Brown.

Jas. Ash, grocer, corner Quebec street and Lorne avenue, London, Ont., has sold his business to F. J. McLeod.

E. S. English, London, Ont., has sold his grocery stock and fixtures to Smith & Orr. Mr. English has bought a farm in Lobo township.

Bert McGuffin, son of A. J. McGuffin, grocer, of London, Ont., has joined the Motor Transport Division of the 2nd Canadian Contingent.

Wm. Duffin, grocer, East London, Ont., has bought the retail shoe business of W. J. Lashbrooks and intends conducting the two stores.

The stores of the National Railway Association which made assignments some time ago and which were given an opportunity to get the business on its feet again, have been practically all closed.

O. S. Matchett of Goheen & Matchett, grocers, Peterborough, Ont., was in Toronto last week attending the convention of a fraternal society with which he is connected.

J. M. Stokes has joined the travelling staff of the I. X. L. Spice and Coffee

Mills. Ltd., London, Ont. Mr. Stokes is going on an extended business trip from coast to coast.

C. P. Ruppell has been elected treasurer of the Elmira, Ont., Board of Trade. R. J. Carson has been elected to the council of the Kingston, Ont., Board of Trade.

The Richards Pure Soap Co., Woodstock, Ont., have received an order from the department of the British Naval Service for two carloads—50,000 lb.—of laundry soap, and also for a quantity of castile soap.

The members of the Ottawa branch of the Canadian Produce Association have agreed to buy no eggs in future except on the loss-off basis. They will, in other words, candle the eggs on receipt of shipments and charge back to the shipper all bad eggs. The following officers were elected by the association: President, A. W. Bayman, of Matthews-Blackwell; vice-president, Jos. Moynour, of Jos. Moynour, Ltd.; secretary, Walter Brown, of Swift Can. Co.

The R. J. Graham Co., Ltd., of Belleville, Ont., has secured an army contract for evaporated potatoes, onions and soup mixture totalling \$230,000. It is expected that this order will keep ten evaporators busy for a couple of months.

Messrs. Allan, of Ottawa, and Len. Hourigan of Smith's Falls, Ont., have leased the building on the corner of Main and Market streets, Smith's Falls, at present used as a grocery and fruit store, and have opened up as grocers and provision merchants.

### Western Canada.

A. O. Grant, grocer, Brandon, Man., has sold to L. H. Barrett.

Peterson & Johnson, grocers, Macoun, Sask., are adding a restaurant.

Mitchell Bros., grocers, Brandon, Man., have sold to G. C. Lloyd.

The Pantry, grocers, Brandon, Man., has dissolved, S. Hooper continuing.

Peter Palmason, grocer, Winnipeg, Man., is succeeded by C. J. Smith.

Gibson & Burns, general merchants, Wawanesa, Man., have sold to J. J. Story.

Mrs. E. M. Wright, grocer, Waldron, Sask., has been succeeded by the Grain Growers' Supply Co.

The Retail Merchants' Association of Winnipeg are still in hopes of having the business tax to which they are subjected modified. A deputation waited on a committee of aldermen recently to present their views and the matter will be definitely decided upon in the near future.

The officers of the Winnipeg Retail Merchants' Association for the year were elected at a recent meeting as follows: President, J. A. Banfield re-elected; first vice-president, J. A. McCracken; second vice-president, W. A. Templeton; treasurer, C. F. Rannard, re-elected; secretary, John F. Kennedy, re-elected. The following delegates were chosen for the convention of the Manitoba board: John Erzinger, C. F. Rannard, W. A. Templeton, T. A. Connell and J. H. Treleaven. Considerable discussion took place on the imperativeness of passing legislation curtailing the ravages of the N.S.F. check artist among merchants and others. It was shown that Winnipeg merchants are suffering much from this form of crookedness.

### CO-OPERATIVE ADVERTISING IN CHICAGO.

In Chicago, the retail grocers are formulating a co-operative advertising plan somewhat similar to that of Toronto grocers, by which they have a full-page each week in the "Chicago Herald," one of the leading morning papers there. In the centre of this page will appear an editorial in defence of the retail grocer whenever it is necessary and an answer to any criticisms on the retail grocery trade which may have been made during the week. Advertisements surrounding this editorial will pay for the page.

It is planned that 200 grocers will sign an agreement to pay \$10 each per year to the Herald to cover this advertising contract.

### LIKES THE DISPLAYS.

MacLean Publishing Co.:

I find Canadian Grocer beneficial in many ways. I am interested mostly in the photographs of windows and interior display, and explanations of same.

C. E. YORK,  
The Fair, Trenton, Ontario.

# Tea Up in London: Sugar in New York

Tea Market in Still Stronger Position—Sugar Higher in New York, But Not in Home Markets  
—Dried Fruits Dull—New Prunes in Toronto—Shelled Walnuts Very Strong  
—The Sixty Cent Tomatoes.

Office of Publication, Toronto, March 18, 1915.

**A**S predicted last week the market price for new-laid eggs has got down to 20 cents. The drop from last week's level of 28 and 29 was not long in coming. Moreover, new-laid eggs can be bought by the country storekeeper direct from the farmer at 17, 18 and 19 cents. This contrasts oddly with the 45-50 cent quotation on January 1st. There is no doubt that, while the abundant supply has had much to do with lowering the price, the fact of keen United States competition has had still more. As we showed last week United States eggs can, at present, be laid down here for 20 and 21 cents, and assuredly they would be, in large quantities, unless prices in Canada are lower than that.

Cheese, what little can be got, is only to be bought on an advancing market. Actual change in Toronto was only a matter of a quarter of a cent this week, but Montreal, New Brunswick and Edmonton correspondents all report an advancing market. Prices on cheese have never been so high before. They are unprecedented, and in England, Canadian cheese is away up. There is evidently a big demand for it, and British importers would buy more of it if there were more of it to sell. The new cheese will probably open at very high prices. A report says that bids have been made for April new cheese, delivered in May, around 16 cents, but with no takers.

Owing to the tariff increases, difficulty and extra costs of freight and so forth, all jams and marmalades brought in from Britain will show an excess over last year of twenty-five cents a dozen or thereabouts. Marmalade of a well-known brand, which cost \$1.44 last year, is up to \$1.66 this year, and most lines show an increase of two or three cents more than that.

Flour remains at the same level as last week, but there is a much firmer tone to the market, and we should not be surprised to see prices go up again. The fact that the opening of the Dardanelles as a saviour of the situation has been over-discounted, both over the border and here, is proved by the rise in Winnipeg wheat again to \$1.56. This is only four cents below the high of wheat—\$1.60—and as has been pointed out, flour men say they figured their prices on basis of \$1.50 wheat. Their present prices are reduced thirty cents a barrel from those figured on such a basis, and inasmuch as wheat is now six cents higher than the \$1.50 that they figured on when making their top prices, they think that their quotations are unjustifiably low. Though progress is being made at a satisfactory rate in the razing of the Dardanelles forts, it's a long way to those sixty-five million bushels of Russian wheat that are going to bear our wheat markets this side of the water.

## QUEBEC MARKETS.

Montreal, March 18.—There is no doubt that the trade will have considerable to say about canned goods during the next few weeks, and about canned tomatoes in particular. While it is early for us to make any definite statement, the leaders in the grocery trade here are not unwilling to discuss the situation. For a long time certain movements have been on foot, one of the leaders in which was a Montrealer. The scene was watched with interest by the whole trade, who wondered what was going to happen. As late as this week an effort was made to cheapen canned tomatoes in this pro-

vince, but without success. It is believed now that it will not be necessary, and that the market will have a much firmer tone in all lines of canned vegetables. Canned salmon is receiving attention from the British Columbia Government, who are believed to be in the market for the next installment of their gift to the Imperial Government. This should have the effect of strengthening the salmon market, but strange to say, prices on a certain Fraser River line were reduced here this week in order to stimulate trade.

No sales of new crop molasses have been reported yet, and are not likely

## Markets in Brief

### QUEBEC MARKETS.

**FLOUR AND CEREALS—**  
Wheat markets rallied again.  
Feed prices maintained.  
All cereals very quiet.

**PRODUCE AND PROVISIONS—**  
New laids drop to 23c.  
Butter easier, but unchanged.  
New maple syrup expected.  
Earlier cheese this year.  
Advances in barrelled pork.

**FRUIT AND VEGETABLES—**  
New lines in for Easter.  
Cocoanuts up to \$4 per sack.  
Strawberries 60c per qt. box.  
Lettuce down considerably.  
New carrots and beets here.  
Cabbage and cauliflowers up.

**FISH AND OYSTERS—**  
Flounders offered 7c lb.  
Decline in frozen fish lines.  
New fish arriving already.  
Live lobsters are cheaper.  
Holland herrings expected.

**GENERAL GROCERIES—**  
Nuts in shell decline.  
New Brazils expected.  
Curious molasses situation.  
Firmer sugar market.  
Decline in red sockeyes.  
Duty on coffee expected.  
Little tea being sold.

### ONTARIO MARKETS.

**FLOUR AND CEREALS—**  
Flour firmer again.  
Rolled oats very strong.  
Feeds rather easier.  
Barley scarce and firm.

**PRODUCE AND PROVISIONS—**  
New laids eggs 'way down.  
Poultry prices advance.  
Butter firm.  
Cheese slightly higher.

**FRUIT AND VEGETABLES—**  
Western boxed apples in.  
Navels firmer.  
Potatoes easier and lower.  
Florida new cabbage selling.

**FISH AND OYSTERS—**  
Business very dull.  
Whitefish selling.  
Oyster trade dead.  
Haddie moving well.

**GENERAL GROCERIES—**  
Sugar higher in New York.  
No change in this market.  
Tea up another cent.  
Canned tomatoes to be cheaper?  
Dried fruits slow.

until lower prices are quoted by the Barbadoes planters. Another difficulty has arisen. It is announced that few steamers will be available this year for carrying molasses to Montreal. The suggestion has been made that sailing vessels be used as in the olden days. There is likely to be a dropping off in orders for car-lots from the country this year, as dealers will be afraid to take chances at present prices, when a slight change in the European situation might bring the market down several cents.

An important change this week is drop of several lines of nuts in shell. With new crop Brazils coming on to the market, a drop was expected there. The reason given in the case of other nuts is that

## CANADIAN GROCER

the demand was so small, a drop became necessary to stimulate business.

It is believed that large quantities of frozen fish will be carried over this year, as already supplies of fresh fish are arriving. Large stocks are carried in halibut, salmon and codfish, and much lower prices on these lines would not be surprising. Shipments of Holland herrings are expected here next week, the price of which is twenty per cent. higher on account of restricted fishing in the North Sea.

With new maple syrup due to arrive on the market next week, there is likely to be a cut in prices on old crop. A further decline in fresh eggs occurred, which are now quoted as low as 23c. Nobody would think business was bad the way orders were placed for Easter novelties. Shipments have been extraordinarily large from Europe, one firm bringing in over 150 cases. Contrary to expectations, the trade has not bought cheap stuff this year. It is a fact that the market is almost bare on the higher class goods. An example of what is being shown is a hen sitting on chocolate eggs, which retails for \$1.50.

Considerable uncertainty has existed in the cocoa market for some time, which amounts almost to chaos in many cases. Dutch cocoa particularly is affected. This is believed due to the big demand from Germany who, with her supplies of tea and coffee practically cut off, will be one of Holland's biggest customers. The local representative of a Dutch firm has received word that they cannot ship.

**SUGAR.**—A firmer tone was given the market here this week by news that several New York refiners had raised their prices, which range now from \$5.90 to \$6. Raws were quoted 3 $\frac{3}{8}$ c on Tuesday. This had practically no effect on the buying here, which has been small for several weeks, probably on account of the trade being filled up, and a new refinery being in the market. The news of a firmer market in New York, however, might have the effect of stimulating trade here before the week is out. The consumption at this time of year is small, however. Had it been summertime, when fruits are coming in, things might be different. Any advance in the market here will depend on how the raw market acts. If New York refined market goes up, it does not mean that the Montreal refined market goes up too; but as New York has advanced because of firmer raws, another advance in the latter would undoubtedly have the effect of raising prices in Montreal. The spurt in New York may be due to Great Britain's embargo announcement. It is recognized that Great Britain has to come into this market again before long.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10

Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lump—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

**DRIED FRUITS.**—Fruits like prunes and seedless raisins are held very cheap on this market as compared with their actual value; in fact, raisins are worth  $\frac{1}{2}$ c per lb. more than they are selling to retailers. Sultanas continue to be quoted high, but the demand is quiet. There may be a shortage of pears here, as one wholesaler announced this week that he was completely out of them. Currants continue to be easier. There is a fairly good demand all round, and prices are stiff in most cases. Dealers are working on old stock, and when they come to replenish, they will do so at considerably enhanced prices.

<b>EVAPORATED FRUITS.</b>		Per lb.
Apples, best winter	0 08	0 08 $\frac{1}{2}$
Apricots	0 15	0 17
Nectarines, choice	0 11	0 11 $\frac{1}{2}$
Peaches, choice	0 09 $\frac{1}{2}$	0 10 $\frac{1}{2}$
Pears, choice	0 13	0 13 $\frac{1}{2}$

<b>DRIED FRUITS.</b>		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13 $\frac{1}{2}$	0 14
Orange	0 13 $\frac{1}{2}$	0 14
Currants—		
Amalias, loose	0 07 $\frac{1}{2}$	
Amalias, 1-lb. pkgs.	0 08	
Filiatras, fine, loose, new	0 07 $\frac{1}{2}$	
Filiatras, packages, new	0 08 $\frac{1}{2}$	
Vostizzas, loose	0 08 $\frac{1}{2}$	
Dates		
Dromedary, package stock, per pkg.	0 09	
Paris, choicest	0 12 $\frac{1}{2}$	
Hallowee, loose	0 08 $\frac{1}{2}$	
Hallowee, 1-lb. pkgs.	0 08	
Figs—		
4 crown, 12 lb. boxes, fancy, layer, lb.	0 15 $\frac{1}{2}$	
7 crown, 12 lb. boxes, fancy, layer, lb.	0 15 $\frac{1}{2}$	
4 crown, 12 lb. boxes, fancy, layer, lb.	0 15	
Pistons—		
30 to 40, in 25-lb. boxes, faced	0 15	
40 to 50, in 25-lb. boxes, faced	0 14	
50 to 60, in 25-lb. boxes, faced	0 13	
60 to 70, in 25-lb. boxes, faced	0 12	
70 to 80, in 25-lb. boxes, faced	0 11	
80 to 90, in 25-lb. boxes, faced	0 10 $\frac{1}{2}$	
90 to 100, in 25-lb. boxes, faced	0 09 $\frac{1}{2}$	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, 52.00; 5-crown cluster	3 60	
Muscatsels, loose, 3 crown, lb.	0 08 $\frac{1}{2}$	
Sultana, loose	0 09 $\frac{1}{2}$	
Valencia, selected	0 09	
Valencia, 4-cr. layer	0 09 $\frac{1}{2}$	
Cal. seedless, 16 oz.	0 11	
Seedless, 12 oz.	0 09	
Fancy seeded, 12 oz.	0 09	
Choice seeded, 12 oz.	0 08 $\frac{1}{2}$	

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

**RICE.**—New crop rices are not being offered at the present moment. It looks as though importers are waiting until the crop reaches England. There are no changes in local prices.

