

**PAGES
MISSING**

In this Issue—Selling Summer Beverages

CANADIAN GROCER

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

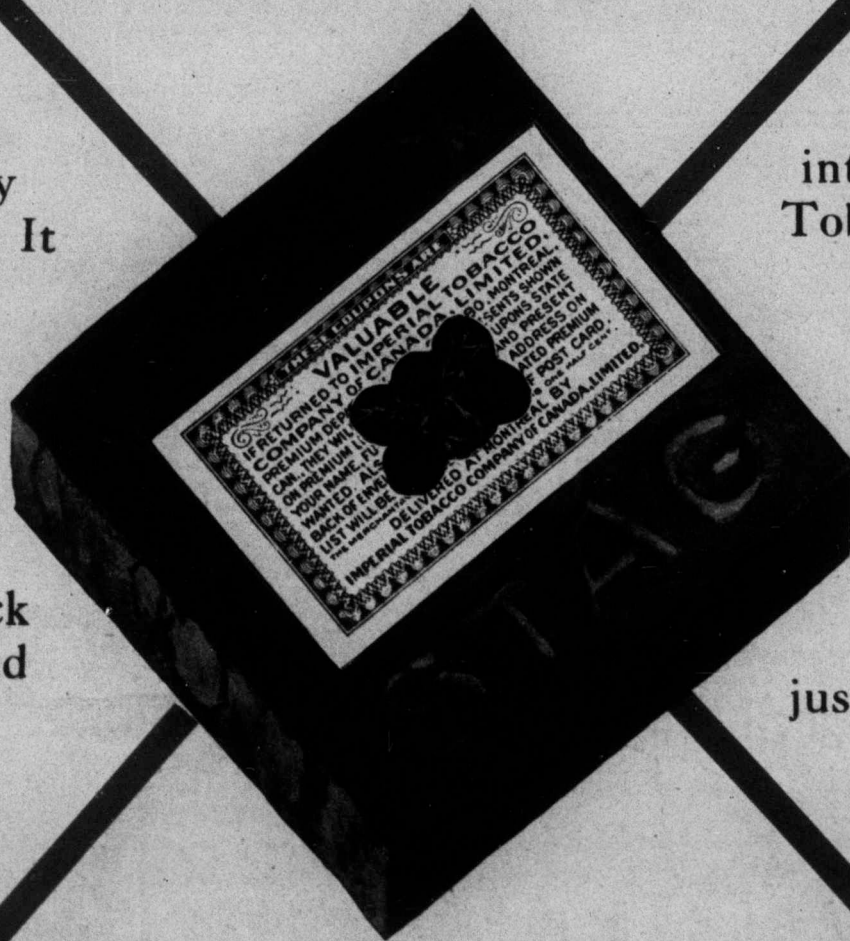
Vol. XXX

PUBLICATION OFFICE: TORONTO, APRIL 14th, 1916

No. 15

STAG CHEWING TOBACCO

Stag gives the men a big plug of Quality Tobacco. It is rich and lasting—makes friends for your store. Stock STAG and see how it wins trade for you.



The Plug that put Quality into Chewing Tobacco—and put more profits in the grocer's pocket. STAG is showing the men just how good Chewing Tobacco can be.

Handled by all Wholesalers
“Ever-lasting-ly Good”

Eno's "Fruit Salt" is as easy to sell as it is pleasant to take and beneficial after taken

Though taking the place of vile medicines and eliminating expensive doctor's treatments, Eno's "Fruit Salt" should never be kept in the medicine cabinet of the home, but should be ever on the spot, where all members of the family, young and old, can have ready access to it.

This mild aperient invigorates the whole human system, keeps the blood in fine condition, prevents sea and train sickness, making traveling a pleasure, summer or winter.

This is part of our consumer educational campaign—why not take advantage of it and cash in on "Fruit Salt" sales?

Order your supply now—It's an easy seller. Keep it on exhibit.

J. C. Eno's "Fruit Salt" Works, London, Eng.

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

ENO'S "FRUIT SALT"

The Natural Way to Health

EXPERIENCE proves that Health by *Coaxing* is better than Health by *Forcing*. A Mild Remedy is always superior to a Hazardous Force.

Eno's "Fruit Salt" prevents and relieves by *Natural Means* all functional derangements of the Liver, Temporary Congestion arising from the use of alcoholic beverages, Errors in Diet, Bilioussness, Sick Headache, etc. It acts according to the quantity taken, either as a relieving agent or as a cooling and refreshing beverage, and gently stimulates without any weakening after-effects.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, London, England

Sold in all the principal towns and cities of Canada
Agents for Canada: Harold F. Ritchie & Co., Limited, 10 McCaul St., TORONTO



An Earned Reputation

The housewife wants PURITY FLOUR. She knows its reputation has been EARNED in the kitchens of Canada. This "good will" embodied in the PURITY name will increase your business.

PURITY FLOUR

More Bread and Better Bread

WESTERN CANADA FLOUR MILLS CO., LIMITED

Millers to the People

Three Beans Make 3c. Profits Here's How to Do It

Open a can of Simcoe Beans
(Chili Sauce Flavor) into
a deep bowl, cover with a
glass plate, place a fork
on the plate.

Then—

When a customer enters
your store, place three
beans on a piece of cracker,
let the customer taste
them.

Results—

A sale of Simcoe Beans—
3c or more profits to you.
Try it; your customers
will appreciate the gift.



Plain, or with Tomato or
Chili Sauce

**DOMINION CANNERS
LIMITED**

HAMILTON :: :: CANADA

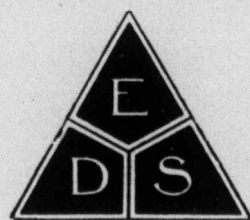
CANADIAN GROCER

Where Quality Is Appreciated



The drink that made temperance possible

E. D. SMITH'S Grape Juice



The large demand for E. D. S. Grape Juice with the Natural Concord Flavor makes handling the E. D. S. Brand *very Profitable to Retailers.*

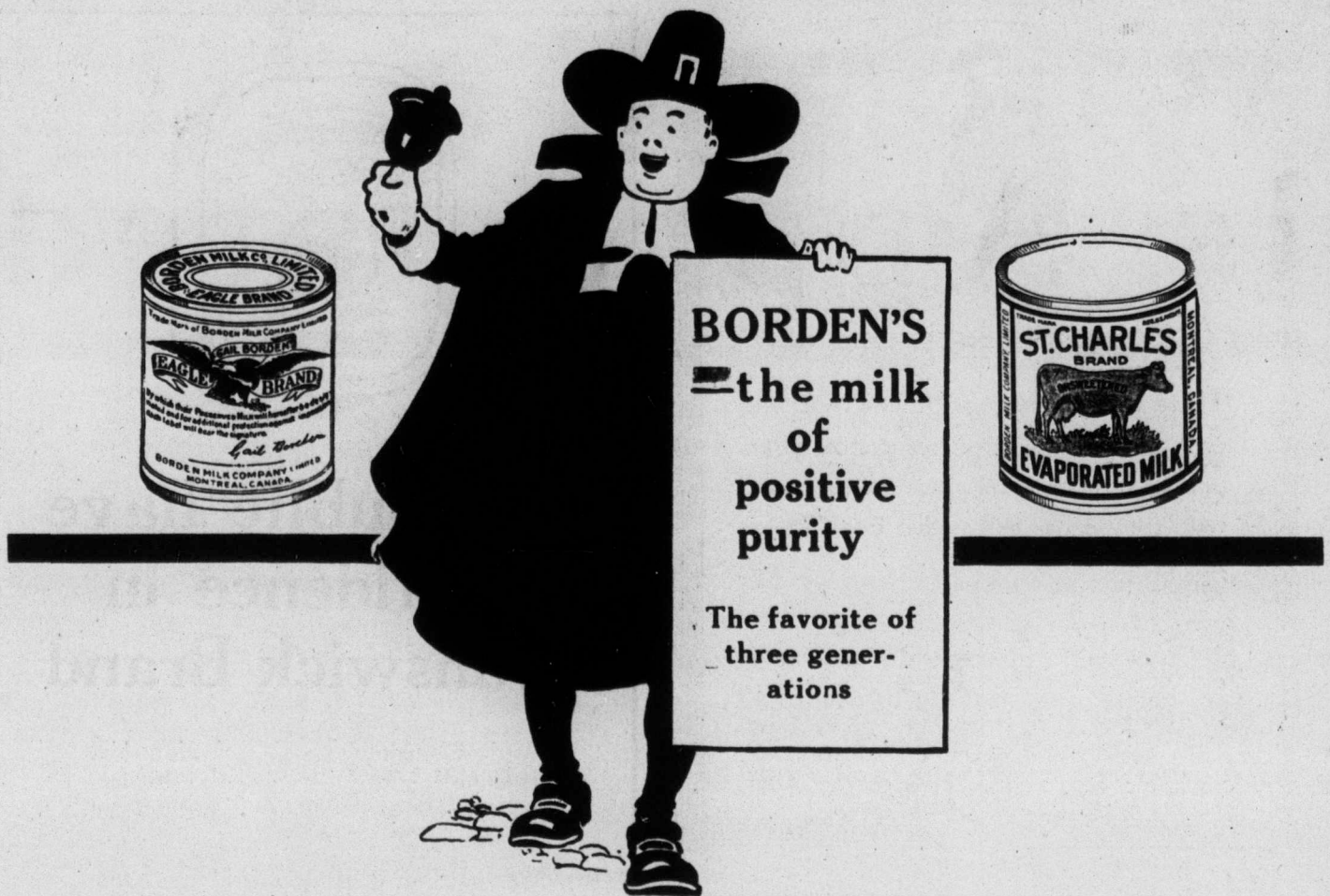
Made in
Canada

A shortage in the supply of Grape Juice makes it advisable to place orders at once to meet the season's demand.

E. D. Smith and Son, Limited

WINONA, ONT.