<b>Rangoon Rices—</b>		Per cwt.
Rangoon "B"	3 60	
"C.C."	3 50	
India bright	3 75	
Lustre	3 75	
<b>Fancy Rices—</b>		Per cwt.
Imperial Glace	5 50	
Sparkle	5 70	
Crystal	5 45	
Ice Gripe	5 50	
Snow	5 70	
Polished	4 85	
Pearl	5 05	
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 $\frac{1}{2}$ lbs.).		
<b>Imported Patna—</b>		Per lb.
Bag, 52 lb.	0 06	0 06 $\frac{1}{2}$
Half bags, 112 lb.	0 05 $\frac{1}{2}$	0 06
Quarter bags, 56 lb.	0 05 $\frac{1}{2}$	0 06 $\frac{1}{2}$
Velvet head Carolina	0 09 $\frac{1}{2}$	0 10 $\frac{1}{2}$
Sago, brown	0 05 $\frac{1}{2}$	0 06

<b>Tapioca—</b>	
Pearl, lb.	0 05 0 05 $\frac{1}{2}$
Seed, lb.	0 05 0 05 $\frac{1}{2}$

**MOLASSES.**—The situation for new crop shows little change since last week. No sales have as yet been made. Word received from Barbadoes states that there is no possibility of steamers coming direct to Montreal this year. Importers do not like this news, as the leakage is so heavy when brought by rail from the seaboard. Hence, there has been considerable thinking this week as to how molasses can be shipped direct to Montreal. In olden days, it was brought direct by sailing vessels. Why not to-day? There are lots of sailing vessels available around Portland. The insurance companies are opposed to them, as they are risky things in the St. Lawrence. But they took the risk in olden times. At which wharfs will they unload? is another question asked and readily answered. At St. John, N.B., there are sailing vessels shipping lumber to Barbadoes, which come back light. Why not bring molasses back, and bring direct to Montreal? They could take on lumber again at Three Rivers. Last year, shipping companies were so anxious to get the business, the freight rate was reduced to \$2.50 per puncheon. It is believed there will be bottoms available this year. The people in Barbadoes will insist on the Government chartering vessels. Scrutton's boats, which usually carry molasses to Montreal, are being used by the Admiralty this year, and some are interned at Hamburg. This difficulty has again tended to strengthen prices. Latest quotations are 25 $\frac{1}{2}$ c for fancy, which is about the same as last week. This brings the price in Montreal to 41c, all charges paid. It used to be that the grocer in the country bought a car of molasses because it was low, and it paid him to get in a year's supply. There will be no advantage in doing this during the present year, and run a risk of the market dropping several cents a gallon because of some change in the European situation. Thus the buyer in the country will control the market. It would cost him about 46c per gallon to lay it down in his own town. Instead of buying a car, he will buy a puncheon, and use it as he wants it. Latest news from Barbadoes gives no hope yet of higher prices. It is stated that planters are preparing to make sugar instead of molasses.

Some holders of maple syrup (old crop) are cutting prices in order to get it cleaned out in time for the arrival of the new, which looks like coming on the market several weeks earlier this year. Already farmers have begun tapping trees all over the Province, and in another week syrup will be arriving. The new crop is expected to arrive at from 80 to 85c, but this will depend entirely



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on the weather. Old crop is now offered around 70c per 8½ lb. tin, and 9c per lb. for sugar.

	Prices for Island of Montreal.	
	Fancy.	Choice.
Barbadoes Molasses—		
Punchons .....	.45	.43
Barrels .....	.48	.46
Half barrels .....	.50	.49

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

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

Corn Syrups—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls. ....	0 04½
Pails, 3¾ lbs., \$1.85; 25 lbs. ....	1 46
Cases, 2 lb. tins, 2 doz. in case .....	2 65
Cases, 5 lb. tins, 1 doz. in case .....	3 00
Cases, 10 lb. tins, ½ doz. in case .....	2 90
Cases, 20 lb. tins, ¼ doz. in case .....	2 85

Cane Syrups—	
Barrels, lb., 3½c; ¼ bbls. ....	0 04
Cases, 2 lb. tins, 2 doz. per case .....	2 65

Maple Syrups—	
Pure, per 8½ lb. tin .....	0 70
Pure, in 15 gal. kegs, 8c per lb. or, per gal. ....	1 10
Maple sugar, pure, per lb. ....	0 10

**COFFEE.**—The House of Commons was still debating on the budget early this week, so that the tariff was expected down early. Dealers are going ahead with the understanding that the extra duty will stand. No general changes have been made, but it will probably be necessary later. Genuine mochas cannot be bought less than 35-36c now, but there are imitations on the market at lower prices.

Coffee, Roasted—	
Bogotas .....	0 26    0 30
Jamaica .....	0 23    0 24
Java .....	0 31    0 36
Maricao .....	0 22    0 25
Mexican .....	0 27    0 28
Mocha .....	0 33    0 36
Rio .....	0 17    0 20
Santos .....	0 21    0 23
Chicory, per lb. ....	0 10    0 12

**NUTS.** — Important changes were made locally this week in quotations on several lines of nuts in shell. Brazils, new crop of which are expected in New York very soon now, are dropped to 12-13c (were 14-16c); filberts are 13-14c (were 15-16c); Tarragona almonds are down to 18-19c (were 19-20c). The decline is due to small demand, and is intended to stir up business. Brazils at this price is a cheap food. Shelled walnuts in the primary market remain high.

Almonds, Tara .....	0 18    0 19
Grenobles, new .....	0 16    0 16½
Marbots, new .....	0 15    0 16
Shelled walnuts, new, per lb. ....	0 34    0 37
Shelled almonds, 28-lb. boxes, per lb. ....	0 38    0 43
Sicily filberts .....	0 13    0 14
Pecans, large .....	0 19    0 19
Brazils .....	0 12    0 13
Peanuts, No. 1, 12½c; No. 2 .....	0 11½    0 11
Peanuts, No. 3 .....	0 10    0 10
Canadian chestnuts .....	0 12    0 12

**SPICES.**—Montreal wholesalers are doing practically no buying just now. The New York market is less active. Spot values are steady, and some grades are a little higher. Peppers are scarcer than ever, with wide buying in small parcels. Clover is scarce and in good demand.

**DRIED VEGETABLES.**—Wholesalers were offered choice primes 3-lb. pickers as low as \$2.85, but at this price there was very little business being done, as most people have big stocks on hand. Thus, after the boom comes the reaction. Possibly prices may be up again soon. Quotations to the retailer vary from \$3.25 to \$3.45. Little business is being done in either soup peas or whole peas.

Beans—	
Canadian, 3-lb. pickers, per bushel....	3 25    3 50
Yellow, per bushel .....	3 25    3 25
Yellow eyes, per bushel .....	3 25    3 25
Lima, per lb. ....	0 07½    0 08
Peas, white soup, per bushel .....	2 85    3 00
Peas, split, bag 98 lbs. ....	5 25    5 25
Barley, pot, per bag .....	3 00    3 00
Barley, pearl .....	4 50    4 50

**TEA.**—Things are quiet. Retailers are not buying, and wholesalers, following the boom of February, bought all they wanted. This is having no effect on prices here. Quietness here, of course, has no effect on markets elsewhere. A wholesaler says: "Prices will certainly not go down in Ceylons and Indians, but when the new crop here, Japans may be easier. But we can't see cheaper prices in sight for blacks."

**MACARONI.**—Manufacturers of macaroni will advance their prices as soon

### "THE FACTS OF THE CASE."

Referring to the article in last week's Canadian Grocer under the heading: "The Facts of the Case," a large Montreal wholesale grocery firm pointed out that their sales during January were 13 per cent. better and in February 25 per cent. better than in January and February of 1914. They further stated their books demonstrated that this increase came from the country districts.

For several weeks past Canadian Grocer has been pointing out that business in the country communities was not lessened, but strengthened by the war. Prices of farm products have been high in nearly all lines, and export demand has greatly increased, so that naturally the farmer is equally as well, and in the majority of cases better off than he was a year ago. The position we have taken has been verified by the evidence of this Montreal wholesaler. It demonstrates that the country merchant and the merchant in the towns and cities who caters to the farmer are particularly well situated. The same evidence also shows the necessity of the retail dealer getting after the trade of the farmers.

as their supplies of flour run out and they are compelled to buy at to-day's prices. Before the war they were buying flour at \$2.25 per bag, whereas to-day it costs \$3.90. Against this advance of \$1.65, macaroni manufacturers have advanced their prices 90c. Unless the price of wheat takes a drop before their supply is exhausted, a further advance will undoubtedly take place. They happen to be well supplied at the present moment, but June should find them in the market for more flour.

**CANNED GOODS.**—Commission merchants here learn from Vancouver that the salmon market is disturbed this week following an enquiry addressed to all packers by the Provincial Government, asking for particulars of all unsold salmon, with prices. It is supposed in Vancouver that the enquiry comes from the Imperial Government, but the opinion held in Montreal is that the B. C. Government is about to buy the remainder of their contribution to the Imperial Government, as so far only a part has been donated.

Should the Government buy large quantities, it will have the tendency to cause an advance. The Government, it is suggested in some quarters, may take up practically everything available, which would leave in an awkward position the distributors who have not already covered their requirements. In Vancouver it is thought that the Government will likely buy more Pink Talls, and possibly some Chums, and as the stock remaining from the 1914 pack is already small, any action by the Government is likely practically to clean up the market.

In view of the above, it is rather surprising to find that Montreal wholesale houses this week dropped their prices on Fraser River Red Soekeye salmon, to \$1.95-\$2. The reason given is that the stock must be sold, as it cannot be held indefinitely. The price is not based on the primary market, however, but on the local market.

There was some interesting gossip going around this week to the effect that the French Government had been making enquiries here regarding canned tomatoes, beans, peas and corn, with the idea of purchasing large quantities for the Canadian troops. It was pointed out that the Canadian soldier would appreciate a tin of canned corn more than anything which he would be able to secure in Europe. It has been suggested that this is the reason why a tri-weekly steamship service has been arranged between Canada and France. It is easy to see that fifty thousand troops would soon make a big hole in our stock of canned goods.

### ONTARIO MARKETS.

Toronto, March 18.—Trade has struck a quiet patch again, and brokers, importers and wholesalers are not too busy to take any orders that may come their way. March is usually a quiet month anyhow, and this year—after a pretty fair February—it is fairly dull. However, as the Yorkshireman says: "It mud have been wor'." Certainly it was very much worse three or four months ago, and general business conditions are indubitably on a better footing than they were. There are signs that things are picking up, and while no one

## CANADIAN GROCER

wants to work on any falsely safe premises, the pessimist is just as foolish in refusing to recognize such signs as there are of return to prosperity. Collections continue very fair, particularly in view of the transition stage through which we are passing. Country collections are especially satisfactory, which is another proof of our contention that the rural community has got the money.

It is improbable that we shall see any higher sugar market here for time being, though raws have advanced this last week in New York. The influences that have been at work to that end there hardly apply here. Sugar market in Toronto cannot be said to be busy, and, while the undertone is firm, it is not so strong that an advance is likely.

There is ample discussion in Old London as to the reasons why tea is going up, and up with no apparent probability of stopping. The idea of a "corner in tea" was more or less authoritatively dismissed last week in these columns by some very sane words from the London "Grocer." Apparently the tea market is suffering, and has suffered these many moons, from several accidents. Now and then a boat is sunk which has a heavy cargo. Freights are absurdly high. War risks have to be paid. Trans-shipping facilities are practically nil. Boats have to be docked and left in the dock for many days before the tea can be unloaded and loaded again for ports this side, because dock labor is scarce. A prominent tea concern showed us a letter this week, which is interesting. It urges that the real cause for such a high market is only a materially increased consumption, largely in Russia, and natural enough surely. If you can't have vodka, you must have tea. Part of this letter reads: "We ascertained that teas are shipped to Russia from here at the present moment. These go via Norway (Bergen), Sweden (Gefle), to a Finnish port, and from there by rail to Russia. The freight is something like £15 per ton, and the insurance 10 per cent., so we hear. It is also said that one of the boats was sunk the other day in the Baltic, having over 2,000 chests of tea for Wisotsky, Moscow, from London, on her." This letter was sent from the London office of a Canadian firm, on February 25th. Fifteen pounds sterling a ton and insurance to the tune of 10 per cent. have to be paid for by someone.

**SUGAR.**—Market is strong in New York, and last week raws were up to \$4.84. Refiners have at last had to buy. They have been playing a waiting game, but their stocks got so low that they could wait no longer and bought in a rush. So the Cubans made good on the transaction. Market is a trifle easier, and we saw a cable this morning which said the market on raws was down an

eightth. There is more buying to be done, however, and price on raws may be shaded slightly to get the business at once. France, it is said, is prospecting and seeing how the land lies, and there is talk of the English embargo being lifted, in which case Britain would be a buyer. Refined also advanced 15 cents in New York. Any advance is unlikely here at present. Demand is not sufficient.

<b>Extra Granulated Sugars, Montreal Refined—per 100 lbs.</b>	
100 lb. bags .....	6 85
20 lb. bags .....	6 90
10 lb. bags .....	7 01
3 and 5-lb. cartons .....	7 15
<b>Nova Scotia refined, 100-lb. bags .....</b>	
.....	6 75
<b>New Brunswick refined, 100-lb. bags .....</b>	
.....	6 85
<b>Extra Ground Sugars—</b>	
Barrels .....	7 25
50 lb. boxes .....	7 44
25 lb. boxes .....	7 55
<b>Powdered Sugars—</b>	
Barrels .....	7 05
50 lb. boxes .....	7 25
25 lb. boxes .....	7 45
<b>Crystal Diamonds—</b>	
Barrels .....	7 41
100 lb. boxes .....	7 51
50 lb. boxes .....	7 71
Cartons (20 to case) .....	8 11
Cartons (50 to case) .....	8 51
Crystal Dominoes, cartons .....	8 25
<b>Paris Lump—</b>	
100 lb. boxes .....	7 51
50 lb. boxes .....	7 71
25 lb. boxes .....	7 81
<b>Yellow Sugars—</b>	
No. 1 .....	6 45
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—Once more the London auction shows an advance of a halfpenny. The commonest teas in London are now worth fully tenpence-halfpenny, or 21 cents, and to get that here we must add buying, warehousing, shipping, freight, insurance, etc., charges. The Indian market is up a cent. too. The raises of the last two or three weeks—which have been more pronounced—will likely bring London and Colombo a par. London has been up for a couple of weeks about the same degree that Ceylon has been down. There is some talk in London of an advance in the duty on tea, but as far as anybody other than Lloyd George knows, this is put down as rumor only, and tea men here do not place much credence in it.

Nothing definite can be ascertained with regard to a probable advance in package teas in Canada. But it seems to be common sense to suppose that tea men can't go on importing at high and yet higher prices every week without making some changes in their selling schedule to cover. There is nothing to do but follow Mr. Asquith's advice and "Wait and see," meanwhile taking note of the handwriting on the wall.

**DRIED PRUNES.**—There are few prunes around, but it is said that another car is coming into the market, and there ought to be quite a demand. Prices will likely be higher than at present. Prunes in primary market are tending towards slightly lower prices. Raisins are scarcer and scarcer, and few remaining may be bought for 9 cents. Candied peel displayed some activity this week, but not enough to count. The average jobber doesn't sell above ten boxes a month. Dates, currants and apricots have a very

ordinary demand. Evaporated apples at 8 cents are a fairly good line this week. Peaches, which are very strong in the primary markets, are quiet again this week in this market. General demand for dried fruits just now is slow. Nobody seems to be buying, and some, though stocks in nearly all lines are very low, prices throughout remain unchanged.

<b>Apricots—</b>	
Standard, 25 lb. boxes .....	0 13 0 14
Choice, 25 lb. boxes .....	0 14 0 1 1/2
Apples, evaporated, per lb. ....	0 07 1/2 0 08
<b>Candied Peels—</b>	
Lemon .....	0 13 0 14
Orange .....	0 13 0 14
Citron .....	0 19 0 22
<b>Currants—</b>	
Filiatras, per lb. ....	0 07 1/2
Amalras, choicest, per lb. ....	0 08
Patras, per lb. ....	0 08 1/2
Vostizras, choicest .....	0 09 1/2
Cleaned, 1/2 cent more.	0 10
<b>Dates—</b>	
Fards, choicest, 12-lb. boxes .....	0 09 1/2 0 10
Fards, choicest, 50-lb. boxes .....	0 09 0 09 1/2
Package dates .....	0 06 0 06 1/2
Hallowees .....	0 07 1/2 0 07 1/2
<b>Prunes—</b>	
30-40s, California, 25 lb. boxes .....	0 14 1/2 0 15
40-50s, 25 lb. boxes .....	0 12 1/2 0 13 1/2
50-60s, 25 lb. boxes .....	0 12 0 12 1/2
60-70s, 50 lb. boxes .....	0 10 1/2 0 11 1/2
70-80s, 50 lb. boxes .....	0 09 0 09 1/2
80-90s, 50 lb. boxes .....	0 08 0 08 1/2
90-100s, 50 lb. boxes .....	0 07 1/2 0 08
25-lb. boxes 1/2 cent more.	
<b>Peaches—</b>	
Choice, 50-lb. boxes .....	0 08 0 08 1/2
25-lb. boxes 1/2 cent more.	
<b>Raisins—</b>	
Sultanas, choice, new .....	0 12 0 13
Sultanas, fancy, new .....	0 14 0 15
Valencia .....	0 09
Seeded, fancy, 1 lb. packets .....	0 10 1/2
Seeded, choice, 1 lb. packets .....	0 09 1/2
Seeded, choice, 12 oz. packets .....	0 09 1/2
Seedless, 16 oz. packets .....	0 10 1/2 0 11
Seedless, 12 oz. packets .....	0 10 0 10

**NUTS.**—Market on shelled walnuts is strong, and at 38c to 40c they are cheap just now. We hear that a wholesaler offered 35c for them, but his offer was turned down. An importer is paying 35 1/2c for a big lot at present on the way to him. There is quite a demand again for shelled walnuts. Shelled almonds are dull, and though we quote 37c to 40c, we hear that one or two lots have been bought under the low figure. Filberts at 35c are very slow.

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

**SPICES.**—The market remains firm, with good demand, especially for peppers and cream of tartar. Prices are still unchanged, but stocks in hands of merchants are getting lower and lower, and a general advance, we think, cannot be long delayed. In addition to the fact that new importations will come in for increased duty, there is a tie-up of freights and those stocks are held up. Meanwhile supplies here are being gradually depleted.

<b>Spices—</b>		<b>Compound,</b>	<b>Pure</b>
		<b>per lb.</b>	<b>per lb.</b>
Allspices, ground .....	0 10	0 10	0 15
Allspices, whole .....	0 10	0 10	0 15
Cassia, whole .....	0 21	0 21	0 25

CANADIAN GROCER

Cassia, ground	0 14-0 16	0 21-0 25
Cinnamon, Batavia	0 36-0 40	0 36-0 40
Cloves, whole	0 28-0 33	0 28-0 33
Cloves, ground	0 18-0 22	0 28-0 33
Cream of tartar	0 25-0 35	0 40-0 45
Curry powder	0 14-0 17	0 30-0 35
Ginger, Cochin	0 17-0 20	0 24-0 27
Ginger, Jamaica, ground	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole	0 17-0 20	0 24-0 27
Ginger, Africa, ground	0 18-0 21	0 24-0 27
Blace	0 80-1 05	0 80-1 05
Nutmegs, brown, 64s, 52c; 80s, 42c;		
100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb.		
tins		0 50
Pastry spice		0 22-0 25
Peppers, black, ground	0 14-0 18	0 19-0 22
Peppers, black, whole	0 20-0 22	0 20-0 22
Peppers, white, ground	0 19-0 24	0 30-0 33
Peppers, white, whole	0 30-0 33	0 30-0 33
Pickling spice		0 15
Turmeric	0 18-0 20	0 18-0 20

**MOLASSES.**—Market is quiet. There is no change in price. Little demand is visible. We should see new Barbadoes molasses here very soon now if freights can be secured. Price, it is said, will be high.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	2 55	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, 1/2 doz. in case	2 90	
20 lb. tins, 1/4 doz. in case	2 85	
Barrels, per lb.	0 03 3/4	
Half barrels, lb.	0 04 0	
Quarter barrels, lb.	0 04 3/4	
Pails, 38 1/2 lbs. each	1 95	
Pails, 25 lbs. each	1 40	
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 23	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	6 60
1/2 gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	0 12 3/4	
Maple Cream Sugar—		
24 twin bars	1 80	
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	1 90	

**COFFEES.**—There is little feature to the market. It is fairly firm, with a good demand, at current prices. Market in New York has ruled steady.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maraibo	0 27	0 30
Jamaica	0 24	0 26
Santos	0 18	0 22
Rio	0 15	0 17
Chicoory	0 14	0 14

**RICE AND TAPIOCA.**—Market is strong, with Rangoon in particularly good position. It is said there may be some advance shortly. Patnas are firm too. Rice is apparently a good buy for the retailer at present. General opinion is inclined to the idea of higher prices.

Rice—		
Rangoon "B," per cwt.	3 44	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	
Patna, fancy	0 07 1/2	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07 1/2
Seed, per lb.	0 06	0 07 1/2
Sago, brown, per lb.	0 05 1/2	0 05 1/2

**CANNED GOODS.**—It is whispered round the street that there is going to be—as one wholesaler graphically puts it—"a bust-up" in the canned vegetable market. It is hinted that canned vegetables will come down materially in price. In connection with this we give—for what it is worth—a rumor to the effect that canned tomatoes have been selling in the West for 60c a dozen. This is said to be a fact. On the face of it it looks ridiculous. For tomatoes to sell

to retailers in the West at 60c a dozen, they must have been laid down at 37c at least, as the freight is 23c or thereabouts. And 37c for tomatoes is absolutely ridiculous. Of course, it may mean 60c f.o.b. Ontario points.

In Ontario, however, there were some tomatoes which sold for 60c a couple of weeks ago. It was on this wise. A canner who needed the money told a broker to get 60c a dozen for about 4,000 tins of tomatoes. The broker got busy, and immediately some wholesaler got in and grabbed the whole offering—and certainly got some pretty cheap tomatoes. That broker who offered the vegetables had more letters in his mail bag the next day than he has had for some time. Anybody would have grabbed tomatoes, two weeks ago, at 60c a dozen. The trade should, of course, always appreciate the fact that tomato quality differs.

We hear that one wholesaler is offering tomatoes, as a special offer, at 75c a dozen. These must have cost him over 80c, so that he is selling at a loss. Probably his case can be duplicated. What has happened? Is no one eating canned tomatoes these days? Tomatoes of all lines are good sellers ordinarily, because they are so useful. But it looks as if the price is going to drop—and not necessarily gradually—in the near future.

MANITOBA MARKETS.

WINNIPEG, March 18.—The break up in weather has come earlier this year than usual. As a result the falling off in trade, always experienced when this break up is taking place, has also occurred somewhat earlier than usual. Because of the bad conditions of the roads, trade has been very quiet for the last week. It seems likely that it will continue quiet for a week or so more, after which a big improvement may be expected.

**SUGAR.**—Unexpectedly the New York refined market advanced 15c a day or two ago. What the cause of this advance was is not known on the local market. If it is up because of legitimate raw advances, Canadian sugar will be certain to follow. It is not sure, however, that the raw advances have everything to do with this New York rise. Locally sugar is strong. There seems practically no immediate chance of a decline.

No change in the syrup situation.

Sugar, Eastern—	Per cwt. in sacks.	
Standard granulated	7 35	
Extra ground or icing, boxes	8 20	
Extra ground or icing, bbls.	8 00	
Powdered, boxes	8 00	
Powdered, bbls.	7 80	
Hard lump (100-lb. cases)	8 30	
Montreal yellow, bags	8 85	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 25	
Halves, 50 lbs., per cwt.	8 25	
Bales, 20 lbs., per cwt.	6 35	
Powdered, boxes	8 00	
Powdered, 25s	7 20	
Icing, barrels	7 10	
Icing, 50s	7 25	
Icing, 25s	7 25	
Icing, pails	7 15	

Cut loaf, barrels	6 95
Cut loaf, 50s	7 20
Cut loaf, 25s	7 45
Sugar, British Columbia—	
Extra standard granulated	7 35
Bar sugar, bbls.	7 80
Bar sugar, boxes	8 00
Icing sugar, bbls.	8 00
Icing sugar, boxes	8 20
H. P., lumps, 100-lb. cases	8 30
H. P., lumps, 25-lb. boxes	8 85
Yellow, in bags	6 85

Corn Syrup—		
2s, per case 2 doz.	2 73	
5s, per case 1 doz.	3 13	
10s, per case 1/2 doz.	3 01	
20s, per case 1/4 doz.	3 02	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 15	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, 1/2 doz. to case, per case	3 30	
20-lb. tins, 3 tins to case, per case	3 25	

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

Molasses—	Per gal.	
Barbadoes	0 53	
New Orleans	0 34	
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.	5 40	
Imperial 1/2 gals., 1 doz.	5 55	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/2 gal., quarts, case 2 doz.	9 70	
New, pure, quart bottles, case 2 doz.	9 75	

**DRIED FRUITS.**—Further advances in apricots are likely to come after a time, also in currants, while raisin prices may be expected to advance to the extent of the new duty when new stocks arrive. This will probably be within the next fortnight. There have been no price changes this week, and except in the line mentioned no revision of prices seems immediately likely.

Apples, evaporated, new, 50's	0 08
Apples, evaporated, new, 25's	0 08 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 15's	0 13
Apricots, standard, 25's	0 11 1/2

Currants—		
Dry clean	0 08	
Washed	0 08 1/2	
1 lb. package	0 08 1/2	
2 lb. package	0 17	
Vostizzas, bulk (washed)	0 10 1/2	

Dates—		
Hallowee, loose, per lb.	0 07 1/2	
Hallowee, 1 lb. pkgs.	0 07 1/2	
Fard dates, 12-lb. boxes	1 15	

Peaches—		
Standard, 25-lb. boxes	0 08 1/2	
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 08 1/2	

Raisins, Valencia—		
3 crown, loose, 25's	0 08 1/2	
3 crown, loose, 50's	2 45	2 45
Fine selected	2 35	2 45
Four crown layers	2 45	

Raisins, Sultan—		
Corinthian Giants	0 13 1/2	
Superfine	0 12 1/2	
Finest	0 11 1/2	
Fin-	0 10 1/2	

Raisins, Muscatel—		
Choice, seeded, lb.	0 09 1/2	
Fancy seeded, lb.	0 09 1/2	
12-oz. packages, fancy	0 08	
12-oz. packages, choice	0 07 1/2	

Prunes, in 25-lb. boxes—		
80 to 100	0 08 1/2	
80 to 90	0 08 1/2	
70 to 80	0 08 1/2	
60 to 70	0 10	
50 to 60	0 10 1/2	
40 to 50	0 11	

Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	0 15 1/2	
6-crown, 10-lb. boxes, per lb.	0 13 1/2	
5-crown, 10-lb. boxes, per lb.	0 12 1/2	
4-crown, 10-lb. boxes, per lb.	0 11 1/2	
3-crown, 10-lb. boxes, per lb.	0 11 1/2	
Glove boxes, per doz.	1 70	
Cooking figs, taps, about 25 lbs., lb.	0 08 1/2	
Cooking figs, choice, natural, 25-lb. bags, per lb.	0 05 1/2	

**RICE AND TAPIOCA.**—Local stocks are becoming reduced, but there seems little likelihood of an advance in rice and tapioca—in spite of the advance in both lines on their primary market—until local supplies are practically cleaned up. The next movement should be in an upward direction, however.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 05 1/2	
No. 2 Japan, per lb.	0 04 1/2	
Siam, per lb.	0 04 1/2	
Patna, per lb.	0 06 1/2	
Carolina, per lb.	0 08	
Sago, pearl, per lb.	0 05	
Tapioca, pearl, per lb.	0 04 1/2	

# CANADIAN GROCER

**NUTS.**—Some demand for peanuts—other lines exceedingly quiet. Prices steady.

Nuts—	Per lb.
Brazil, new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12½
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 12
Sicily filberts	0 12½
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

**BEANS.**—The week has been without any advance in this market—rather an unusual thing according to present conditions. Still there are big export orders of beans, and it seems certain that no lower prices are to be looked for until November 1st, when the new crop comes in.

Split peas have not yet advanced on the Winnipeg market, but may be expected to do so as peas have recently gone up in the east.