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



Favorites to-day with the buying public because of their incomparable purity and delicious goodness—qualities which distinguish every Borden Product, making them the big year round sellers they always are.

Displayed in windows, counter or shelves —any place where your customers will see them—Borden's Milk Products will bring you bigger sales and increased profits.

Stock up to-day. Here is our list—"Eagle," "Reindeer" and "Challenge" Brands (Condensed Milk), "St. Charles" and "Jersey" (Evaporated), "Reindeer" Brand Coffee and Cocoa.

Borden Milk Company
LEADERS OF QUALITY
Montreal

Branch Office — Arcade Building, Vancouver

The Star
System

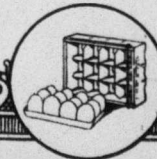


For Safe
Egg
Handling

There is no other equipment that will pay you such a large return on your investment or that will please both you and your customers as well as Star Egg Carriers and Trays.

Let us give you the facts concerning them. Write for our booklet No. 209.

STAR EGG
CARRIER &
TRAY MFG
COMPANY



1502
JAY STREET
ROCHESTER
NEW YORK



The public have confidence in Brunswick Brand

And this confidence is bringing big, profitable sales to dealers who are featuring these palatable and popular sea foods.

Our location is ideal and the up-to-the-minute equipment of our modern factory eliminates possibility of inferior processing or packing.

The leading place in Canadian packed sardines has long been held by *Brunswick Brand Sardines in Oil*—a dependable line selling at a moderate price and leaving a nice margin of profit.

The fact that our sales are constantly increasing is the best reason we can advance why you should begin selling Brunswick Brand Sea Foods. In doing so you will not be experimenting with any new fangled idea—you'll be handling a line of popular, appetizing quick sellers that are favorably known throughout the Dominion.

Begin now, replenish your stock from the following:

1/4 Oil Sardines	Herring in Tomato
3/8 Mustard Sardines	Sauce
Finnan Haddies	Clams
Kippered Herring	Scallops
(Oval and Round Tins)	

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



BETTER CORN BROOMS

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

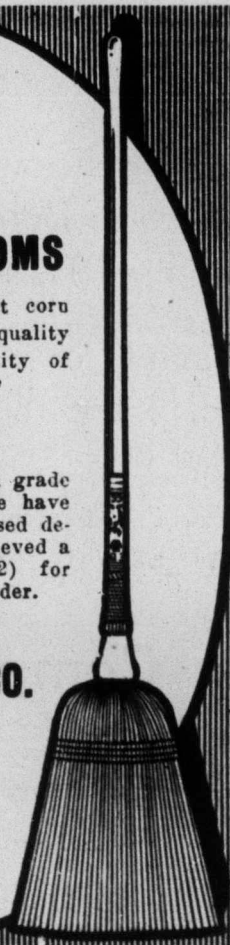
"NUGGET" BROOMS

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

Write for prices, etc., to

STEVENS-HEPNER CO.
LIMITED
PORT ELGIN, ONT.

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



QUALITY is absolutely necessary in bulk teas if permanent results are looked for. Superior Quality is the big feature of our

Finest Black Teas
CEYLONS AND INDIANS

That the trade appreciate the values we are offering is evidenced by the fact that our sales have increased over 40% the past six months. We are offering unequalled values in Japans and Gunpowders during this month.

Prompt and careful attention given to all enquiries for samples and prices.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

ESTABLISHED 1874

Montreal

IT is much easier and more profitable to sell a customer Chase & Sanborn's High Grade Coffees than to explain to her why you don't keep them.

CHASE & SANBORN
Montreal

Welch's

"The National Drink"

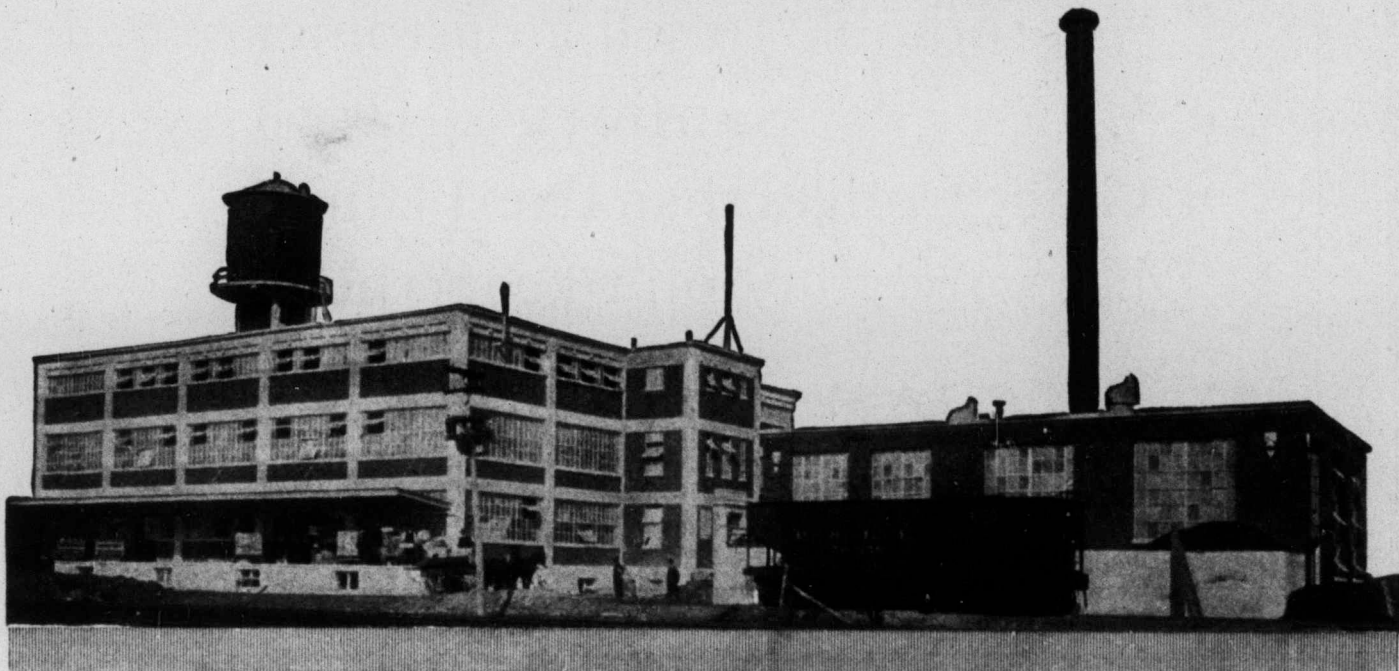
Consider the Welch "good will." The word Welch on a label is a guarantee of purity, quality and satisfaction.

Because Welch's has the confidence of the public; because it is known wherever magazines are read; because it sells readily, repeats and satisfies, it is the most profitable grape juice.

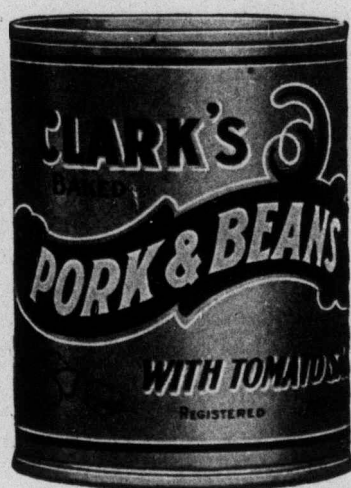
Welch's is made of Ontario Concords at our new pure food factory at St. Catharines.

*Place your order with your jobber or
write for name of nearest distributor.*

THE WELCH COMPANY, LIMITED



CLARK'S PORK and BEANS



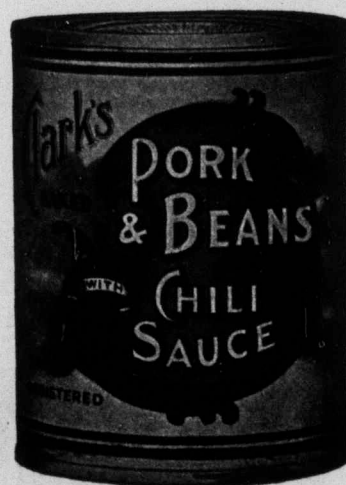
with
PLAIN CHILI
or
TOMATO SAUCE

Highest in Quality. Leaders in
Demand. Quickest Sellers.

FEATURE THE 10c. SIZE

The popular line and
watch the
effect on your business.

Order Now. Your Jobber has Them.



W. Clark, Limited

Clark's

Montreal

New Profit for You

You can add a new source of profit to your business by selling

Sani-Flush

Something every one of your customers living in a home with plumbing equipment needs.



Magazines reaching nearly all the better class homes in Canada are making your trade familiar with this preparation. Nothing else compares with it for cleaning vitreous china toilet bowls and keeping them sanitary and odorless.

Your jobber can supply you with **Sani-Flush**—you make a liberal profit.

By writing us that you have **Sani-Flush** for sale, you get special selling assistance.

Harold F. Ritchie & Co., Ltd., Toronto
10-12-14 McCaul Street



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say, "it is as pure as Windsor Salt."

Windsor Salt has probably been used in her home, for years.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

THE BIG SPRING DRIVE IS ON!

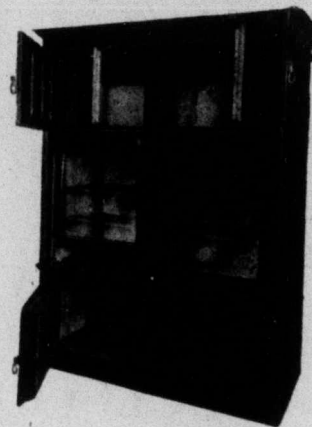
Help the housewife to a quick victory over the legions of General Dirt by recommending Wonderful Soap—the wonderfully effective, all-round cleaner. The results will react in your favor by creating the increased confidence that brings bigger sales.

The attractive red labels make effective displays easy. Stock up to-day for quick Spring selling.

Guelph Soap Company
GUELPH, ONTARIO



You consider a dollar saved is a dollar gained, don't you?