Barley has not yet advanced, but still the opinion is that it will be raised materially, possibly before the end of the month.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers		3 65
California Lima Beans—		
Bag lots	0 78	
Less than bag lots	0 09½	
Barley—		
Pat, per sack, 96 lbs.	3 05	
Pearl, per sack, 96 lbs.	4 30	
Peas—		
Split peas, sack, 96 lbs.	5 75	
Sack, 40's	2 90	
Whole peas, bushel	2 75	

## SASKATCHEWAN MARKETS.

**REGINA, Sask., March 15.**—From the standpoint of business, the week just past, has been the best of the season. Business is looking up, and the prospects are bright for good brisk trading during the next few weeks. Markets are quiet. Eggs which a week ago were 25c per doz. have dropped to 20c. This is a very low price for eggs at this time of year. They are coming in plentifully. Butter is firm. No. 1 dairy being in good demand. Lard is firm. Sugar is firm and an advance is looked for. Raw sugar on the New York market is advancing. Fancy apples are higher at \$1.60 per box.

Produce and Provisions—		
Butter, creamery, per lb.	0 35	
Butter, dairy, No. 1	0 25	
Cheese, per lb., large	0 20	
Eggs, new laid	0 20	
Lard, 3's, per case	7 80	
Lard, 5's, per case	7 75	
Lard, 10's, per case	1 70	
Lard, 20's, each	2 55	
General—		
Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, Rio	0 17½	
Cream of tartar, lb.	0 52	
Cocunut, lb.	0 20½	
Cornmeal, ball	3 12	
Evap. apples, 50's	0 08½	
Flour, 96's	3 80	
Potatoes, N.H., per bush., 95c.; Ontario	0 90	
Rolled oats, ball of 90 lbs.	3 50	
Onions, Val.	6 00	
Oysters, per gal.	2 50	
Rice, per cwt.	3 90	
Sugar, standard, gran., per cwt.	7 44	
Sugar, yellow per cwt.	6 40	
Walnuts, shelled, 44c.; almonds	0 53	
Canned Goods—		
Apples, gals., case	1 35	
Broken beans, 2's	2 45	
Beans	2 25	
Corn, standard, per 2 dozen	2 25	
Peas, standard, per 2 dozen	2 25	
Plums, Lombard	2 15	
Peaches	3 21	
Strawberries and raspberries	4 25	
Tomatoes, standard, per dozen	2 40	
Salmon—		
Salmon, 1's, 4 doz., case	9 85	
Salmon, ½'s	12 35	

Cohoes, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, per bbl. in Ontario	4 35
Apples, fancy, box	1 90
Cranberries, per bbl.	7 00
Grapefruit, per crate	4 50
Sweet potatoes, per crate	4 50
Lemons	4 75
Oranges	3 25 4 00
Dried Fruits—	
Apricots, per lb.	0 12½
Apples, per lb.	0 07½
Currants, per lb.	0 08½
Prunes, 70-80, 25's, lb.	0 10½

## ALBERTA MARKETS.

By Wire.

**Edmonton, March 18.**—Edmonton weather has been conducive to good trade in Edmonton district. Oats are showing surprising firmness, and flour is firm again. From reports to hand, no immediate advance may be expected. Cheese is very scarce, and prunes are higher. Butter, creamery, has advanced 2c to 37c. Ontario beans are \$3.70 and Japan \$3.80-\$4. Rolled oats—20's have advanced to 93c; 40's are higher by 5c, and bail are now \$4, and 80's \$3.60. Flour is up slightly to \$3.95 to \$4.10. Sugar, granulated, is \$7.80 to \$7.90. Yellow is down to \$7.15. No changes are reported in canned goods or fruits.

Produce and Provisions—		
Cheese, per lb.	0 20	0 21
Butter, creamery, per lb.	0 37	0 37
Butter, dairy, No. 1, 25-28; No. 2	0 23	0 23
Lard, pure, 3's, per case	7 95	7 95
Lard, pure, 5's, per case	7 90	7 90
Lard, pure, 10's, per case	7 80	7 80
Lard, pure, 20's, each	2 58	2 58
General—		
Beans, Ontario, per bushel	3 70	3 70
Beans, Japan, per bush.	3 80	3 80
Coffee, whole roasted, Rio	0 16	0 16
Evaporated apples, 50's	0 08½	0 08½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	1 83	1 83
Rolled oats, bail, \$4; 80's	3 60	3 60
Flour, 96's	4 10	4 10
Rice, per cwt.	3 90	3 90
Sugar, standard gran., per cwt.	7 80	7 91
Sugar, yellow, per cwt.	7 15	7 15
Canned Goods—		
Apples, gals., case	1 50	1 50
Corn, standard, per two dozen	2 05	2 11
Peas, standard, 2 dozen	2 16	2 16
Plums, Lombard	2 25	2 25
Peaches	3 25	3 25
Strawberries, 44.45; raspberries	4 00	4 00
Tomatoes, standard, per dozen	2 50	2 50
Salmon, sockeye, 4 doz., talls, case, 1s	9 80	9 80
Cohoes, 1's, \$5.75; humpbacks, 1's	4 35	4 35
Fruits—		
Lemons	4 00	4 00

## NEW BRUNSWICK MARKETS.

By Wire.

**St. John, March 18.**—Bottom has dropped from the egg market this week, dealers being overwhelmed with stocks. Prices fell to 22c to 23c, with lower tendencies. Dealers who bought last week at 28c and 30c are hoping price will come back before Easter, but are doubtful. Barreled beef is easier. Corned beef, tinned, is firmer at \$2.75 and \$2.85. There is no change in flour following the drop of 30c last week. Dealers, however, think it won't be much cheaper even with opening of the Dardanelles, though that may have slight effect at first. Molasses are firm, but no change. There is a stronger tone to beans, and dealers look for advance. New English peels have arrived, and are a little higher. Dairy market is firmer, butter being particularly scarce, and is higher. Cheese is still going up, and is now 19c to 19½. General business is good.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	26 00	27 00
Beef, corned	2 75	2 85
Pork, American clear, per bbl.	25 25	26 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 22	0 23
Lard, compound, per lb.	0 11½	0 11½
Lard, pure, per lb.	0 15	0 15½
Cheese	0 19	0 19½
Flour and Cereals—		
Cornmeal, gran.	5 75	5 75
Cornmeal, ordinary	1 85	1 85
Flour, Manitoba, per bbl.	8 65	8 65
Flour, Ontario	8 30	8 30
Rolled oats, per bbl.	8 00	8 00
Oatmeal, standard, per bbl.	8 50	8 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45

## OTTAWA GROCERS CONSIDER LIVE PROBLEMS.

**Ottawa, March 18.**—(Special).— Few grocers here give the Ottawa Retail Grocers' Association the amount of credit which is its due. For quite a while they have been quietly but persistently fighting the pedlar evil and last week their efforts were rewarded by forcing the pedlars to take out a license from now until May at \$15, and after May 1st, \$30 per year.

Now that the fighting fever has got a good hold, it needs little oil to keep it burning. So their next move is after the scalp of the deadbeat. A lively debate took place at their last meeting which was started by R. H. Beck describing his efficient plan, which had the support of the members present. The matter was tabled until next meeting on March 25, on the suggestion of Messrs. Doyle and E. C. Jamieson, R. M. A. organizers, who are taking the suggestion to the trade personally. Every grocer in Ottawa therefore should attend this meeting at 8 p.m. in the Board of Trade rooms at corner of Queen and Elgin streets.

**Editor Canadian Grocer.**—The new ad valorem tariff of seven and one-half per cent. seems to be upsetting business a good deal more than was at first anticipated. Some jobbers in adjusting prices just seem to want to add a little more than the situation warrants. Agents of foreign manufacturers are using their influence to make the jobbers' prices to the retailers as favorable to the manufacturer as possible. Now what I would suggest is that the manufacturers themselves should stand a good share of this tax until the war is over.

Most of them are very wealthy concerns who have profited to a great extent on the labors of the retailer and now when the jobber says the price is to be such and such, they say, "Oh, that's too high, it will kill the consumption." Now, my idea is that the jobber should get them to right their prices. Let them reduce their prices instead of holding them up.

RETAILER.

Hamilton, Ont., March 17.



# Fruit and Vegetables



## Potatoes Lower: Carrots Firmer

Big Supplies of Lettuce Put Price Down—Carrots Firmer and Higher in Toronto — Slump in Beets, Celeries, Potatoes and Turnips—Trade Not So Good as Usual.

### MONTREAL.

FRUIT.—It is customary to expect several holiday lines in for Easter, and among them will no doubt be kumquats and endives. Quite a number of new new vegetables will be in. Apples and oranges continue to be features of fruit market, the market for apples inclining upward slightly all the time. Persistent reports are that No 1 Russets will sell at 5.00 and 6.00, although one of the largest Montreal fruit houses continues to quote 4.50. Floridas, all sizes, are quoted at 2.75, which is 25c higher than a week ago. Cocoanuts are quoted at 4.00 this week, which is an advance of 50c per sack. Cranberries change very little, but the demand is very slow. Pineapples are arriving in good condition now, worth 4.00 to 4.50 per crate of 24. Pears are selling 2.00 per box, but only storage are being offered. Peaches are coming in, but only on order. Strawberries are now in, offered at 60c per quart box.

Apples—	
Baldwins, No. 1, bbl. ....	3 75
Ben Davis, No. 1, bbl. ....	3 75
Spies, No. 1, bbl. ....	4 50
Russets, No. 1, bbl. ....	4 50
Fameuse, No. 1, bbl. ....	6 00
McIntosh Reds, No. 1, bbl. ....	6 00
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate .....	2 25
Cocoanuts, sack .....	4 00
Cranberries, bbl. ....	5 00
Grapefruit, case .....	2 00
Grapes, Malaga, keg .....	5 00
Grapes, Belgium hothouse, lb. ....	1 25
Lemons—	
Messina Verdelli, extra fancy, 300 size	2 50
Oranges—	
Cal Navel, 126-150-176-200-216-250-298....	2 75 3 00
Cal., 96-100 size box .....	2 50
Florida, 176-200-216 .....	2 50 2 70
Florida, 126-150 .....	2 50 2 70
Mexican, 126-160-176-200-216-250 .....	2 00 2 25
Valencia, 714 size, large cases .....	4 50
Bitter oranges .....	2 00 2 50
Pineapples, case .....	4 50 5 00
Strawberries, qt. box .....	0 60

VEGETABLES.—A feature of the vegetable market is the drop in lettuce, both curly and head, the former being down to 1.60 per box, and the latter to 1.75. With more sunshine, the supply reaching Boston is larger. New carrots and beets are on this market, and are quoted at 2.75 per crate, there being 20 bunches in each crate. A letter received here from Bermuda states that supplies are a little off this year, and prices may

be higher. Wax and green beans are bringing high prices, and few are arriving. They are quoted 6.00 to 7.00. Spinach is now worth 4.00 to 4.25 per bbl. American Brussels sprouts are still quoted 25c per qt., but the price is too high to permit of any demand in this country. Cabbage, which was selling for 1.00 per bbl. last week, is now worth 1.50, and the demand is very heavy. The same condition exists in the market for cauliflowers, which last week were worth about 4.00 per crate of 2 doz. To-day, the same crate is quoted at 6.75, or 3.50 per doz. Cauliflowers are very difficult to secure, but the price may be down for Easter. No more California celery to arrive. Supplies will now come from Florida at 3.75 per crate, which is arriving in big quantities, the quality being only fair. This celery is inclined to be bad in the heart. Spanish onions are up to 5.00 per case. Leeks are also up, the quotation now being 3.75, the reason being a scarcity. Good tomatoes are also scarce.

Beets, new, crate .....	2 75
Beets, bag .....	0 75
Beans, wax, basket .....	7 00
Beans, green, basket .....	7 00
Brussels Sprouts, American, quart .....	1 50
Cabbage, per bbl. ....	1 50
Cabbage, red, bbl. ....	1 25
Carrots, bag .....	0 75
Carrots, new, crate .....	2 75
Cauliflowers, Florida-Cal., doz. ....	3 50
Cucumbers, fancy, doz. ....	2 00 3 00
Celery, Florida .....	3 75
Horseradish, lb. ....	0 10 1 10
Leeks, doz. bunch .....	3 75
Lettuce, head, per box .....	1 75
Curly lettuce, per box .....	1 60
Mushrooms, basket .....	2 00
Onions—	
Spanish, per case .....	5 00
Red, 100-lb. bags .....	2 00
Yellow, 100-lb. bag .....	2 25
Parsnips, bag .....	0 00
Parsley, American, doz. bunches .....	0 75
Peppers, green, 3/4-qt. basket .....	0 60
Potatoes—	
Montreal, bag .....	0 60 0 65
New, bbl., 150 lbs. ....	7 00
Potatoes, sweet, Jersey, hpr. ....	2 50
Rutabaga, doz. ....	1 00
Spinach, hothouse, doz. ....	1 25
Spinach, American, in bbls. ....	4 00 4 25
Turnips, bag .....	0 75
Tomatoes, Florida, crate .....	5 75
Tomatoes, Bahamas, crate .....	3 50
Watercress, American, doz. ....	0 90 1 00

### TORONTO.

FRUIT.—Western boxed apples are selling well at \$1.75 a box. Some are

getting \$2 for them. They are very fine apples, and there are lots of them just come in. Navels are somewhat firmer. Demand keeps up, and they are selling well. There is an easier tone to pineapples, and we quote \$4.75 to \$5, which is down anywhere from twenty-five to fifty cents below last week's prices. Cranberries are slow and easier in price again. There is a very limited demand, and we quote \$5. Spies are easier this week after a good run at good prices. They are down to \$4.25 and \$4.50. Lemons have their usual steady trade. Pears at \$3.25 are slow-selling. Business is a trifle dull this week in most lines.

Apples—	
Wagners .....	2 75
Greenings .....	2 75 3 25
Baldwins .....	3 50 4 25
Spies .....	4 25 4 50
Seeks .....	2 25 2 50
Canada Reds .....	2 50 2 75
No. 2s, 40-50c less. ....	
Bananas, per bunch .....	1 40 1 75
Cocoanuts, sack .....	4 00 4 50
Cranberries .....	5 00 5 25
Grapes—	
Canadian, 6-qt. bkts. ....	0 16 0 20
Tokaya .....	2 50
Malaga, barrel .....	4 50 6 00
Malaga, fancy, barrel .....	5 00 6 00
Belgian, per lb. ....	1 25
Oranges—	
Florida .....	2 25 2 50
California navels .....	2 50 2 75
Bitter for marmalade, per box .....	2 50
Lemons, Messinas .....	2 75 3 00
Lemons, California .....	2 75 3 00
Limes, per 100 .....	1 25
Pears—	
California, box .....	3 25
Canadian, late varieties .....	0 25 0 30
Pineapples, Porto Rico, case 1.....0.....	4 75 5 00
Grapefruit .....	2 75 3 00

VEGETABLES. — Celeries continue "best sellers," though Florida is down very slightly. We quote \$3 to \$3.25. Carrots are firmer. Last week they were very dull but they have rallied considerably and the best are fetching 50 cents. Potatoes, of both kinds, are easier. Delawares are down to 65 to 70 cents, and Canadians dropped a nickel, too. At that they are slow, unusually so for this time of the year. Turnips sell well at thirty cents a bag. Head lettuce is moving quickly at \$3. There is a car of Florida new cabbage in, selling at \$3. Mushrooms at \$2 find a readier sale than might be supposed. There are two or three cars of tomatoes in and they are

(Continued on page 47.)