Consider then the big risk of lost profits you incur through insecure preservation of perishable eatables, particularly during the warm, moist days of Spring.

THE ARCTIC REFRIGERATOR

will eliminate this serious risk. A stock of perishable food stuffs in the Arctic are not only perfectly secure against spoilation, but they are displayed in a way that means quick, easy sales.

The circulation of cold, dry air in the Arctic absorbs all odors, and keeps the contents always fresh and sweet.

Ask for the Arctic catalog.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO

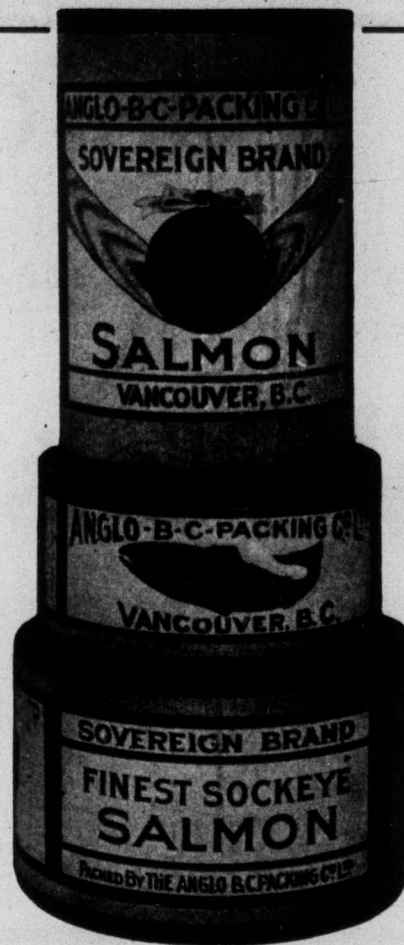
OCEAN BLUE

Brings repeat orders and profitable business at the same time.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
39 FRONT STREET, E. TORONTO.

Western Agents:
For Manitoba:
O. F. Lightcap,
Winnipeg. For
British Columbia
and Yukon:
Creeden &
Avery, Rooms 5
and 6 Jones
Block, 407 Hast-
ings Street,
West, Vancouver



Now For Raisins

The California Raisin Day Association is working up a big national campaign for

Raisin Days
April 28th and 29th

Everybody will be using them these two days. You should sell a lot of them.

You can hold everybody to raisins who uses them on this occasion if you sell them

SUN-MAID Raisins



The pick of 6,000 California vineyards, grown, cured, seeded, packed and shipped by the growers themselves.

Our National Advertising for April ties Sun-Maid Raisins up with the National Raisin Days. Write us to learn how we help you cash in on this.

California Associated Raisin Co.

Membership, 6,000 Growers
Fresno, Cal.
Hearst Bldg. 113 Hudson St.
Chicago (200) New York

RENNIES SEEDS

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

BUY STARBRAND

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

A HIGH-CLASS STAPLE

There is a steady demand for Shirriff's True Vanilla every month of the year. It is one of those lines that is earning profits for the grocer all the time.

Shirriff's TRUE VANILLA

is the leading seller among vanilla extracts simply because it leads in quality. It is 50 p.c. stronger than the Government Standard requires, according to the Pure Food Act. It fully satisfies the requirements of the most discriminating cooks.



Imperial Extract Co., Toronto

His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.



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

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec
—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winni-
peg—Messrs. Shallockross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



FURNIVALL'S

Fine Seville Orange Marmalade

the latest Furnivall quality product. Order now for big Spring selling.

FURNIVALL-NEW, Limited
Hamilton Canada

AGENTS

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

Give Your Customers What They Want

It saves time and usually pays in the end to give your Customers what they want and satisfy their individual preference.

Some consumers like a Medium-sized grain Granulated; others a Coarse grain, and some call for Fine grain.

St. Lawrence



GRANULATED

is put up in 3 sizes of grain which never vary and you can give your Customers just what they ask and keep them always pleased.

BLUE, GREEN and RED LABEL

EVERY month in MacLean's Magazine, and nowhere else will you find the best work of the best Canadian writers.

In MacLean's Magazine, and in no other Canadian publication will you find a synopsis of the best work of the world's best writers every month.

It is different from any other magazine.

Sample on request.

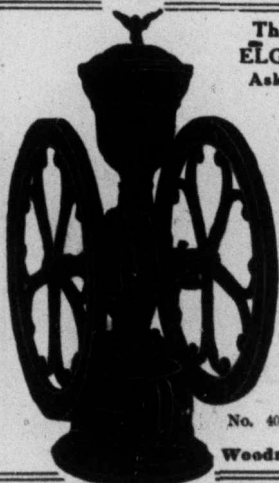
The MacLean Publishing Co.

LIMITED

143-153 University Avenue

TORONTO

CANADA



**The Best Canadian Jobbers Handle
ELGIN NATIONAL COFFEE MILLS**
Ask Your Jobbers for Catalog and Prices

CALGARY—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. EDMONTON—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. FERNIE—The Western Canada Wholesale Co., Ltd. HAMILTON—Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glasco & Co.; Walter Woods & Co. LONDON—Gorman, Eckert & Co., Ltd. MONTREAL—L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). MOOSE JAW—The Codville Co., Ltd. REGINA—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. ST. JOHN—Dearborn & Co.; G. E. Barbour Co., Ltd. SASKATOON—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. TORONTO—Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. VANCOUVER—The W.H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. WINNIPEG—Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

No. 40

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

We are helping you sell

**O-Cedar
Polish**

(MADE IN CANADA)

By our big advertising campaign to your customers we are making O-Cedar

The Best Selling Line

you could handle. Co-operate with us by window and store displays and your sales will double. All manner of display cards, cut-outs, etc., supplied on request.

ORDER FROM YOUR JOBBER.

Channell Chemical Co., Ltd.

369 Sorauren Ave.

TORONTO

Tartan
BRAND

THE SIGN OF PURITY
Phone Orders at our Expense

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

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

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

England's Most Popular Sauce

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

Wouldn't it be worth your while to stock

H.P. SAUCE

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



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.
- "QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.
- "DANDY" RUSSET COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).
- "ELITE" BLACK COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size.) "ELITE" PASTE in 5 sizes.
- "ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Ask Your
Jobber's Salesman For **Whittemore's Shoe Polishes**

WHITTEMORE BROS. CORP., BOSTON, MASS., U.S.A.

JAPAN TEA



Japan has demonstrated to the world that she is capable of great things in world politics, economics and industry. One of her greatest industrial accomplishments has been the development of tea growing. The tea business is now one of the greatest industries of that land.

Japan Tea occupies a unique position in the Tea Markets of the world. It is unequalled for delicacy of flavor, exquisite bouquet and stimulating qualities—hence it is preferred by connoisseurs.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it.
Ask HIM. 3

Sample of our newspaper advertising

To get the maximum profit out of your tea department it is necessary for you to feature well advertised teas of undoubted superiority.

Dealers handling Japan Tea find it a most dependable seller. Persistent consumer advertising made initial sales easy—superior quality did the rest.

Could more tea profits be coming your way? Why not order a trial supply of Japan Tea to-day—a tea you can unhesitatingly recommend? Ask your wholesaler.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO

MACKENZIE & MORRIS
LIMITED
BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

Maclure & Langley, Limited

Manufacturers Agents

Grocers, Confectioners
and Drug Specialties

12 FRONT STREET EAST TORONTO

ON SPOT

**White Beans,
Evaporated Apples
Currants and Raisins**

W. H. Millman & Sons

Wholesale Grocery Brokers

Toronto Ontario

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone

HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

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

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

LEWIS WIGLE
LEAMINGTON, ONTARIO

WESTERN PROVINCES

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA

We solicit accounts of large and progressive manufacturers wanting live representatives.

O. F. LIGHTCAP

Wholesale Grocery Broker and Manufacturers' Agent. Domestic and Foreign Agencies Solicited.

O. F. LIGHTCAP,
179 Bannatyne Ave. - Winnipeg, Man.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents

120 Lombard Street
WINNIPEG MAN.
Domestic and Foreign Agencies Solicited

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg

We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.

Correspondence solicited.
"Always on the Job"

MEN WITH SALES ABILITY.

We have a few desirable openings for men of this type to call on Grocers in connection with Star Egg Carriers and Trays. 63% of the grocers of the country are already using Star Equipment. To men with proven selling ability we can offer an exceedingly interesting proposition.

For particulars, apply

**STAR EGG CARRIER & TRAY
MFG. COMPANY**

1113 JAY STREET ROCHESTER, N.Y.

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

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.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

The Reputation and Standing of
**Walter Baker & Co.'s
Cocoa and Chocolate
Preparations**



Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.



Why
Not
?

Push the blue label package. It pays you a better profit than the cheaper ones. You can readily persuade a large number of your customers, who now use the lower-priced packets, to pay a little more and get the blue label package. They will thank you, too. They will get a much better tea—a richer, fuller-flavored, stronger tea—one that makes more cups to the pound—and the cost per cup will be very little, if any, more than when using the lower-priced tea.



**"STOP-ON"
Shoe Polish**

the brilliant water-proof shoe polish that dealers everywhere are finding worth while.



Pure materials manufactured by experts have produced in "Stop-On" a quality shoe polish that is unaffected by rain, snow or frost.

"Stop-On" White

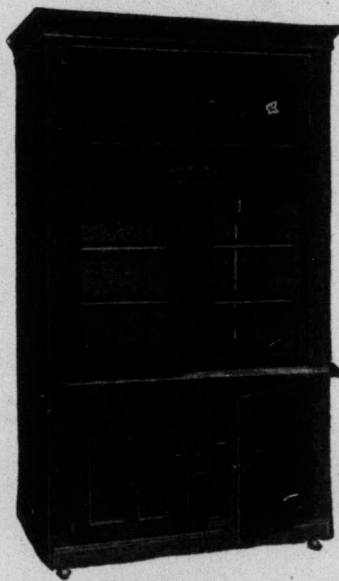
is a liquid white dressing of great permanency, and one which will not rub off.