# Fish and Oysters



## Fresh Fish Arriving

In Montreal, Dore, Perch, Pike and Other Lines of Fresh Fish Are Making Appearance—Opening Prices High—White Fish Good Seller in Toronto — Trade Rather Slow in Ontario Markets.

### MONTREAL.

FISH AND OYSTERS.—Market is fairly active, and prices in most lines are inclined to be weak. There is still a large supply of frozen fish, such as halibut, salmon, haddock and codfish, and it is questionable whether it will all be cleaned up before the fresh season opens. Already a few lines of fresh fish have arrived, among which are dore, perch and pike, representing lake and river fish, and haddock and codfish representing sea fish. If supplies of frozen stock do not move out with more rapidity, prices are likely to drop still further. Big reductions have been made in Montreal quotations on several lines this week. No fresh halibut is expected from the west coast for a while, as the weather is not very favorable for fishing operations. It looks as though some of the frozen and smoked fish will have to be carried over unless the markets are cleaned up soon. Opening prices for fresh fish are high:—Dore 15c, pike 10c, perch 8c, codfish 6-7c, haddocks 5½-6c. Among the lines of frozen fish which have declined this week halibut and salmon are very prominent. Next week, shipments of Holland herrings are expected, the price of which will be up 20 per cent. on account of fishing in the North Sea being restricted because of the war. Lobsters are getting a little more plentiful, and are selling at 30c. They will probably be cheaper. The demand for oysters is quiet, and prices are about the same.

Flounders are offered cheap this week, one house quoting 6c per lb.

### TORONTO.

FISH AND OYSTERS.—Lent, in so far as it was beneficial to the fish trade, has fallen from its high estate. The fish business is quiet again. Last week trade seemed to have bucked up considerably, but the pendulum has swung the other way. Red sea salmon is a leader this

week, and prices are very firm with a good demand. Haddock and cod, consequent, possibly, upon their advance last week, are selling below the average. Large whitefish is selling fairly well, though there again demand has fallen off some. Price, is still 9c. Flounders are moving quickly at 14 cents. Ciscoes are having a better demand than for some time. Fish men lament the passing of the oyster trade—or much of it. With apologies to the old song about "Who killed Cock Robin?" they want to know "Who killed the oyster trade?" "I, said the Tariff—." Trade in shelled stuff generally is quiet. In smoked lines haddies are in good demand. But all lines seem slow sellers. Effect of Lent is falling off. The people who "cut out" things during the time for fasting are letting them creep in again.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½	.10-12
Haddies, 15-lb. and 30-lb. boxes, lb.	.08½	.10-12
Haddies, fillets, per lb.	.08	.12
Haddies, No. 6, boneless, per lb.	.08½	
Herring, Ciscoe, per box	1.40	.12
St. John boats, 100 in box	1.00	1.20
Yarmouth boats, 60 in box	1.20	
Smoked herrings, medium, box	.20	
Smoked boneless herrings, 10-lb. box	1.10	
Kipperd herrings, selected, 50 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.20	.20
Smoked halibut		.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-13
Red, sockeres, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08-.08½	.08
Halibut, eastern, chicken, per lb.	.08-.08½	.10
Mackerel, blaster, per lb.	.08-.08½	.08
Haddock, medium and large, lb.	.08½-.04	.10-12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	
Blue fish, per lb.	.16-17	
Smelts	.09	.18-.20
Herrings, per 100 counts	3.50	
Round pike	.06-5½	
Grass pike	.06	.06½

### DRIED AND PREPARED FISH.

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

### BULK OYSTERS, CLAMS, ETC.

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

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

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

### FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 07	0 10
Steak cod, fancy, express, lb.	0 07	0 10
Carp	0 12	
Herrings, lake	0 04½	
Flounders	0 07	0 14

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.06½-.09	.09
White fish, small tulbees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.12	.12
Dore, dress or round, lb.	.08	.08-10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.07-.08
Tom cods, new, per bbl.	1 00	

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	
Salmon, Labrador, bbls., 200 lbs.	14 00	
Salmon, Labrador, half bbls., 100 lbs.	7 50	
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	
Sea trout, Labrador, bbls., 200 lb.	12 00	
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	
Mackerel, N.S., half bbls., 100 lb.	7 00	
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 10-lb. kegs	6 00	6 00
Quebec sardines, bbls.	5 00	
Quebec sardines, half bbls.	3 50	
Tongues and sounds, per lb.	0 07½	
Scotch herrings, imported, half bbls.	8 00	
Holland herrings, imp'ted milkers, hf bbls	8 00	
Holland herrings, imp'ted milkers, kegs.	5 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 50	
Holland herrings, mixed, kegs	5 85	0 70-0 95
Lochfyne herrings, box	1 35	
Turbot, bbl.	14 00	
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

### WINNIPEG.

FISH.—The unseasonably mild weather which has obtained all through March, has done much to check the demand for fish. Sales have fallen off considerably, and it seems impossible to stimulate the demand unless colder weather returns. There have been no changes in price this week. The Saskatchewan fish, which upset the market somewhat in February, does not seem to be having much effect now. Probably the stock is used up.

(Continued on page 47.)



# Produce and Provisions



## New Laid Eggs at Twenty Cents

Considerable Drop in New-Laid Eggs on Large Markets This Week—As Low as Twenty Cents in Toronto—Butter Firmer—Cheese for Export—Some Poultry Higher.

### MONTREAL.

PROVISIONS.—Business is quiet all round, dealers not being inclined yet to place orders for Easter, preferring to wait and see if anything happens. While there are few actual changes, there is a tendency to shade prices for large quantities. Heavy short cut mess and heavy clear are quoted a dollar higher. This is Canadian pork, for which the supply is not big, and the demand slightly better. Market for compound lard is not steady, some selling at 9 $\frac{3}{4}$ c, and others at 10c.

Hams—	
Medium, per lb. ....	0 17
Large, per lb. ....	0 16
Bacon—	
Plain, bone in ....	0 24
Boneless ....	0 23
Peameal ....	0 24
Bacon—	
Breakfast, per lb. ....	0 18
Roll ....	0 16
Shoulders, bone in ....	0 14
Shoulders, boneless ....	0 15
Cooked Meats—	
Hams, boiled, per lb. ....	0 24
Hams, roast, per lb. ....	0 28
Shoulders, boiled ....	0 25
Shoulders, roasted ....	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs. ....	0 15 $\frac{1}{2}$
Long clear bacon, 80-100 lbs. ....	0 14 $\frac{1}{2}$
Flanks, bone in, not smoked ....	0 15 $\frac{1}{2}$
Barrelled Pork—	
Heavy short cut mess ....	26 00
Heavy short cut clear ....	26 00
Clear fat backs ....	29 50
Clear pork ....	27 30
Lard, Pure—	
Tierces, 350 lbs. net ....	0 11 $\frac{1}{4}$
Tubs, 50 lbs., net ....	0 12 $\frac{1}{4}$
Boxes, 80 lbs. net ....	0 12
Pails, wood, 20 lbs., gross ....	0 12 $\frac{1}{4}$
Pails, tin, 20 lbs., gross ....	0 11 $\frac{1}{4}$
Cases, 10-lb. tins, 60 in case ....	0 12 $\frac{1}{4}$
Cases, 3 and 5-lb. tins, 60 in case ....	0 12 $\frac{1}{4}$
Bricks, 1 lb., each ....	0 13
Lard, Compound—	
Tierces, 375 lbs., net ....	0 09 $\frac{1}{4}$
Tubs, 50 lbs., net ....	0 10 $\frac{1}{4}$
Boxes, 80 lbs., net ....	0 10 $\frac{1}{4}$
Pails, wood, 20 lbs., net ....	0 10 $\frac{1}{4}$
Pails, tin, 20 lbs., gross ....	0 10 $\frac{1}{4}$
Cases, 10-lb. tins, 60 in case ....	0 11 $\frac{1}{4}$
Cases, 3 and 5-lb. tins, 60 in case ....	0 11 $\frac{1}{4}$
Bricks, 1 lb., each ....	0 12 $\frac{1}{4}$
Eggs—	
Dressed, abattoir killed ....	11 25 11 50

BUTTER.—A weaker feeling was noticeable in this market during latter part of last week, and prices were shaded slightly in several instances on account of larger supplies coming forward than was expected, and a slight falling off in demand. The effect of high prices on consumption is having its effect on the demand. It would seem then, that the top of market had been reached. Our quotations remain the same, though had

it not been for the surtax recently imposed, prices would already have been lower, as American butter would have been coming on to this market. As it is, our quotation for finest creamery remains at 37c, although it would not be surprising to see something lower before the week is out.

Butter—	
Finest creamery ....	0 37
Dairy prints ....	0 32
Dairy, solids ....	0 30
Separator prints ....	0 30
Bakers' ....	0 28

CHEESE.—The market is firm, none being made. How the market goes depends on how long old stock will last, as new butter will not be made for several weeks yet. The demand remains steady. Cheese factories are expected to open up much earlier this year on account of the high prices prevailing.

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

EGGS.—All eyes are centered on this market this week, the decline which occurred last week having continued, until now the grocer can buy at 24c, even at 23c, with prospects of still lower prices by the time this issue is in the hands of readers. Nobody knows how far this decline will go. Some people think the price cannot possibly go any lower to be profitable, although lower prices have been recorded in previous years. It is significant, however, that the price today is 4c per doz. lower than it was at same time last year, and the season is two weeks ahead. New laid eggs are arriving from every point of the compass. Storage eggs are practically off market, new laid splits now being offered at 22c.

Eggs, case lots—	
New laid ....	0 23 0 24
Splits, new laid ....	0 22

POULTRY.—This week we quote two lines of fowl—5 lbs. and over, 18-20c, and small fowl, 14-16c. Prices for dressed fowl are about same as for live. Crate fed chickens (live) are off the market, none coming in. The season is about over for them. Business generally is

about the same, with few changes in quotations. No marked improvement in business is expected just now.

Fresh Stock—		Live.	Dressed.
Fowl, 5 lbs. and over ....	18-20	18-20	18-20
Fowl, small ....	14-16	14-16	14-16
Spring chicken ....	14-15	16-20	16-20
Fancy, crate-fed chickens, 5 lbs. ....	14-18	20-25	20-25
Turkeys, fancy ....	20-22	21-24	21-24
Ducks ....	14-17	14-17	14-17
Geese ....	13-15	14-15	14-15
Pigeons, pair ....	30-35	30-35	30-35
Squab pigeons, pair ....	50	50	50

### TORONTO.

PROVISIONS. — Demand continues fairly active for cooked meats, though usually business in this line is light at this time of the year. Lard continues easy, compound in particular. Easter is sure to help provision business.

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

BUTTER.—Prices show no change, but market is firmer here. Butter is scarce throughout the province; exports are again fairly heavy and until the new stuff comes along the make is scarce. American butter is coming in and acting as agent in keeping prices down. It is said that several lots of butter have been bought for Montreal account. A few lots of new milk butter have been received but the new won't come in in quantities for some time yet.

CANADIAN GROCER

Butter—

Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 20	0 23

**CHEESE.**—Britain continues to cry loudly for cheese and prices over there for Canadian cheese are higher than have been known. Pity is that exporters here haven't more to get rid of. New large is worth 19c this week, a quarter of a cent higher than our last quotation. Old, twins, is down the same amount to 19 $\frac{3}{4}$ c. There will, it is said, be a few foddors turned out in March from the factories, but we shan't see much of the new make until April, when it is said it will be larger than last year, because of the high prices.

Cheese—

Old, large	0 19 $\frac{1}{4}$	0 19 $\frac{3}{4}$
Old, twins	0 19 $\frac{1}{4}$	0 19 $\frac{3}{4}$
New, large	0 18 $\frac{1}{2}$	0 19
New, twins	0 18 $\frac{1}{2}$	0 19

**EGGS.**—Price of new laids is down as low as 20 and 21c, and we understand that outside the city retailers can buy at 16 to 17 cents. Our low price last week—at time of going to press—was 28 cents, and a drop of 7 cents is considerable. Canadian Grocer is also among the prophets. New laids are rolling in, a couple of weeks ahead of last year, so far as quantity goes, and there was no reason why new laids should cost the retailer more than 20 cents, and the farmer sees the American handwriting on the wall. Such a low price on eggs is obviously a good thing for the retailer. If he buys at 20c. and sells at 25c a dozen to the consumer he is, of course, making a better profit than by buying at 29 and selling at 34c. We saw some new laids a day or two ago in a store retailing at 25c. There are now no storage eggs at all. New laids are the only thing.

Eggs, case lots—

Strictly new laid, in cartons	0 20	0 21
Straights	0 25	0 27
Trade eggs	0 24	0 25

**POULTRY.**—Dressed fowl is firm, in good demand, and a cent higher than last week, at 15c. Ducks, live and dressed, are up a couple of cents too. Chicken is selling well at prices which obtained last week.

Fresh Stock—

Fowl	0 10-0 11	0 13-0 15
Spring chicken, lb.	0 11-0 13	0 15-0 18
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 18-0 20
Turkeys, fancy	0 20-0 22	0 26-0 29
Turkeys, old Tom	0 15-0 15	0 18-0 20
Ducks	0 10-0 12	0 15-0 17
Geese	0 07-0 10	0 10-0 13

**HONEY.**—There is nothing new to report in this market, and prices are unaltered.

Honey—

Clover honey, bbls., per lb.	0 11	0 11 $\frac{1}{4}$
60 lb. tins	0 12	0 12 $\frac{1}{4}$
20 lb. tins	0 12	0 12 $\frac{1}{4}$
5-10 lb. tins	0 12 $\frac{1}{2}$	0 13
2 $\frac{1}{2}$ lb. tins	0 13	0 13 $\frac{1}{4}$

WINNIPEG.

**PRODUCE.**—The market is very strong. This applies to practically all lines being sold locally. Lard is especially firm, having been advanced  $\frac{3}{4}$ c, tierces now selling at 12 $\frac{3}{4}$ c. The advance here

is due to the scarcity of lard. Little seems to be coming on the market.

Cured Meats—

Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00

Lard—

Tierces	0 12 $\frac{3}{4}$
Tubs, 60s	7 15
Pails, 20s	2 68
Cases, 5s	7 73
Cases, 3s	7 80

**BUTTER.**—Prices hold steady here because of the good demand and the high prices being asked for Eastern Townships. Manitoba creamery is holding high and seems likely to remain high.