"Stop-On" polishes are made in black, tan, ox-blood and nut brown.

Order a stock to-day.

Strang Brothers, Winnipeg

Why Run Risks? Get a Eureka



The practical refrigeration principles embodied in the Eureka and the satisfactory service it is giving to other users is the best reason why you too should enlist the services of this most scientific refrigerator. Patents 1900—1910—1914.

With a Eureka in your store your stock of perishable goods is positively secure against spoilation, besides being most effectively displayed.

We have a Eureka that would just suit you. Ask for our catalog.

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

**EUREKA REFRIGERATOR COMPANY
LIMITED**

31 Brock Avenue - - TORONTO

CANADIAN GROCER



Keen's Oxford BLUE

SPRING IS HERE

and the demand for Laundry Blue is always one of the signs of Spring. **KEEN'S OXFORD BLUE** is in demand all the year round, but if anything, more **KEEN'S OXFORD BLUE** is sold during the Spring months than any other Blue.

Keep Keen's Oxford Blue on your counter and get the benefit of this Spring Trade.

Your wholesaler will keep you supplied.

Magor, Son and Company, Limited

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



Knox Gelatine Bows to Your Customers from the Pages of Their Favorite Magazines

In all the leading magazines you will find our advertising which tells women about KNOX GELATINE and also gives them recipes for preparing it in many delicious dishes. We tell them about the convenience of the No. 3 package of Acidulated Gelatine which saves them time and work, because it contains an envelope of lemon flavor, to be used instead of lemon juice. This is an easy package to sell.

KNOX GELATINE pays you a splendid profit; it pleases customers because each package makes four pints of delicious, wholesome jelly. Besides jellies it makes desserts, puddings, salads, ices, candies, etc. To get the greatest benefit and the most sales from our national advertising, display both packages and tell your customers about them and you'll soon see why you should

"Make KNOX Your Gelatine Leader."

CHARLES B. KNOX COMPANY, Inc.

Johnstown, N.Y.

Branch Factory:—Montreal, Canada

CANADIAN GROCER

VOL. XXX

TORONTO, APRIL 14, 1916

No. 15

Cashing In on Summer Drinks

Prohibition Coming Nearer Gives Ideas—The Methods of One, Jones—Each Clerk's Concentration on One Line—Interesting and Effective Talking Points.

Written for Canadian Grocer by E. A. Hughes

PROHIBITION in Canada is now apparently well on its way to complete realization. Manitoba, Saskatchewan, Alberta, all of the Maritimes, with the exception of Halifax are already dry. Halifax will be dry within two or three weeks. Ontario will be dry by the 16th of September. That leaves British Columbia and Quebec, in both of which places agitation has been very pronounced, and is getting to be more and more effective, and it is not thought that either of these two provinces will remain very long behind the others in their adoption of a measure which apparently is gaining universal favor or not only in Canada alone but also in the States. (Here I would interpose the remark, that the writer does not take any political view at all with regard to prohibition.)

The wise man in the grocery trade knows very well that prohibition is going to mean a big boost for soft drinks and summer beverages. In a previous issue of this paper the matter was fully gone into and sufficient reason shown as to build up a positive case that such was the fact. Many grocers have interested themselves already in developing this trade in soft drinks. They are anxious to learn, having been convinced of the truth of the theory

that soft drinks will receive considerable impetus from the closing of the bars, of tried and tested methods and novel stunts for making the very most of this business.

Not a New Departure

It has to be remembered that selling soft drinks in a grocery store is not a new departure. To a limited extent in some cases and to a larger extent in others, this business has been going on

year after year, particularly, of course in summer months. Such grocers as have already established a department of soft drinks, or who carry them to any material extent, are already deeply immersed in plans and campaigns for making this year the best yet in this regard.

Here is how one man did it. We will call him Jones. Jones called his staff together about the beginning of May last year and had a general talk as to how to get the very best out of their soft drink department during the warm weather months. The first thing decided upon by Jones was that each of his several clerks should take one particular line and go into reasons why the public should buy it. Behold then the four clerks in this grocery store diving into various copies of the encyclopaedia with a view to finding out the medicinal, and pleasure-giving properties of various soft drinks. The idea of course, was that each clerk, concentrating on one particular line of summer drink, would be able to know far more about this than if he gathered up a good deal of heterogeneous matter about all lines.

Boosts for Grape Juice

Behold then the first clerk, who had charge of making good on grape juice. He looked up in an encyclopaedia and ascertained various

Buy Your Summer Drinks By the Case

WHEN guests drop in—on a hot day—or when you are feeling tired and need refreshment, how handy it is to be able to open a bottle of grape juice, of sparkling ginger ale, of lime or lemon juice, of aerated or mineral water, etc.? Now that the summer season will soon be here, lay in a case of your favorite drink, so that it will always be ready. No danger from germs, as every bottle is filled with the most scrupulous care. Here are a few suggestions:

GRAPE JUICE—Drink it pure or add a little water and you have a most healthful and appetizing drink. Per case ...c, ...c, and ...c.

GINGER ALE—a sparkling and exhilarating beverage; always keep a bottle or two on ice. Per bottle, ...c, or if you would like it by the dozen or case, a better price could be quoted.

MINERAL WATERS—You may have your choice of several lines—all put up by reputable firms at the original springs. These run from ... a case up to ...c.

LIME JUICE—There is no better drink for cooling the blood than the juice of the lime. Its medicinal qualities are world-wide. Per bottle, ... and ...c. By the dozen, ...c.

LEMON JUICE—A splendid summer tonic. Per bottle, ...c, and ...c; also lemon powder done up in attractive packages and ready to use with addition of water and sugar.

**ALL THESE BEVERAGES KEEP
WELL IN COOL CELLAR**

J. J. JONES

17 Main St.

Phone 77

Suggestion for a newspaper ad. on summer drinks that will soon be appropriate. Try it with your own prices.

facts from there which would be interesting things to hand out in the way of conversation as he led up to the point of persuading a customer to order a case of grape juice to be sent home. He decided that there could not be a more healthy or wholesome drink than this particular line. Grape-pickers, he read, gained something like 5 to 10 pounds in weight during the fall season simply by eating an occasional grape. The possibilities of conversation and persuasion leading from this particular point were immense. Moreover grape juice is a pleasant drink to take, a good blood producer, and it has the great advantage that there is little or no preparation. It was rapidly coming to the front as an important drink for hot days, the clerk decided, and as a drink to put before guests it was the very thing for the housewife.

Great Medicinal Properties

Another clerk, the one who had charge of special sales on lemon juice, and lemon powder, set to work and collected a lot of data about these. To begin with the citric acid, found in these was known to be valuable as a medicine and to be requisite in the case of a great many people for keeping them in perfect order physically. Moreover, the citric acid was a crackerjack element as a reason why people should drink lemon juice, because it was a cooler. In hot weather that is the sort of thing that most people are looking for. The clerk knew, too, that his employer was stocking only the very best line in lemon juice and powder, and he decided to make this a strong talking point with his customers.

Points on Lime Juice

A third clerk was told off to devote his time to pushing sales of lime juice. Lime juice, he decided, is a summer drink of long standing and undoubted efficacy. Like the lemon the citric acid was excellent as a cooling beverage and had health-giving properties. On reference, it was found out that lime juice was of a straw color and that anything which tended toward red or orange was not the first-class article. The clerk knew that the brands which were handled by his employer, were good, that they had been advertised in the trade paper.

Selling Mineral Waters

To the fourth clerk was assigned the campaign of selling of different mineral and aerated waters. The clerk who had this was one of the boys who had a ready tongue and he saw chances of conversation with customers in which he would show the foolishness of going down to Hot Springs in Virginia and to other resorts where mineral waters were the great drawing-card, when people could come to Jones' store and buy the mineral and aerated waters there, and save the expense of a railway trip. Another point

too, was that the mineral waters in stock were all in sealed bottles and quite dust-proof. This, decided the clerk, was going the mineral springs one better. There the waters were not bottled and sealed, but in Jones' store they were, and were thus immune from germs.

The reason why ginger ale was such a good thing to drink was also gone into. The clerk found that this was a very popular drink, and that the reason for it was that it quenched the taste and satisfied it. Again he saw visions of himself persuading customers that on hot days ginger ale was as the draft of water to Dives, and that in a copious draft, say about a bottle, of ginger ale, customers would satisfy their thirst in a way that they had never known—supposing they had been attached to stronger drinks. Then again ginger ale was frequently used to temper the wind to the shorn lamb; in other words to take the taste of such a medicine as olive oil. If you put a spoonful of olive oil in a glassful of ginger ale you don't notice, before it is down your throat, that you have been taking olive oil at all.

And so the clerks went on each read-

ing up material which would help him in his special campaign. Of course, all of them were out to boost all drinks and the man pushing lime juice would not turn down an order for grape juice nor vice versa. Nevertheless, each man having concentrated on talking points for each line was able to make better upon this one line than if he had gone into all of them.

A General Selling Campaign

Jones helped the boys considerably by having suitable window displays and cards written and displayed conspicuously which drew attention to the soft drinks being pushed. Several window displays, all very excellent and devoted entirely to drinks did their part, and, in short, everything was done and said to create an atmosphere of pleasant and healthful benefit to be derived from customers buying drinks.

The campaign brought excellent results and Jones told me, himself, that he had no idea so many of his customers were interested in soft drinks and that certainly he had boosted his sales to an extraordinary extent.

Getting Molasses into Montreal

Assistance Expected Through the Intercolonial Railway Putting on Boat—Further Correspondence With Sir George Foster

MONTREAL, April 12 (Special).—Molasses shipments have been so irregular that, as already reported, dealers here are somewhat alarmed over the situation. The Board of Trade, at the suggestion of Zepherin Hebert, took this matter up with the government, and asked for assistance toward getting Barbadoes molasses into the Montreal market. It was felt that the outright loss of business ensuing through a lack of supplies was too serious a matter to be allowed. A resolution was passed by the board appointing a committee to wait on Sir George Foster at Ottawa. This was later done but the minister's reply was decidedly unfavorable and held out little hope for the merchants. Latter, however, he has reconsidered his earlier opinion as indicated by the following letter:

Department of Trade and Commerce,
Ottawa, March 31st.
George Hadrill, Esq.,
Secretary, Board of Trade,
Montreal, Que.

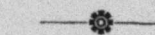
Dear Mr. Hadrill,—With further reference to my letter to you of the 24th instant, the Intercolonial Railway proposes to put on a boat to make at least one round trip between Halifax and the West Indies, to leave Halifax somewhere

about the 15th April, and it would be well for your people to get into communication with the manager of the Intercolonial Railway in connection with the molasses business.

Whether this vessel can make more than one round trip or not, I do not know, but I hope she will be able to meet your demands to a certain extent at least. Outside of this vessel I have no others in sight about which I could advise you.

Yours sincerely,
GEORGE FOSTER.

Another delegation is expected to wait upon the minister with a view to perfecting the arrangements. The Intercolonial Railway management in response to a wire from a prominent Montreal importer, states that although they are not in a position to make a definite statement as to plans they will undoubtedly do something along the lines suggested by the agreement referred to.



Eggs are Fruit?

A Vancouver merchant, when asked in court last week what the product of a hen was which he had sold on a Sabbath, promptly replied "fruit," and the court laughed.

An Example in Overhead and Profit

A Simple Diagram Showing How to Arrive at the Selling Price of an Article, No Matter What the Invoice Cost May Be—The Profit and Overhead Must Always Be Based Upon the Selling Price and Not on Invoice Cost.

SUPPOSE the invoice cost and freight charges on a case of salmon are \$10.50, the overhead expenses 20 per cent., and a profit of 10 per cent. is required, what would the selling price of the case be?

Note the accompanying diagram of squares.

Here is a square, divided into 100 smaller squares, equalling 100 per cent.—the selling price.

The first two rows of 10 squares represent 20 per cent. overhead.

The third row of 10 squares represents 10 per cent., which is the desired profit.

The remaining seven rows of squares, 70 in all, will represent the invoice cost \$10.50.

But, before we can arrive at the actual selling price, the overhead and profit percentage must be defined.

Now, if the 70 small squares represent the invoice price, \$10.50, then one square will be one-seventieth part of the \$10.50, viz., 15 cents, and if one square equals 1 per cent., then 100 squares will represent 100 per cent., or 100 times 15 cents, viz., \$15.

Now, having arrived in this way at the selling price, it is a very simple matter to arrive at the overhead and profit in the following manner:

Invoice cost of salmon, 70 per cent. of	\$15.00	=	\$10.50
Overhead expenditure, 20 per cent. of	15.00	=	3.00
Desired profit, 10 per cent. of	15.00	=	1.50
100 per cent.	\$15.00		

Using the above method, let us suppose that a certain article cost on invoice is \$2.50, and this sum equals only 70 per cent. of the selling price. Then if the invoice price, 70 per cent. = \$2.50, the selling price, 100 per cent. = \$2.50

$\frac{100}{70} \times \frac{\$250}{70} = \$3.57$, it will, therefore, be seen that \$3.57 is the selling price. We can verify this as follows:

1	2	3	4	5	6	7	8	9	10
2									
3									
4									
5									
6									
7									
8									
9									
10									
20 SQUARES AT 15¢ = \$3.00	10 SQUARES AT 15¢ = \$1.50	70 SQUARES AT 15¢ EQUALS \$10.50. BEING THE INVOICE COST							

Invoice cost of article	70 per cent. of	\$3.57	=	\$2.50
Overhead expenditure, 20 per cent. of	3.57	=	0.71	2-5
Desired profits, 10 per cent. of	3.57	=	0.35	7-10
				\$3.57 1-10

Some folk think that figures can be made to prove anything. But here is a simple example, which is true, and not in any particle misleading.

Many a business man will argue that he is making 10 per cent. profit when he is only adding 25 per cent. to his invoice price.

The accompanying diagram and explanation proves that, providing the overhead expense is 20 per cent., and 10 per cent. is desired as profit, it would be necessary to add almost 43 per cent. to the invoice cost.

Now let us still further explain this method by assuming that an article costs \$2.50 and the overhead is 10 per cent., with a net profit required of 5 per cent. As the gross profit is to be 15 per cent.,

the invoice price will represent the remaining 85 per cent. of the selling price.

85 per cent. of selling price equals \$2.50, therefore 100 per cent. equals

$$\frac{100}{85} \times \$250 =$$

\$2.94. Therefore, the selling price would be \$2.94.

Let us again apply the same rule to verify these figures:

Invoice cost of article, 85 per cent. of	\$2.94	=	\$2.50
Overhead expenditure, 10 per cent. of	2.94	=	0.29
Required profit, 5 per cent. of ..	2.94	=	0.15
100 per cent			\$2.94

It will be seen that no matter what the overhead is, or the profit required, the balance of 100 per cent. is the sum

on the invoice, and the selling price can be very easily arrived at by following out the above method. Try it on the very next invoice.

Of course, the overhead must have been previously determined as well as the profit desired.

Keep Down Overhead

Keeping expenses down is not the whole secret to success in the grocery trade. Nevertheless the man who can get results on the lowest possible expenditure is the man who spends his declining years in ease and comfort.



David Nelson Moore, a grocer in St. Catharines many years ago, and for a number of years a deputy city tax collector, one of Niagara district's oldest residents, passed away aged 88 years. He was the youngest son of the late John Moore, U. E. Loyalist, who fought under Gen. Brock at Queenston Heights. He was born in Gainsborough Township, and had lived practically all his life in this district.

One Hundred Per Cent.

An Undeveloped Field of Effort at Home—The Man Who Means Well but Whose Feet Aren't Mates—Old Laws and Young Dogs—The Developer of Men the Most Valuable of Men—Ideas Require Water to Grow.

Written From an Interview with a Manufacturer

“IF the management of every store in this country that was not receiving its one hundred per cent. of results was to turn its gaze inward instead of outward in ninety per cent. of the cases the chief source of the trouble would be found to be directly at home.”

The speaker was one of the largest manufacturers of proprietary articles in Canada.

He continued: “What I mean is this: the human element of the store is too often overlooked. There it lies at the hand of the employer, the chief raw material of any form of human industry, plastic and eager, waiting to be moulded into shape by the sympathetic hand of the directing genius. The interests of employer and employee are so indissolubly bound together that selfishness alone dictates to the average clerk the policy of working for his employer's interests with all his heart and soul. The proportion of clerks who do not feel this way is a negligible quantity.”

“Like Master, Like Man”

“True, his attempts to do so are too often ludicrous. He offends customers instead of placating them. He hunts the warehouse for a rest, in a dull period when he should be tidying up his

shelves. But the fault is pretty evenly divided. The situation resolves itself into a lack of appreciation of the human element in the store by the management. If the clerk is clumsy in his methods it is probably because his natural desire to do the right thing is not encouraged. His poor attempts are laughed at or become the occasion of fresh reprimands instead of a generous helpfulness. His laziness as evinced in a fondness for a dark corner in the warehouse is as likely to be the result of discouragement as the result of a lack of appreciation on the management's part as anything else.”

Only a Clerk and Human and 50 Per Cent.

“Of course if he were one hundred per cent. he would not do these things. But then he would not be a clerk, for when an individual develops seventy, much less one hundred per cent., he graduates out of the clerk class. But being human and perhaps only average human he is probably only developed on a fifty per cent. basis. Most of us are just about that. So when he discovers that the store staff is not working along co-operative lines, he loses heart like a young dog that discovers its master does not shoot the birds he flushes and

so slinks away to eat his heart out in sullen anger at the world in general and his master in particular.

Dollars in Human Character

“The basis of any success rests upon human character. That's why it is that given equal opportunity, some men go up and some go down in this world. Yet some merchants spend small fortunes in expensive store fronts, costly advertising and are the outward visible signs of a high state of polished perfection and yet neglect to take their clerks into their confidence to a reasonable extent or to aid them in developing their knowledge, their usefulness and their character along lines equally beneficial to the clerk and the business in which he is engaged.

Killing the Proverbial Goose

“When a young man enters the employ of a successful business, he is quite likely to bring to it a fresh enthusiasm and an original viewpoint that is possibly out of the reach of the men whose long association with the work has caused it to take on the monotonous character of a tread mill. How often is he met half way by any encouragement of his desire to put his enthusiasm into his work? He is not allowed to develop along natural lines. He is whipped into the lock-step of the store doing things by rule.

Casting the First Stone

“It does not follow that because a clerk is not working well that he alone is to blame. A manager is supposed to excel in the handling of men, in the development of their latent ability to the highest possible state of efficiency. Hence if the clerk falls down, some at least of the fault must lie at the door of the store management for tolerating conditions that will allow him to fall down. If a man begins to develop surliness to customers, it may be because the atmosphere of the store tends that way. If he takes too long for lunch, perhaps it is because he noticed the manager or other clerks doing likewise. If he begins generally to develop a tendency to fall down in his efforts, perhaps it is because he has discovered that his originally excessive energy, being sometimes misplaced, was not properly appreciated and he says to himself ‘They can go hang.’”