Butter—

Creamery, Manitoba	0 33	0 35
Dairy	0 27	0 31
Cooking	0 22	0 23

**CHEESE.**—This advanced last week and is still at the quotations then struck but may go higher any minute. The supply is limited.

Cheese—

New, large	0 19	0 20
New, twins	0 20 $\frac{1}{2}$	0 21

**EGGS.**—The tendency here is downward, though demand is exceedingly good. Present prices remain as last week but the mild weather of the last three days and the good supply of eggs coming in from the south would indicate that lower prices may be expected.

Eggs—

New laid	0 20	0 22
Storage firsts	0 22	0 23

**POULTRY.**—Stocks are becoming further reduced. Only a few handlers have any to dispose of. The demand is good and prices are steady.

Fresh Stock—

Turkeys, per lb.	0 14	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 10	0 30
Geese, per lb.	0 15	0 17

FRUIT AND VEGETABLE MARKET.

(Continued from page 44.)

fetching \$4.50 to \$5 a crate. We hear of some going for \$4. These will get easier right along now, week by week. Beets are down to fifty cents, which is considerably lower. There is not much doing though. Cucumbers at \$2.75 to \$3.50 have a steady trade. Business in all lines is nothing to shout about. It would seem to have suddenly fallen off without any apparent reason.

Beets, Canadian, bag	0 45	0 50
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 45	0 50
California cauliflower	3 50	3 75
Citrons, doz.	0 45	
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	5 00	6 00
Celery, Florida	3 00	3 25
Mushrooms, per lb.	0 70	0 90
Water cress, 11-qt. basket	0 80	
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	0 75	
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turpins, bag	0 20	1 65
Sweet potatoes, hamper	0 75	
Squash, Hubbard, doz.	0 20	0 30
Lettuce, leaf	4 00	4 50
Lettuce, Boston, head, hamper	3 00	3 25
Lettuce, Boston, head, small	0 55	0 65
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate	2 50	
Pomegranates, doz.	0 75	
Pomegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

**FRUIT AND VEGETABLES.**—While no changes in prices have been struck this week a slight decrease in oranges is likely to be in effect next week as icing cars is to commence almost immediately. The demand for fruit is good. From the country good sized orders are being received, regular heated car service making it possible to ship without danger of frost.

Apples—

Washington	1 60	
Apples, bbls.	4 50	6 00
B. C. box apples	1 50	
Cranberries, case	2 75	
Bananas, lb.	0 24 $\frac{1}{2}$	
Grapes—		
Emperor, per keg	5 00	
Almeria, keg	8 00	
Grape fruit	2 75	3 50
Lemons—		
California	3 75	
Oranges, California Navels	3 00	3 50

**VEGETABLES.**—Celery is selling well at the quotation of \$6.50 struck last week. This will not be on the market very much longer. Rhubarb is getting more plentiful and is in big demand. For lettuce, too, the call is heavy.

Celery, California	6 00	6 50
Cabbages, per lb.	0 02	0 02
Cauliflower, per doz.	2 00	
Head lettuce, California, per doz.	0 90	
Leaf lettuce, doz.	0 45	0 50

Onions—

California, 100-lb. sacks	2 90	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	0 05	0 06
Tomatoes, California, per case	9 00	
Honey, comb, per case (24 sections)	5 50	
Rhubarb, per lb.	0 15	

FISH AND OYSTER MARKET.

(Continued from page 45.)

Fish—

New fresh jackfish	0 03 $\frac{1}{2}$
Lake Superior herring	0 03 $\frac{1}{2}$
New tulbees	0 04
Fresh mullets	0 03 $\frac{1}{2}$
Fresh whitefish	0 07 $\frac{1}{2}$
Fresh pickarel	0 07 $\frac{1}{2}$
Trout	0 12 $\frac{1}{2}$
Gold eyes	0 03 $\frac{1}{2}$
Halibut	0 2
Frozen halibut	0 09 $\frac{1}{2}$
Salmon	0 12
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 20
Oysters, per gal., Imperial	10 75
Carriers (4 $\frac{1}{2}$ Imperial gal.)	0 11
Shell oysters, per cwt.	1 75
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12 $\frac{1}{2}$
Bloters, per lb.	1 50
Kippers, per box	1 75
Ocean herring, lb.	0 06

Grocers' Letter Box

Editor Canadian Grocer.—Kindly publish the address of firms selling letter-copying machines so as to enable me to make my own circular letters.

J. L. R., Wanginni, Sask.

March 5, 1915.

Editorial Note.—This class of machine is not made in Canada but is manufactured in the U.S. by Felix F. Daus Duplicator Co., 111 John street, New York City; Detroit Dupligrph Co., Vermont avenue, Detroit, Mich.; Omnigraph Co., Citizens Bank Building, Cleveland, Ohio.





# Flour and Cereals



## Flour Firmer: Some Prices Higher

Dardanelles Discounted Too Much on Wheat Market — Winnipeg Wheat Advancing Again—  
Montreal and Winnipeg Quote Higher Flour Prices — Rolled Oats Firmer—  
Split Peas Moving.

### MONTREAL.

**FLOUR.**—The flour market has been decidedly easier, but is up again now on account of the higher price of wheat. With these conditions prevailing, wholesalers will not buy wheat except absolutely in need. It is no use millers putting up their prices when there is no business offering. It is difficult to say how long stocks will last. Some dealers will be buying again in a month, and some will not be in the market for several months. In winter wheat flour there is a quiet steady business, which differs somewhat from Manitoba wheat flour, the millers of which usually fill their customers up immediately on an advance in prices, thus bringing about these periodically quiet periods. One of the big flour dealers expressed the opinion this week that prices of Ontario wheat flour would go higher, and that by May 1 supplies would be cleaned up.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents .....	7 80
Second patents .....	7 50
Strong bakers .....	7 10
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents .....	7 75	7 50
90 per cent., in wood .....	7 40	7 50
90 per cent., in bags .....	3 25	3 50
Blended flour, bags .....	6 90	7 00

**CEREALS.**—There is unusual quietness in this market, most dealers having filled up when the prices were about half a dollar lower. With the market standing around 3.70, they are not likely to buy. Prices for package goods remain the same as for the past two or three weeks.

Cornmeal—	Per 96-lb. sack
Gold dust .....	2 50
Unbolted .....	2 25
Roller Oats—	90's in jute.
Small lots .....	3 85
25 bags or more .....	3 70
Packages, case .....	4 75
Roller oats in cotton sacks, 5 cents more.	

Oatmeal—fine, standard and granulated, 10 per cent. over roller oats in 90s, in jute.

Roller Wheat—	100-lb. bbls.
Small lots .....	3 65
Hominy, per 96-lb. sack .....	2 75
Corn flour, bag .....	3 05
Rye flour, bag .....	3 90

**FEEDS.**—No changes were made this week in feed prices. Bran and shorts

are still down, and the feeling is that prices were too high. They are likely, however, to remain high, as it is a long time before weather will be suitable for turning cattle out on grass.

Mill Feeds—	Per ton
Bran .....	26 00
Shorts .....	28 00
Middlings .....	30 00
Wheat moules .....	38 00
Feed flour, bag .....	2 55
Mixed chops, ton .....	41 00
Crushed oats, ton .....	43 00
Barley, pot, 96 lbs. .....	3 00
Oats, chop, ton .....	43 00
Barley chop, ton .....	37 00
Feed oats, cleaned, Manitoba, bush .....	0 75
Feed wheat, bag .....	2 35

### TORONTO.

**FLOUR.**—Following upon declines in prices last week the market has proved resilient, and is considerably stronger, though prices at present remain at the lower levels. Apparently the possibilities of opening of the Dardanelles have been too much discounted. The statement of the British admiral commanding the squadron in the Bosphorus was to the effect that he hoped to be successful in reducing the Dardanelles by Easter. It is still some time to Easter and it is at least problematic whether even by that time the Russian wheat—to the tune of sixty-five millions of bushels—will have been freed.

Wheat on the Winnipeg exchange which, so lately, was at \$1.38, reached \$1.47 as we wrote last week, and is now at \$1.56 or even higher. This is pretty nearly the high which it registered previously—\$1.60. Flour prices are, therefore low at present. They were figured, it is said on the basis of \$1.50 wheat, and that was when fancy patents were at \$7.80 a barrel. Now, with wheat at \$1.56 or higher, flour is at \$7.50. So that quotations are low rather than high, and we think that we shall see higher flour prices again shortly. Foreigners are still calling loudly for wheat and flour, though more for the former than the latter. There is more demand for cash

wheat than can be supplied. Export business on flour is still comparatively dull. Domestic business is steadily good.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents .....	per bbl. 7 80	per bbl. 7 70
Second patents .....	7 60	7 20
Strong bakers .....	7 20	7 10
Flour in cotton sacks, 10c per bbl. more.		

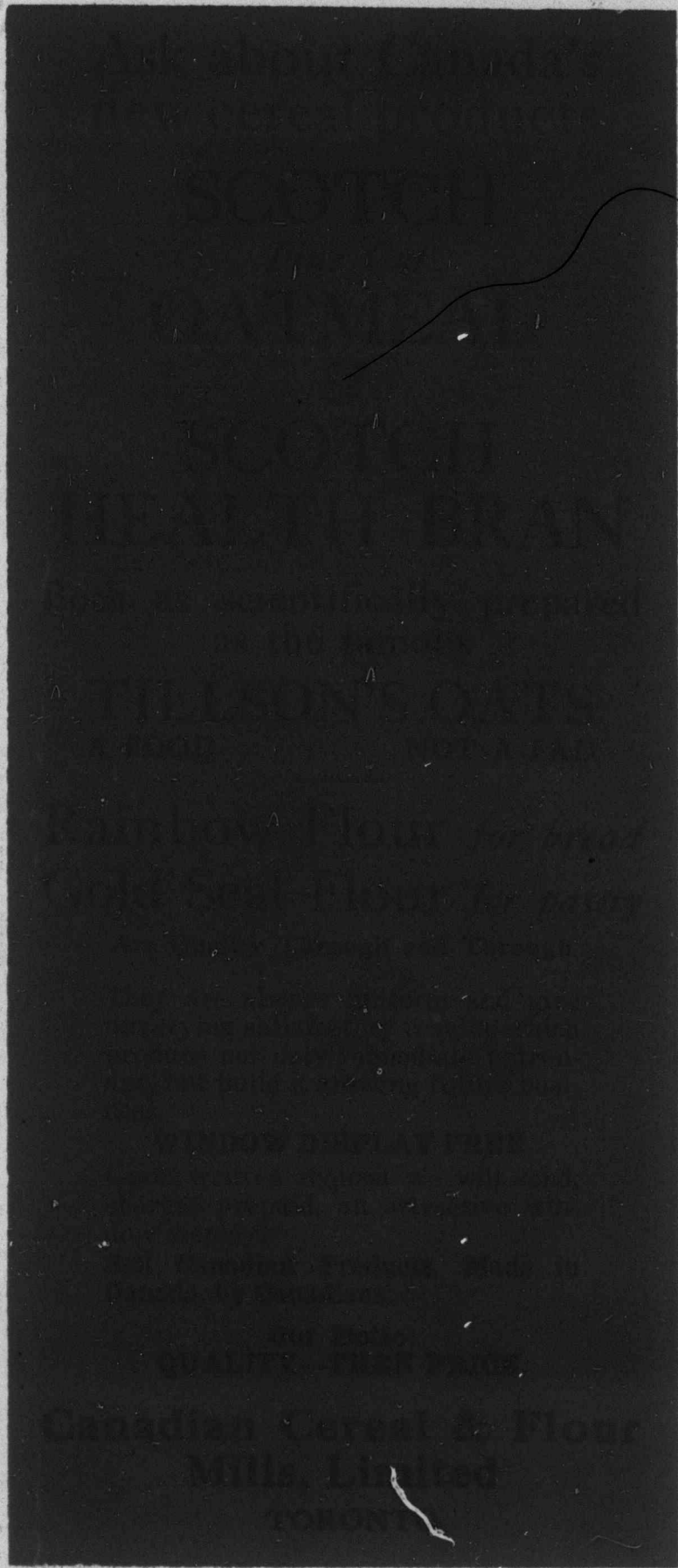
Winter Wheat Flour—	Small lots.	Car lots.
Fancy patents .....	per bbl. 7 70	per bbl. 7 60
90 per cent. .....	7 50	7 30
Straight roller .....	7 30	7 10
Blended flour .....	7 30	7 30

**CEREALS.**—Rolled oats have rallied some and are firmer at ruling prices, though it is said that most possible buyers are fairly well stocked. Barley continues very strong, both pearl and pot. There is not much to be had, and there is an unusually good demand. Split peas are very scarce and there is a big call for them for export. We hear of several cars sold to New York for probable export to the West Indies. Export business generally is dull. This is largely due to the fact that, owing to the infrequency of sailings, buyers on the other side cannot get through what they have bought already, and are not inclined to buy more until they do.

Barley, pearl, 96 lbs. ....	5 00
Buckwheat grits, 96 lbs. ....	4 00
Corn flour, 96 lbs. ....	3 00
Cornmeal, yellow, 96 lbs. ....	3 05
Graham flour, 96 lbs. ....	3 30
Hominy, granulated, 96 lbs. ....	3 00
Hominy, pearl, 96 lbs. ....	3 00
Oatmeal, standard, 96 lbs. ....	3 25
Oatmeal, granulated, 96 lbs. ....	3 25
Peas, Canadian, boiling, bush. ....	3 00
Peas, split, 96 lbs. ....	5 00
Roller oats, 90-lb. bags .....	3 70
Roller wheat, 100-lb. bbl. ....	3 75
Rye flour, 96 lbs. ....	3 80
Whole wheat flour, 96 lbs. ....	3 75
Wheatlets, 96 lbs. ....	3 75

**MILL FEEDS.**—All lines are somewhat easier, but not lower in price. There was a reduction last week and it is unlikely that the quieter tone means anything but the usual vagary of prices.

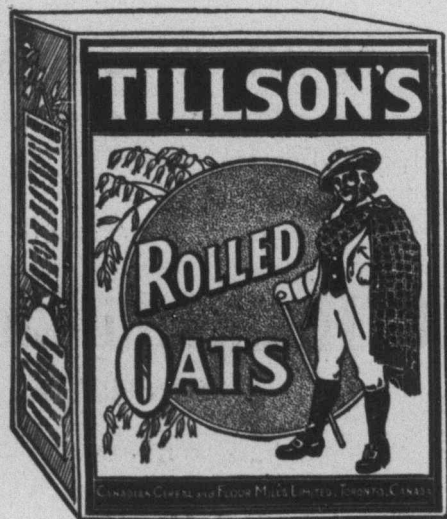
Mill Feeds—	Mixed cars, per ton
Bran .....	25 00
Shorts .....	27 00
Middlings .....	28 00
Wheat moules .....	38 00
Feed flour, per bag .....	1 55
Oats—	
No. 1, Ontario, outside points .....	6 55
No. 3, C.W., bay ports .....	6 00



*The quality  
breakfast cereal*

**TILLSON'S  
Rolled Oats**

A FOOD NOT A FAD



# A Purely Canadian Product

Ninety-five per cent. of the raw material used in the manufacture of macaroni is wheat product.