MAKES MONEY OUT OF MARKET REPORTS

Editor, Canadian Grocer,—

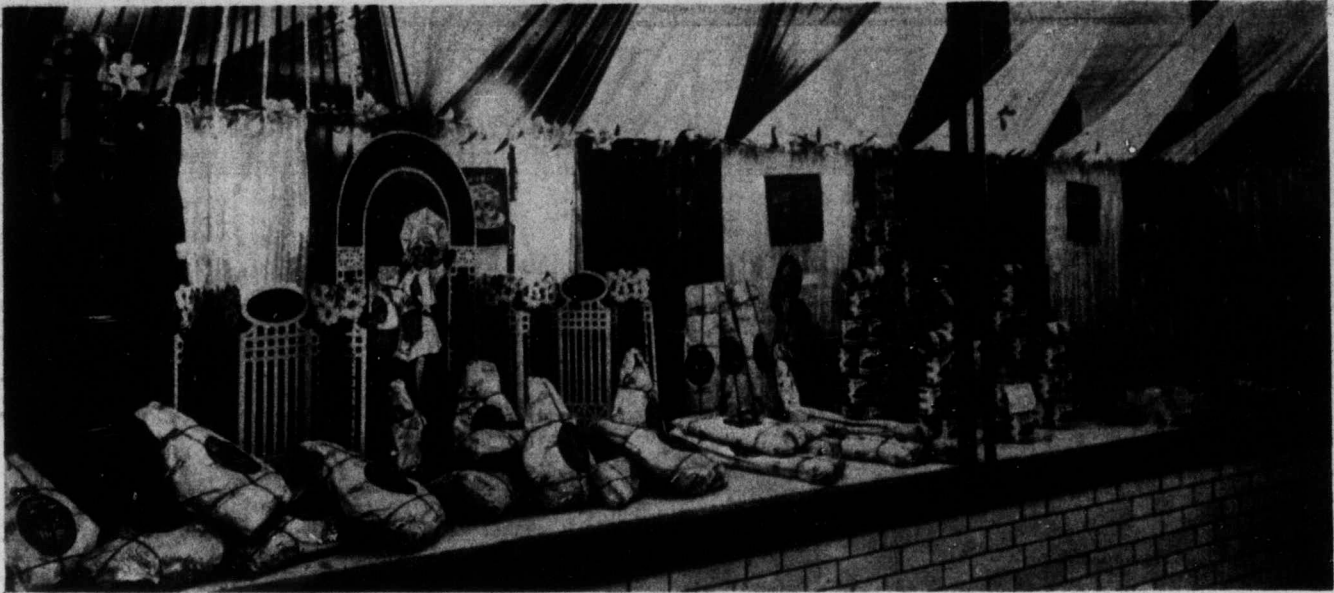
Dear Sir,—Just a note to tell you of a little thing that happened to me that illustrates how helpful CANADIAN GROCER is to one who consistently reads it.

Some time ago you said something in your columns about the likelihood of advances in cream of tartar. At the time that was news to me. However, I took the tip, bought a ton at 28c a lb. and later cleaned it out on the market at 56c.

I always recommend your paper to grocer customers whom I wish to put in my debt. A man who wishes to take advantage of market fluctuations and benefit by the experience of others in merchandising cannot afford to be without it. I personally know dozens who rely on it absolutely as their buying guide. The cost of \$2 a year is undoubtedly saved many times over. Your recent articles on credit systems and selling on present invoice prices, or the reverse have been invaluable to many men down in our part of the country. It is also an aid to the traveler in that it serves a useful purpose as the merchant-reader of your paper is more amenable to the salesman's arguments if they are sound ones, that are based on actual conditions.

J. M. COCHRAN.

Frederickton, N.B.,
March 29th, 1916.



An Easter window trim featuring hams and bacon and canned vegetables.

Hams and Bacon in This Easter Display

These Are Important Lines on Account of Passing of Lent—Splendid Time for a Good Trim—Remember the Contest.

THE illustration shown herewith presents still another idea for an Easter Window Display. One week from to-day, April 21, is Good Friday, which means the termination of the long Lenten Season and the change of food in many a Canadian home. Naturally those who have refrained from eating certain foods during Lent will have a keen appetite for them at the end of the season.

As pointed out before, in reference to these Easter Window trims, smoked and cooked meats, such as bacon, cooked ham, tongue, pickled hock, etc., are going to be largely in demand, and the dealer who displays them the most prominently and the most effectively, should get his share of this business. Sausage is another line that will be called for after next Friday in larger quantities, so that the dealer who has a provision department and who goes

after business aggressively is going to secure considerable extra trade.

The window shown here displays effectively a number of hams, as well as canned vegetables, butter, etc. This is a good provision window and should sell the goods.

In a number of stores at the present time there is to be seen a boiled ham with the sliced side turned towards the window or towards the front of the counter. This might be displayed on a platter in a window surrounded by green stuff. It is always a sure seller.

In arranging the Easter Window, remember Canadian Grocer's Window Display Contest. This is about the last opportunity we will have to call our reader's attention to it, and clerks and dealers who are planning on a good window next week are asked to get a photograph taken early and have it sent in for the contest.

CANADIAN GROCER

ESTABLISHED 1886

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THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*

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

H. V. TYRRELL, *General Manager.*

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

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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733 Old South Bldg.; Phone Main 1024.

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No. 15

WESTERN ONTARIO SAP FLOW

FROM present indications it would seem that the supply of maple syrup and maple sugar in Western Ontario will not be as large this year as in some other years. The unseasonable weather has made the sap slow in running and reports from certain parts of the country state that the quality of sap is not up to the best standard. Farmers with maple sugar groves in the vicinity of St. George in Brant county, tapped their trees about the last Wednesday in March and after ten days the flow of sap was very small. Unfavorable wind and the lack of a sufficient number of bright, sunlight days were deterrents which will make the maple products comparatively scarcer this season.

Farmers with sugar groves assert the ideal conditions for a good flow of sap are a northwest wind and bright sunlight. These conditions rarely prevailed during the first week or ten days of the sap season. On Saturday, April 9, conditions were reported as such to make the sap run with greater freedom. The following day, Sunday, there was also a good flow.

In the particular section of Ontario referred to farmers with maple trees state it is very doubtful if the syrup and sugar will be secured in very large quantities this season. The present week will decide largely whether or not there will be a dearth of this luscious table delicacy.

RAISIN DAY COMING

FOR the past seven years, Raisin Day has been celebrated by the California raisin growers. This year again there will be still another celebration, the date being April 28th and 29th—Friday and Saturday of this month.

The chief significance of this day is that it is set apart to get the interest particularly of the consuming public in regard to the value of raisins. During the past three years the occasion has taken on a wide significance owing to the immense growth of the raisin industry. This year posters will be displayed throughout the country, and the raisin growers will talk to the consumers as well as to the dealers through an advertising campaign in consumer and trade press.

Every dealer realizes that the raisin is an important article of food. It can be used in many different ways. It is a most helpful article of diet, and carries with it a distinctive flavor that makes it to-day a staple article in every household. The retail dealer can assist largely in developing the consumption of raisins by co-operative work. The more he explains the value of this fruit, the more he talks to his customers about it and displays raisins in his show windows and on his counters, the more is he going to sell. Raisin pudding, pie, and cake are but a few of the many ways in which the raisin can be used in the home. It is up to the retail dealer to spread the news about raisins as much as possible, and particularly to take advantage of Raisin Day this year—April 28th and 29th.

JAM TRADE TIME

LAST week in CANADIAN GROCER the selling campaign of a progressive retail grocer was given on jams, preserved fruits, canned fruits, etc. This campaign was conducted at a time when the consumer is interested most in these goods. As spring approaches the housewife's supply of jams and preserved fruit, etc., is getting low, and as there is no better food for

old and young than fruit properly preserved, there is always good business at this season of the year in preserved fruits, jams and jellies.

Now, then, is a good time to display these goods in the window, on the counter and on special display tables, display stands, etc. Backed up by a good strong announcement in the local paper, there is almost sure to be good business in them. Personal salesmanship of course goes a long way. Customers should have their attention called to these goods, either over the counter or over the telephone. The average customer needs a suggestion and it is up to the dealer and his sales staff to be ready at all times with something additional. It should be realized by every salesman behind a counter that anyone can hand out the goods that are asked for, but that it requires a real salesman to sell goods that are not particularly asked for. If he is a good window artist and brings the people into the store for the goods he displays in it, then he is a salesman, just as much as the man who by personal conversation sells goods over the counter or over the telephone. The spring months are all good months for jams and jellies, and preserved fruits, canned fruits, etc. Get after this business now before the new fruits arrive. In another month or two the pineapple and strawberry seasons will have opened. These will be followed by other fruits. Then it will be too late to dispose of much stock. The psychological moment is NOW.

COME INTO THIS CONTEST

ONCE again we desire to call the attention of dealers and clerks to the Easter Window Display contest of CANADIAN GROCER. It is to be hoped that as many as possible will secure photographs of their Easter window and have them submitted to the judges of this contest.

The prizes as previously announced consist of \$5, \$3 and \$2 respectively, there being three prizes for each class. Dealers and clerks in centres under 10,000 population do not compete with those in centres above that number. The contest will be one that will help every member of the trade because of the new ideas that will be presented in the window displays.

THE RETURNED SOLDIERS

THE time has come for Canada to make good the promises of the hysterical days of the war. Today her sons, some of them, return to seek their strange place in a new scheme of things.

It is more than money that these men work for. It is that understanding that is born of a generous sympathy steeped in a warm imagination that can conceive of the horrors they have been subjected to and that makes large allowance for the shortcomings that they bring with them into civil life. Is it humanly possible for a man who has stood the strain of months of trench warfare to be as other men, his

looks of health notwithstanding? He has scraped his dearest friends off his clothes. He has withstood the shock of charges and the tense tumult of counter charge. He has for months lived under every hellish variety of modern death, perhaps he has been gassed, the tissue of his lungs burnt out, his brain scared and certain cells closed forever, and has perhaps gone through that most awful trial that modern artillery can bring to bear on a body of men "the preparation for the infantry attack," a concentrated inferno of noise and gas and blood and death that leaves its poor victims stunned and dazed, irresolute of limb and mind. Can these men be as other men in one year or two or three? Never. Always they will bear in their mind the cicatrice of it, long after kindly memory has enabled them very largely to forget the detail. Their wounds heal. Agony leaves their eyes. They do not return to Canada until sufficient time has elapsed to allow of this much. But their sick minds with its scar of sorrow and pain undreamt of here, that has destroyed their very thought impulses and dried up the very springs of action they bring home to Canada to heal in the blessed quiet of an uneventful life which they must largely slip through unobtrusively, all joy of action, all hope of initiative hopelessly lost to them.

And it is peculiarly the task of those who remain to recognize this fact and give to them in this condition which is often so dull and so elusive in its operation as to defy recognition even by its unhappy victims, a rich forbearance that will remember what they have gone through and that will condone even though it condemns.

They have borne all that alone. Now must they too bear all this alone. As never before in the history of the world are there men who crave the helping hand in word and thought and deed. Deeds are tangible and imply the securing of positions, the gift of goods and money. But more important is the Christ-like tolerance for the man who lacks and the inspiring presence of an enveloping kindness that the passage of years will not erase and that will forever remain an inspiring vein of pure gold in the metal of our national life.

EDITORIAL NOTES

FISH properly handled and properly displayed pretty nearly sells itself; and if it is good, repeat business is sure.

* * *

THE SUCCESSFUL salesman invariably gives the customer the impression of eagerness to be of service. Service is the keynote of successful salesmanship.

• • •

DESPITE the warnings of the trade papers there are still some retailers who allow themselves to be taken in by schemes which are prohibited by law, and by which the retailer is eventually the loser, not only in actual cash, but by making dissatisfied customers.

A FINE ISSUE FOR THE CLERK

Spring and Summer Sales Number One That Will Appeal to Every Salesman Behind the Counter—Window and Interior Displays Will Be Featured—Valuable Hints on How Other Men Do Things.

IN recent issues, synopsis of a number of articles prepared for the Annual Spring and Summer Sales Number of April 28th was given. It was emphasized that these articles were all of a practical character, and which would tend to assist retailers in the development of their business in future, and particularly the development of summer trade.

These articles and others that have since been written have all been secured first-hand from retail dealers now in business. In fact, the Annual Spring Number will, in reality, be edited by grocers themselves, so that its value from a practical standpoint could not be greater.

The Spring Number is not alone for the merchant, but for the clerk as well. The window display department will be of particular interest to the clerks, inasmuch as it will include a number of very fine displays, suggestions from which will be valuable in boosting summer trade. Among the windows, for instance, will be one displaying maple syrup in forest surroundings. This is a particularly realistic trim and one that presents splendid suggestions to any trimmer.

There will be several pages under the heading "How Other Grocers do Things." These items are all short and snappy, easily read, and each presents an idea which merchants and clerks in various parts of the country have successfully adopted. There will be something practical in every item, which means that this is going to be an exceedingly fine series of articles.

The Spring Number will, as usual, contain several fine interior views. These show how merchants and their salesmen are selling goods by attractive interior displays.

There is a splendid article for every clerk dealing with how the staff of a certain store gets business by telephone. Every dealer likes to see as many customers as possible come into his place of business. By attractive arrangement of his goods, and by the selling power of his staff, he is then able to dispose of many goods over and above the actual demand. But when people are accustomed to use the telephone, then it is up to himself and his sales staff to get as much extra business as possible. This article explains how it is done in one large Canadian store.

The clerk of to-day is the merchant of to-morrow, and now is the time for him to gain a complete knowledge of his business. This Spring and Summer Sales Number will be a most valuable aid for this purpose. It is one that all should keep at their elbow for further study of the plans and suggestions presented by the various merchants.

Every clerk, as well as every merchant, will find it to his distinct advantage to read most carefully the Spring Number, both advertising and editorial, from beginning to end. It means money.

THE EDITORS.

April 14, 1916.

WHY A MANUFACTURER SHOULD CONTINUE ADVERTISING WHEN OVER-LOADED WITH ORDERS

THE manufacturer who asks to-day "Why should I advertise when I cannot fill all the orders on hand now?" is the same man who asked a year ago "What's the use in advertising when dealers won't buy anyhow?"

His inconsistent attitude in regard to advertising comes from a mistaken idea as to what should be expected from it. He regards advertising as an expedient to boost sales when orders are scarce; and he thinks it is unnecessary when orders are plentiful.

The true purpose of advertising, so far as a manufacturer is concerned, is to make his goods, in the course of time, well and favorably known to dealers and consumers. Their preference and demand for his product will become so strong that he will be able to greatly increase his production. Then both his manufacturing costs and his selling expenses will be reduced. The greater his output the lower his cost of manufacture. The greater the demand for his goods the better his distribution will be. Good distribution lessens the expense of securing orders. Large output, low manufacturing cost and low selling cost mean big profits. In this way his advertising pays.

It takes time for advertising to bring about these results and the manufacturer who expects the best from it must persist in his advertising through good times and bad. If he quits advertising because business is poor or thinks it can be done without when business is good, he will lose most of the benefit that a steadfast advertising policy would have brought him. In persistent advertising lies the surest hope for the growth and complete success of his business.

No Delivery and No Phone Orders

New Ideas Being Tried Out by New Liskeard Retailer—Neither Does He Give Credit—Issued Booklet Entitled "Economy" to Advertise His Methods to Customers—Some Novel Plans.

"**E**CONOMY" is the title of a unique booklet — or rather a booklet containing unique ideas — issued by A. J. Jeffries, a New Liskeard, Ont. grocer. Mr. Jeffries was for a number of years on the road representing James Turner & Co., of Hamilton, Ont., but has given up traveling, and recently opened a grocery store at New Liskeard.

As the booklet shows, he gives no credit; neither does he deliver parcels nor take orders over the telephone. Customers must come to him with their cash, and take away their goods, except in such cases where reason demands, as an unusually large order.

The "Economy" booklet reads in part as follows:

"Economy"

"The question of economy is one which interests every person who has to provide for himself or family.

"Every wage-earner—every one of the working men or women who constitute the backbone of this great country.

"For the past few years the high cost of living has been a much-talked-of subject, and is becoming of such great importance to the average person that their very existence depends on better adjustment of present conditions.

"War conditions have, of course, ad-

vanced many food products, but this is by no means responsible for "The High Cost of Living."

"To a large extent we have ourselves to blame; our methods have so increased the expense of doing business that we have to pay more for our goods. We telephone our order, expect a delivery rig to be at our beck and call every moment, want our goods 'charged' and then kick at the high cost of living.

"No merchant can afford to carry accounts, run an expensive delivery system, keep a messenger to deliver at a moment's notice every small order 'phoned in and sell at the price which the man can who does away with this heavy overhead expense.

"Now here is our policy in a few words:

"Terms strictly cash.

"No telephone orders.

"No delivery—(except in such cases as reason demands, where the order is too large to be carried.)

"How does this figure out for you?"

"We figure it makes a big saving, and are prepared to give our customers the benefit.

"We will give you no opportunity to say we charge more for our goods than others. We can meet any bona-fide price. The saving is yours—because you paid the cash and carried the goods

away. Credit is in most cases merely a habit, a bad habit that can be avoided.

Cash With Every Order

"Positively no discrimination between known good accounts or poor ones — that is our policy. We don't mean to be discourteous to anyone, it is simply our way of doing business, and it figures largely for you. Everybody must know that the maintenance of a credit system with the consequent bookkeeping is expensive. So are bad accounts. We have neither—you get the benefit.

"Many people will form unions, agitate strikes, and even risk their lives in order to get an increase of \$3.00 to \$5.00 per month in their wages, but will not care where their hard-earned money goes after it is earned; and do not realize that they owe it to themselves to see that every penny is expended to the best possible advantage.

"Are you one of these? It is up to you! Give us your business! Give us your criticism too, if you wish. You cannot offend us by reasonable criticism. We are always willing to learn; the more we can learn the better we can please you."

These new ideas have just been put into operation, so that it is impossible to say how they will work out in New Liskeard. It will be interesting, however, to watch their development.

DO YOU KNOW YOUR CUSTOMERS' NAMES?

Does the average merchant realize the value of being able to call his customers by name? It is flattering and pleasing to most people to be remembered and to be called by name. It is natural that the customer will return to the one who knows him personally.

Some of the most successful politicians are those who have cultivated this faculty of remembering names and faces. It is stated that the remarkable success which William Jennings Bryan had as a politician was due largely to this faculty. After only a casual meeting with men in a gathering where perhaps he met hundreds of other men he could recall having met such and such a person. This faculty with him was cultivated to the nth degree.

From the point of view of salesmanship this is a most valuable asset for any merchant to cultivate. It lets the prospective customer see that the merchant has an interest in him keen

enough to at least remember his name. In small towns the merchant will possibly know most people. But there are always new people dropping in. It is a great assistance to business to know your customers' names—and to call them by name.

SASKATCHEWAN BUTTER IN B.C.

As indicative of what the Saskatchewan buttermakers are capable of doing, a car of Saskatchewan butter was offered in Vancouver at the end of March, thereby establishing a record with regard to spring shipments, as in former years, the first of May has been the earliest time at which such deliveries were expected. According to prominent provision and commission men in Vancouver this departure from precedent is due largely to an effort on the part of the eastern shippers to show the extent to which they can go in supplying the needs of the far Western Canadian provinces.

"It is an indication of the end of the New Zealand imports," is the way one

provision man referred to the shipment. "In previous years the New Zealand butter met with very little competition until May. During the past winter, however, there have been scattered shipments from the east, and there is a strong likelihood that the prairie creameries are now out after this trade."

The bakers of London, St. Thomas, Windsor and Sarnia announced on April 9th an advance in the price of bread from four to five cents for the small loaf, and from six to seven cents for the larger loaf.

The claim is made that the increase is due to the scarcity of labor, due to recruiting and the increased cost of materials and delivery.

Fire which had apparently been smoldering for several hours, broke out in Adams Brothers' block on Kent Street, in Lindsay. The firm conducted a large grocery, flour and feed business, as well as a meat market.

Service Department

The Canadian Grocer:

Dear Sirs,—Will you kindly inform me where I can get "Gluten Flour" made in Canada if possible?