One hundred per cent. of the wheat used in the manufacture of

## L'ETOILE

(Star)

and

## Hirondelle

(Swallow)

brands is *Canadian Manitoba Hard Wheat*.

It has been proven by us that Canadian wheat makes a macaroni not only equal but superior to any imported.

In displaying and pushing these brands you support an article

### MADE IN CANADA

by Canadian workmen and one of the highest quality.

Order from your wholesaler.

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MONTREAL

AGENTS

Tees & Perse, Limited, Winnipeg  
C. C. Mann, Toronto

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PER INCH PER YEAR

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#### 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. ....	65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

#### COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	\$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 60
10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

#### ROYAL BAKING POWDER

Size.	Bbl. lots	
	Less than or 10 cases	10 case lots and over
	Per doz.	Per doz.
Dime	\$ .95	\$ .30
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.90
2 1/2-lb.	11.00	11.55
3-lb.	13.00	13.35
5-lb.	22.35	21.00

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

#### FOREST CITY BAKING POWDER.

6-oz. tins	90 75
12-oz. tins	1 25
16-oz. tins	1 75

#### BLUM.

Keen's Oxford, per lb.	30 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 05 1/4
500 books to 1,000 books	0 05

For numbering cover and each coupon, extra per book, 1/2 cent.

#### CEREALS.

#### WHITE SWAN Per case

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$5 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

#### Per case

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

#### DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar.

	Per doz.
Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

#### Aylmer Pure Jellies.

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

#### Aylmer Marmalade

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

#### Aylmer Pure Preserves—Bulk

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

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

Strawberry	0 11
Raspberry	0 14

#### COCOA AND CHOCOLATE.

#### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 60
Perfection, 1/2-lb. tins, doz.	2 00
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 20
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

#### (Unsweetened Chocolate).

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 20
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 3/4's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 25

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Ask any of our numerous clients what they think of Nicholson & Bain "Service." We have no idea what they will tell you exactly, but we are certain the tone of their reply will be one of entire satisfaction. Just write them to-day. Or, better still, write us regarding the plan, the connection, the organization that made their remarkable Western success possible. Write us NOW—while you think of it.



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VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

**JOHN CLEAVE & SON, LIMITED**  
CREDITON, DEVON, ENGLAND



**"And You Had Better Send Me a Barrel of Flaked Wheat."**

It's easy to order your flaked wheat in that way, but what did you get? You left it to the traveller, who left it to the house, and the house left it to the shipper, and you got—we'll say, er, what was coming to you.

It is less trouble for you to order in that indefinite way, but remember, you're the man who foots the bill. It is easy to get into a lot of trouble with a barrel of "bum" flaked wheat.

A second's care in specifying "WHITE SWAN FLAKED WHEAT" when giving your order will save you hours of explaining.

White Swan is the highest-priced flaked wheat on the market, and the cheapest, because the wheat is selected, bag by bag, from the best of Ontario winter white—we buy direct from the farmers. It is milled by men who know how.

It is so good that we unhesitatingly guarantee every barrel against moths, weevil, worms, and sourness for six months. Our money-back guarantee is your protection against loss, if you are dissatisfied in any way.

White Swan Flaked Wheat costs more and is worth it, because **YOUR PROFIT IS CERTAIN.** Our guarantee protects you.

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

156 Pearl Street, TORONTO, ONT.

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

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

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

Elite, 10c size (for cooking) doz. ....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 30
Breakfast cocoa, ¼'s and ½'s .....	0 36
No. 1 chocolate .....	0 50
Navy chocolate, ¼'s .....	0 26
Vanilla sticks, per gr. ....	1 00
Diamond chocolate, ¼'s .....	0 24
Plain choice chocolate liquors .....	20 30
Sweet chocolate coatings ..	0 20

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz. ....	\$6 25
Reindeer Brand, each 4 doz. ....	6 25
Silver Cow Brand, each 4 doz. ....	5 75
Gold Seal Brand, each 4 doz. ....	5 60
Mayflower Brand, each 4 doz. ....	5 60
Purity Brand, each 4 doz. ....	5 00
Challenge Brand, each 4 doz. ....	4 85
Clover Brand, each 4 doz. ....	4 85

**Evaporated (Unsweetened)—**

St. Charles Brand, small, each 4 doz. ....	2 00
Peerless Brand, small, each 4 doz. ....	2 00
St. Charles Brand, Family, each 4 doz. ....	3 90
Peerless Brand, Family, each 4 doz. ....	3 90
Jersey Brand, Family, each 4 doz. ....	3 90
St. Charles Brand, tall, each 4 doz. ....	4 50
Peerless Brand, tall, each 4 doz. ....	4 50
Jersey Brand, tall, each 4 doz. ....	4 50
St. Charles Brand, Hotel, each, 2 doz. ....	4 25

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

**COFFEE.**

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

**WHITE SWAN.**

1 lb. tins, 4 doz. to case, weight, 80 lbs. ....	26
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	10
Add one-half cent per pound to the above.	

**ENGLISH BREAKFAST COFFEE.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	22
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	70

**MOJA.**

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

**PRESENTATION COFFEE.**

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

**MINTO BROS.**

**MELAGAMA COFFEE.**

1s, 1½s, Grd. ....	25	30
1s, ¾s, B. & G. ....	32	40
1s only, B. & G. ....	35	45
1s, ¾s, B. & G. ....	35	50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

**MINTO COFFEE (Bulk).**

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

**FLAVORING EXTRACTS.**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

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

**CRESCENT MFG. CO.**

**CRESCENT MAPLEINE.**

Special Delivered Price for Canada

Per doz.	
½-oz. (4 d. case), weight 9 lbs., retail each 15c ..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c ..	2 35
2 oz. (8 doz. case), weight 15 lbs., retail each 50c ..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 80c ..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 ..	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3. ....	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ..	47 75
Gallons, each, retail each \$20 .....	17 15

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

# G Washington's INSTANT Coffee

Now You Can Drink All  
The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers



Made in the cup  
at the table

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

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

Canadian Sales Agent:

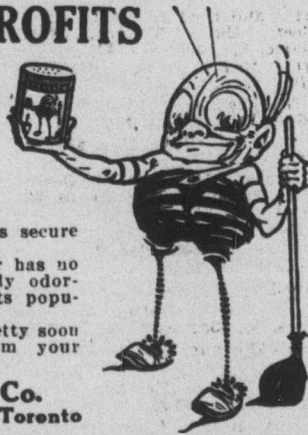
Edmund Littler  
169 William Street  
MONTREAL, CANADA

## SALES AND PROFITS

Are assured on  
**DIAMOND CLEANSER**  
(Made-in-Canada)

It costs you \$3 a case of forty-eight cans, and sells at 3 for 25c, or 10c a can. But most grocers prefer to buy in five-case lots at \$2.85, and thus secure a still larger profit. As a cleaner Diamond Cleanser has no equal on the market. Perfectly odorless, harmless to the hands, its popularity is growing every day. Spring cleaning will be here pretty soon—better order a supply from your jobber to-day.

Stephens, Welch & Co.  
7 Ossington Ave. Toronto



## An Inexperienced Grocer

may choose color, form and aroma in his line of cigars, but the name 7-20-4 is his guarantee of high quality and satisfaction clean through. For better satisfied customers and more repeat sales let the name 7-20-4 be your safe guide. Stock up to-day.

Sherbrooke Cigar Co., Limited  
SHERBROOKE, P.Q.

## We Can Supplant German and Austrian Woodenware Specialties

if we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

## THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.  
G. H. Gillespie, 392 Richmond St., London, Ont.  
J. W. Bickle & Greening, Hamilton.

F. M. Baker, 27 $\frac{1}{2}$  Front St. East, Toronto, Ont.  
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.  
H. D. Marshall, 197 Sparks St., Ottawa.

W. S. Clawson & Co., South Wharf, St. John, N.B.  
Pyke Bros., Halifax, N.S.  
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

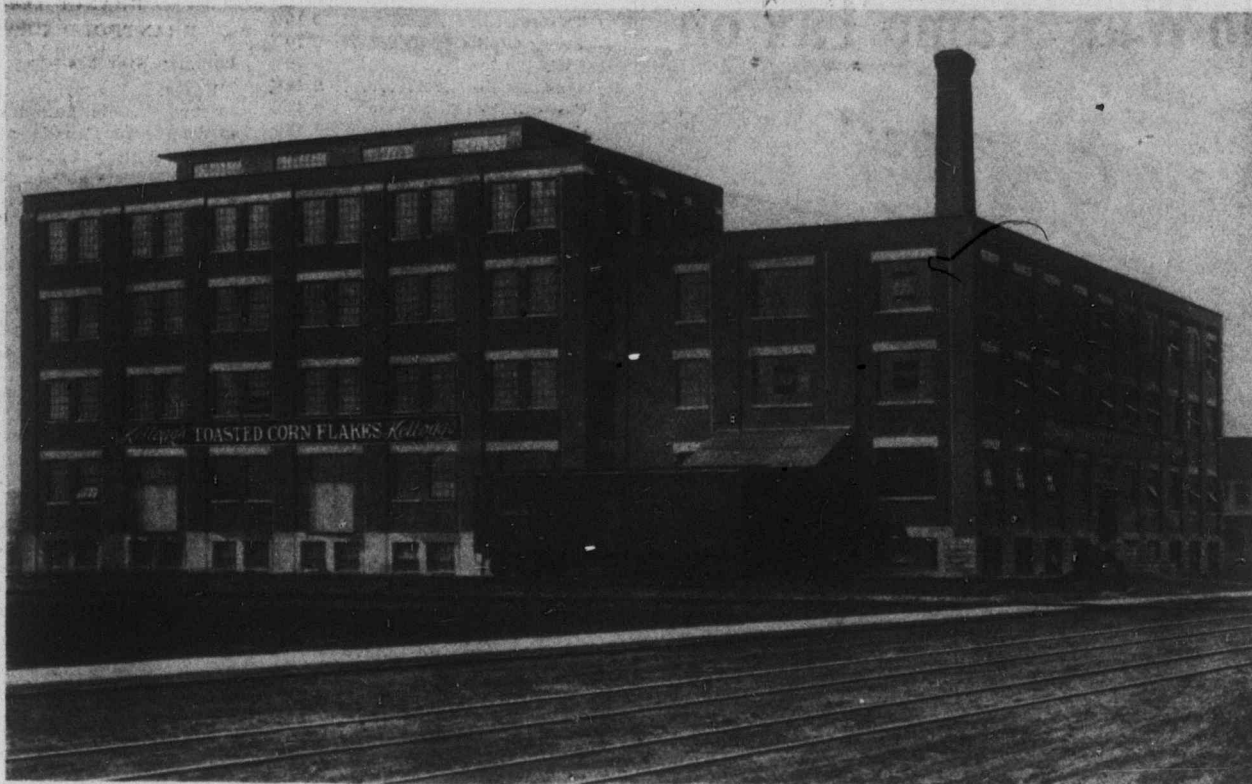
# TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.



WHERE QUALITY IS FIRST

OUR LONDON PLANT



The *Made-in-Canada* sentiment is in the air—cash in on it by displaying and pushing **Kellogg's Toasted Corn Flakes**

To go through our large and well-equipped plant in London, Ontario, will be a revelation to a vast number of the Grocers of Canada.

The most sanitary conditions are apparent at every turn—every process from the preparation of the finest white corn to the packing is carried on without the aid of human hands—the result is quality. Make the most of the *Made-in-Canada* idea by linking up the quality idea with it—by emphasizing quality goods in your displays.

Display Canada's quality cereal, Kellogg's Toasted Corn Flakes, prominently in your windows and on your counters and in special table displays.

Boost quality *Made-in-Canada* goods—Replenish your stock of Kellogg's Toasted Corn Flakes to-day.

WE RECOMMEND



THE SWEETHEART OF THE CORN

Attractive display matter for windows or shelving sent on request.

**BATTLE CREEK TOASTED CORN FLAKE CO., Ltd.**  
LONDON, CANADA



# No War Stamp Tax on



## Unfermented Grape Wine

*The Government says so*

So many customers have asked for assurance that their sales of "Sterling" Unfermented Wine would not be affected by the recent stamp tax, we secured a special ruling from the Department of Inland Revenue that this popular beverage would be immune from taxation.

### You're Safe

in pushing "Sterling" Unfermented Grape Wine. Get your wholesaler to replenish your "Sterling" stock *to-day*.

**T. A. LYTLE CO., Limited**

STERLING ROAD, TORONTO

**BOAR'S HEAD LARD COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces	0 10%
Tubs, 60 lbs.	0 10%
Palls, 20 lbs.	0 10%
Tins, 20 lbs.	0 10%
Cases, 3 lbs., 20 to case	0 11%
Cases, 5 lbs., 12 to case	0 11%
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

**MUSTARD.**

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63

Per jar	
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

**JELLY POWDERS.**

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 0 90
---------------------------------------------------------------------	---------

List Price.

**JELL-O.**

Assorted case, contains 2 doz.	1 80
Straight.	

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

**JELLO ICE CREAM POWDER.**

Assorted case, contains 2 doz.	2 50
Straight.	

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

**SOAP AND WASHING POWDERS.**

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20
30 days.	

**RICHARDS' PURE SOAP.**

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

**FELS NAPTHA.**

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

**WHITE SWAN LYE.**

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

**STARCH.**

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

**Laundry Starches—**

Boxes.	Cents.
40 lbs., Canada Laundry	.06%
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06%
48 lbs. No. 1 white or blue, 4 lb. cartons	.07%
48 lbs. No. 1 white or blue, 3 lb. cartons	.07%
100 lbs., kegs, No. 1 white.	.06%
200 lbs., bbls., No. 1 white.	.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07%
48 lbs. silver gloss, in 6-lb. tin canisters	.08%
36 lbs., silver gloss 6-lb. draw lid boxes	.08%
100 lbs., kegs, silver gloss, large crystals	.07%
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07%
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 60
Celluloid—boxes containing 45 cartons, per case	3 60

**Culinary Starch.**

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

**BRANTFORD STARCH.**

Ontario and Quebec.

**Laundry Starches—**

Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07%
Barrels, 200 lbs.	.06%
Kegs, 100 lbs.	.06%
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07%
8 in case	.06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08%
Kegs extra large crystals, 100 lbs.	.07%

Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60

Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06%
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07%
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07%
(20-lb. boxes ¼c higher than 60's)	

# UPTON'S CLOVER HONEY

Have you seen our  
new package?

Write us for price list.

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

Factories at Hamilton and St. Catharines

## The House of Quality

will maintain its high standard of efficiency throughout the Spring Season in shipping and packing all seasonable varieties of Fresh Green Vegetables.

We are now receiving fresh supplies every day of

**Lettuce, Radish, Cucumbers,  
Tomatoes, Rhubarb,  
Parsley, Green Onions, Celery**

Let us have a standing order to be shipped when desired.

### Hugh Walker & Son

ESTABLISHED 1861

GUELPH and North Bay



## Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

**Stevens-Hepner Co., Ltd.**  
Port Elgin, Ontario

## "Made in Canada"

### Brooms of Quality

to introduce our

## CANADA LINE

Please note the following

### Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	- -	\$4.50
" 2	"	4	"	- -	4.00
" 3	"	4	"	- -	3.75

6-doz. Lots and up delivered (Ontario)

**Walter Woods & Co.**  
HAMILTON



# Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

## Our Chief Sellers:

- 1/4 Oil Sardines
- 3/4 Mustard Sardines
- Finnan Haddies
- (oval and round tins)
- Kippered Herring
- Herring in Tomato Sauce
- Clams
- Scallops

**CONNORS BROS., LIMITED**

Black's Harbor, N.B.



**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.90; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

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

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

**SYRUP.**

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

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

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

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

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

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

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

**INFANTS' FOOD.**

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

**BEAVER BRAND CORN AND MAPLE SYRUP.**

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

**MOLASSES.**

**THE DOMINION MOLASSES COMPANY, LTD.**

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

**DOMOLCO BRAND.**

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

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

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

H. P. Sauce— Per doz.  
Cases of 3 dozen ..... 1 90  
H. P. Pickles—  
Cases of 2 doz. pints.... 3 25  
Cases of 3 doz. 1/4-pints... 2 20

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**  
2a size, gross ..... 2 50  
6a size, gross ..... 2 40

**NUGGET POLISHES.**

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

**TEAS.**

**THE SALADA TEA CO.**  
East of Winnipeg.

Whole-sale, R't'l.  
Brown Label, 1s and 1/2s. 29 .35  
Blue Label, 1s, 1/2s, 3/4s, and 1/2s ..... .35 .46  
Red Label, 1s and 1/2s... .41 .55  
Gold Label, 1/2s ..... .49 .65  
Red-Gold Label, 1/2s ... .55 .80

**ORANGE MARMALADE.**

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

**JAMS AND JELLIES.**

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

**MARMALADE.**

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

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

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

**MELAGAMA TEA.**

	Whol.	Ret.
Red Label, 1s or 1/2s.	0 29	0 35
Green Label, 1s, 1/2s, 3/4s	0 32	0 40
Blue Label, 1s, 1/2s, 3/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 3/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 50
Gold Label, 1/2s only.	0 70	1 00

**MINTO TEA.**

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

**YEAST.**

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. .... 1 24

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

Black Watch, 8s, butts 9 lbs., boxes 6 lbs. .... \$0 60  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 46  
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 46  
Currency, 6s, 1/2 butts, 9 lbs. 0 46  
Stag Bars, 6s, butts, 11 lbs., boxes 5 1/2 lbs. .... 0 48  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes ..... 0 66  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 66  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 68  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 87  
Empire, 7s and 14s, caddies 15 lbs., 1/2 caddies, 6 lbs. 0 56  
Great West, pouches, 8s. .... 0 72  
Forest and Stream, tins, 11s. 2 lb. cartons ..... 0 80

# TEA

Wholesale Buyers Take Notice!

We are offering special values in  
**CHINA YOUNG HYSONS**  
and  
**CHINA GUNPOWDERS**

and no live buyers of these Teas can afford to purchase without first seeing our samples.

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Also for samples of any other kind of Tea you are open for, we have a large and varied stock and are free sellers.

**JOHN DUNCAN & CO.**

Established 1866

MONTREAL

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In Selling a Business,  
In Engaging a Clerk,  
In Securing a Position,  
In Securing a Partner,  
In Disposing of Second-hand  
Fixtures,

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Canadian Grocer's Classified Ad.  
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It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

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All These Men.

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fine, fresh, frozen

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This is Springtime

Just when you want  
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**"St. Nicholas"**

the Extra Fancy, will  
please you.

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Agent

**Toronto**

# Buyers' Guide

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**TORONTO SALT WORKS**  
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The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.  
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**STORAGE IN OTTAWA**  
**BOND AND FREE**  
 Direct Railway connection. Car distributing. Write for rates.  
**Dominion Warehousing Co., Ltd.**  
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We are buyers of evaporated and farmers' dried apples. Prices and tags on application.  
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**EGG FILLERS**  
 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

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 for Sample Copy of the  
**Irish Grocer, Drug, Provision and General Trades' Journal**  
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This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

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Please send regular box of Mathieu's Nervine Powders to the following address:—  
 Name .....  
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(12)

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will add to your profits

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grow and sell

**SEEDS OF ALL KINDS**

for Traders

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

Buy well ahead to secure  
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**Advise Your Customers**

that by using  
**MAPLEINE**

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



Order from  
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**Mason & Hickey**  
287 Stanley St., Winnipeg, Man.  
**CRESCENT MFG. CO.**  
SEATTLE, WASH.

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LONDON . ENGLAND.

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**Start With His Promissory Note**

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

**ALLISON COUPON BOOKS**

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

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A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with \$10.00—no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.

Manufactured by  
**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.

# "Mount Royal Mills"

# RICE

Mr. Wholesaler:—

If you need RICE, send to the  
**Mount Royal Milling & Mfg. Co.**

D. W. ROSS CO., Agents, MONTREAL

MY WORD!

## KEATING'S KILLS



### Why not carry Keating's Powder?

Everywhere around the world, where insect life is a pest in the bedroom, kitchen or pantry, Grocers sell Keating's Insect Powder.

It is the universal insecticide. Cleanly and fatal to every form of insect life, but harmless to human or animal life.

The restrictions in Canada, are against Grocers handling insect powder in bulk. It may be stocked in tins. Keating's is put up in carefully sealed and wrapped tins. It is a profitable line for which there is an active demand.

(Thomas Keating, London, England, Established 1788)

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10-12-14 McCaul Street, Toronto, Can.

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**Goodwillie's**

**Pure Fruits**

In Glass  
are  
highest  
quality  
packed

Agents:

**Rose  
&**

**Laflamme  
Limited  
Montreal  
and  
Toronto**

You can get them from your Wholesaler

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# OUR SUGGESTION

Maybe you have never thought of it —but wouldn't Easter be a good time to dispose of your surplus of Table Raisins?

Make an attractive display of what you have in stock; this, with a few show cards bearing suggestions to your customers about Table Raisins, will make extra sales and save you the expense of carrying a surplus.

Should you require Table Raisins, we can quote you special prices.

## Evaporated Apricots 10c. Lb.

Daphne Brand, in 50-lb. boxes. Fresh Fruit of Fine Flavor, dark in color. They will suit your Boarding-house and Hotel trade.

## Cairns' Scotch Jam

Strawberries, 1s ... \$2.00 doz.  
Raspberries, 1s .... 2.00 doz.

As prices are sure to advance,  
Place your order now.

## Mushrooms

They are too busy fighting in France to think about Mushrooms.

Prices have advanced and will advance again.

We received a large lot just before the war—and can quote before-the-war prices.

Hotel size, \$15.00 cs. of 100s, tins.

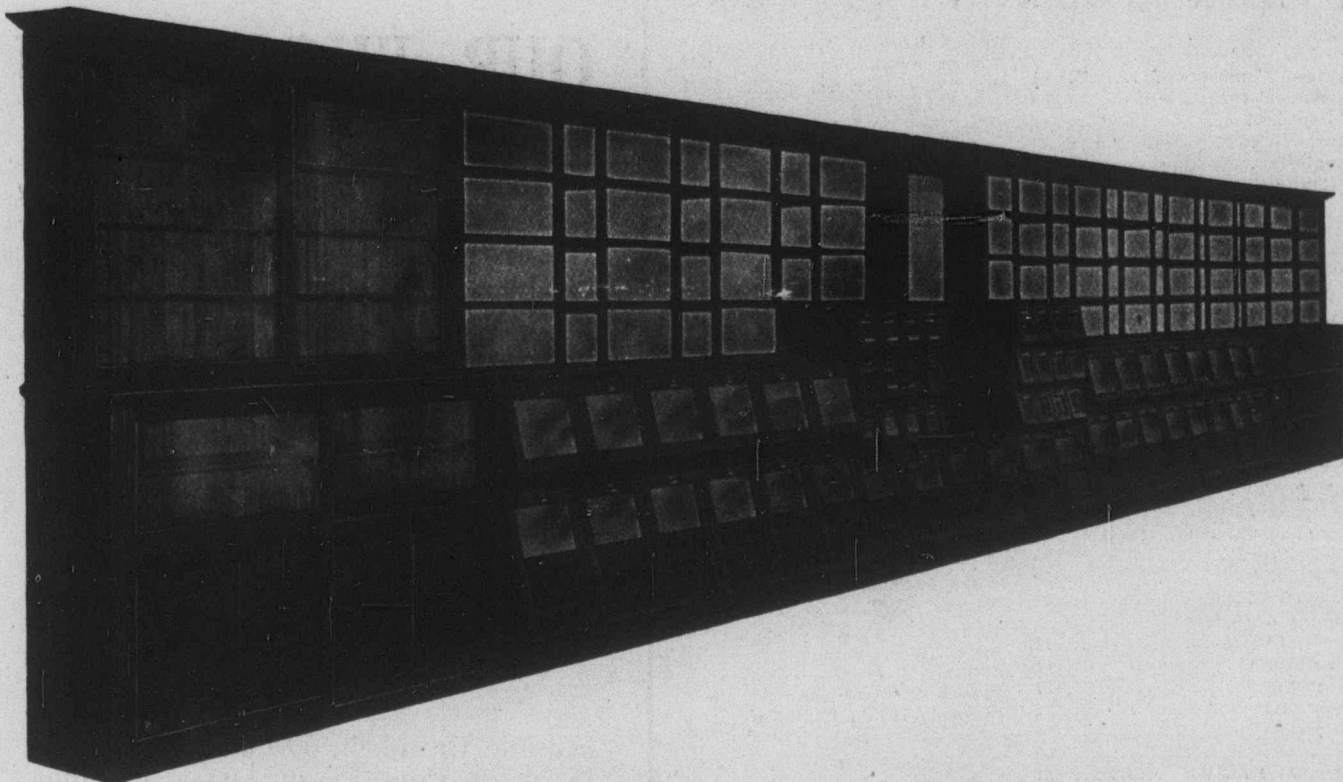
**QUALITY. SERVICE.**  
**PROMPT DELIVERY.**

## Laporte, Martin, Limitée

568 St. Paul St., Montreal

Telephone Main 3766





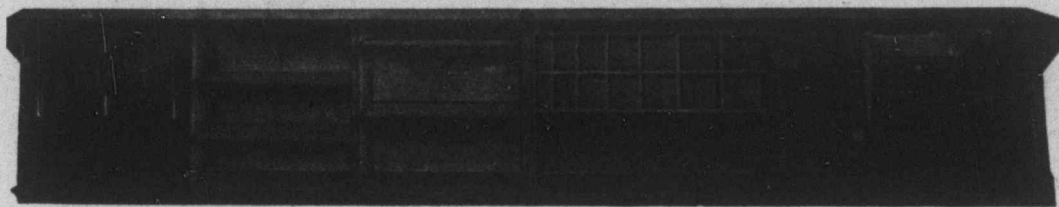
### Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



### Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

**The Walker Bin & Store Fixture Co., Ltd.**  
BERLIN, ONTARIO

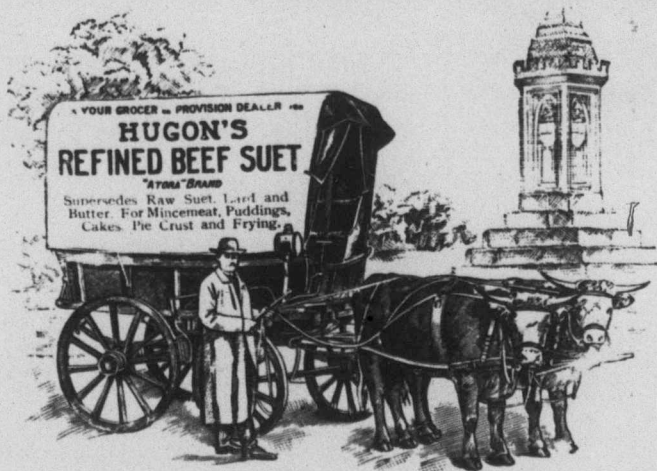
CANADIAN GROCER

# "ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste  
Ready to Mix with the Flour  
Delicious for Puddings  
Excellent for Pie-crust  
Unexcelled for Mince Meat  
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



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## HUGON & CO., Limited, Manchester, England

## CANADIAN GROCER



**I** AM THE last person in the world to call myself an expert. But when I bit into these buns, there was nothing but a porous, yielding interior, and the daintiest texture I ever tasted. The sensation was like a delicate, moist freshness wrapped about with a sweet crispness. And they're really not expensive: made from a FIVE ROSES bread dough, less than a pound of dough makes fully 10 to 12 buns, and such swelling ones they are."

—Says NAN in Canadian Home Journal for March.

Drawn from  
Still Life  
by  
Paul Caron

Baked from  
FIVE ROSES FLOUR  
From Five Roses  
Cook Book Recipe  
Page 33



### Quite Right

A plate of Buns doesn't establish a reputation, but it is only one of a thousand openings through which FIVE ROSES flour has made itself famous and its retailers prosperous. Just think, every page and recipe in the famous FIVE ROSES Cook Book (almost a quarter million in circulation) is an open door to your customer's approval, without which no flour repeats.

For your own satisfaction, Brother Grocer, ask your "lady of the house" to bake you a panful of FIVE ROSES Buns the

### Five Roses Flour\*

way. And with the taste of that treat still fresh in your memory, how could a single user resist your salesmanship based on actual demonstration? Already, through sheer merit, it is the favorite flour in over a million Made-in-Canada homes.

Ask your jobber or write nearest office.

**LAKE OF THE WOODS MILLING CO.**  
Limited  
"The House of Character" Daily Capacity 13,700 bbls.  
**MONTREAL**

Toronto, Ottawa, London, St. John, Winnipeg,  
Vancouver, Keewatin, Medicine Hat



\*Not Bleached—Not Blended.