J. C. PINCH,
Sault Ste. Marie, Ont.

Editor's Note.—This information has been forwarded.

War Tax Stamps

Canadian Grocer:

Dear Sirs,—The story is being circulated that the war tax on patent medicines stock foods must be paid for by the merchants. Kindly let us know by return mail whether or not a merchant can be fined for not paying the tax himself.

ONTARIO READER.

Editorial Note.—It does not matter who pays this tax—the merchant or consumer—although usually it is charged to the ultimate consumer.

Manufacturers of Grocery Rigs

Canadian Grocer:

Dear Sirs,—Would you please send me the names and addresses of one or two firms who specialize in the manufacture of grocery rigs.

W. H. G. _____,
Brantford, Ont.

Editorial Note.—Names have been forwarded.

List of Canadian Wholesalers

Editor Canadian Grocer,—Please let me have names of one or more reliable wholesale grocers in Canada from whom we can buy general groceries.

The Exploits Valley Royal Stores, Ltd.
Grand Falls, Nfld.

Editorial Note.—This information has been sent.

Coffee Agent

Editor Canadian Grocer,—Kindly advise us if there is any agent for the G. Washington Prepared Coffee, put up in New York.

DICKSONS, LIMITED,
St. Mary's, Ont.

Editorial Note.—This information has been forwarded.

Dish Coupons

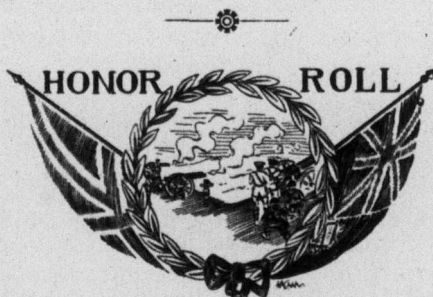
The Canadian Grocer:

Gentlemen,—Would like to have your idea about giving an agate dish that costs 25c wholesale with a \$5 deal for a trade puller,—sugar or flour not to be included. Or would a \$10 purchase be just as good in a country place. I do not intend the purchase to be all at once. I

would give the dish when they returned counter slips amounting to \$5 or \$10, as the case might be. Would you confine it to one month only or three months? Any information you can give me on this line will be appreciated.

ONTARIO GROCER.

Editorial Note.—In reply to the above letter the opinion of Canadian Grocer is that if the 25c dish is given away after a customer has purchased at various times his \$5 worth of goods, the transaction would not be legal as it would be in contravention of the Trading Stamp Act. This Act says that a coupon, trading stamp or similar device must be redeemable at any time by the customer. If the customer has to secure a number of these coupons, to make a total of \$5, then he cannot redeem them at any time. On the other hand, if the customer purchased \$5 worth of goods at one time the retailer would be at liberty to give the 25c dish first if he so desired.



Leslie Grisdale, of Wingham, Ont., grocer, has closed his store and enlisted.

Henry Wilson, Queen's avenue, Edmonton, who has joined the 138th Overseas Battalion, is selling his business.

John E. McIlwaine, clerk for H. Ritchie, merchant, Norman, Ont., has enlisted with the 94th Battalion at Kenora, under Lieut.-Col. Machin, M.P.P. He came from Belfast, Ireland, three years ago, and up to present has been employed with Mr. Ritchie.

Major Geo. Bradley and Captain Alfred E. Bradley, sons of R. B. Bradley, grocer, who operates stores at St. Catharines, Niagara Falls and Chatham, are serving with the colors. The former is in Toronto with the 81st Battalion and the latter at Niagara Falls with the 19th.

P. W. Chosley.—The manager and fellow workmen of the Swift Canadian Company, Edmonton, presented a wrist watch to P. W. Chosley, who has been in the employ of the company since they started in Edmonton. He is leaving their services to join the 202nd Sportsmen's Battalion.

SUGAR PLANT FOR SALE

Knight Sugar Co., Raymond, Alta., Have Decided Not to Continue the Operation of Their Plant

The Knight Sugar Company, Raymond, Alta., has made a statement regarding the Raymond sugar factory. At a meeting held recently in Salt Lake City, at which Jesse Knight presided, the executive of the company was authorized to dispose of the plant by either one of the three means: first, to sell the plant to the people of Southern Alberta at a "reasonable price;" second to sell to any Canadian company with a view to removal to another part of the Dominion; and third, if neither of the two schemes materialized, to negotiate for the sale of the machinery to an American company to be set-up some where in the inter-mountain region, or by the Knight Sugar Company itself.

When the removal of the factory was being agitated in 1914 and 1915, J. W. Evans, having in mind the organization of a company similar to the farmers' co-operative movement in other parts of the continent, wired for a price on the plant. They asked \$250,000 for the plant with the section on which the plant stands. At the recent meeting in Salt Lake a "reasonable price" was mentioned and it is likely the directors have decided to come down a little in the price stipulated a year and a half ago.

Nothing has been done yet with regard to the disposal of the factory, but the Raymond Board of Trade will hold a special meeting at an early date to formulate some plan of action.

THE "FRIXAS" AGAIN

Thos. Wilson, of Groceries Limited, Toronto, is back at his desk after a rest down South. He was ill for some time, and went down to Atlantic City to recuperate. En route, he passed through New York, and amongst other things, visited the docks. A friend who was with him pointed out the German boats which were interned. Mr. Wilson, however, spied one that was flying a flag which was anything but German. He saw it was the flag of Greece. The boat was none other than the "Frixas", the name of which, as the vessel that held up the trade on their currants for Christmas, is familiar to every grocer in Canada. If the "Frixas" started on her return voyage now, she might—with luck—arrive here again in time for next Christmas.

R. Klemmer, Hanover, Ont., has moved to a new store.

The son of W. Ryan, merchant, of Niagara-on-the-Lake, died recently in Toronto hospital with measles.

Easter Window Display Contest

OF course you have decided to have the usual attractive Easter Window Display this year. You will not let an opportunity slip by for extra business and splendid advertising, such as a fine window of Easter lines would produce.

When you have your display in shape get a photograph of it and enter it in Canadian Grocer's Easter Window Display Contest. This contest is open to all grocers and clerks in Canada, and it is to be hoped as many as possible will come in it.

All that is necessary when you have your display in shape is to call in a good photographer; have him take a picture of it, and mail it to the Contest Editor, Canadian Grocer, at the Toronto Office.

RESULTS OF SUCH A CONTEST.

A competition of this kind not only helps you sell more goods and gain additional prestige for the store, but it assists every dealer and clerk in the country to produce better windows, to take a greater interest in displays and in general to raise the standard of the grocery business.

Easter comes at the end of Lent. Good Friday is April 21. This is a time when the appetites of many have been sharpened up for the many appetizing foods which they have denied themselves during the Lenten season. It is a time when big sales can be made of goods such as tasty bacon, various lines of cooked meats, cheese, eggs, honey, confectionery, fancy biscuits, etc.

It will thus be seen that the possibilities for a good business around the Easter holidays are large. The public is always, however, in need of suggestions. These must be supplied by the dealer and his selling staff. A good display will go a long way to arouse the interest and attention of customers and of the passerby.

Don't overlook your Easter Window Display and be sure it is entered in Canadian Grocer's contest.

The contest will be divided into two sections, one for grocers and clerks in towns under 10,000 population, and the other for grocers and clerks in cities above that population. The prizes in each class will be: first, \$5; second, \$3; third, \$2, making a total of \$20 for the six best windows supplied.

The contest will be judged from the standpoint of Selling Power, Attractiveness and Originalty, in order named.

In ordering photograph see that you get one about 10" x 8". This will show the goods to best advantage. A snapshot is too small.

Get the picture just as soon as the Easter window is in shape, and send it along to the Contest Editor. Contest closes May 1. Address 149-153 University Avenue, Toronto.



CURRENT NEWS OF WEEK

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



Quebec and Maritimes

Corbreil Orila, grocer, of Montreal, has suffered loss by fire. His store was partially insured.

J. F. Morrow, advertising manager of the Atlantic Sugar Refineries Company, of Montreal, has returned from a week in New York City.

The St. John, N.B. Board of Trade and several other local organizations have pronounced in favor of the adoption of the daylight saving plan.

B. Trudell, tea buyer for L. Chaput Fils & Cie., has just returned to Montreal from a few days in Western Ontario.

The maple sap is now running freely in the New Brunswick woods, and sugar and syrup of excellent quality are appearing on the market. Owing to restrictions fewer substitutes are being offered this year.

The Eastern Townships' Dairyman's Exchange held their opening meeting for the 1916 season at Cowansville on April 8, and 480 packages of creamery butter were bought by exporters at an average price of 32c lb.

The St. John, N.B. Board of Trade has made inquiries at all of the leading provincial towns regarding the state of trade and the replies have been most encouraging. Business generally is at least as good as at same time last year and in some lines there is an improvement.

Ontario

James Boothe, of Toronto, grocer, has sold to M. Sheldrick & Co.

C. Williams, of Toronto, confectioners, has sold to G. Magee.

H. Laidlaw, of Walkerville, Ont., groceries and meats, has sold out.

Cadioux & Co., grocers, of Ottawa, recently suffered loss by fire.

J. T. Glasco, of McPherson, Glasco & Co., wholesale grocers, of Hamilton, passed away recently.

Bertrand & Robinson, cigar manufacturers of Ottawa, have dissolved and the business is continued by Bertrand & Co.

Fretz, Ltd., have made a change in the style of their firm, and in future will be known as the Harvest Co., Ltd., with head office in Hamilton, Ont.

J. L. Greenwood, resident of Brockville, for the past four years, has purchased the grocery business of F. H.

Clifford, and has already taken possession.

William Robert Coyne, a native of Brampton, Ont., who has resided in Chicago for over thirty years, died on March 31st, in his 49th year. He was manager of Rothchild's grocery department.

Robert Wilson died suddenly at his home in Toronto. Mr. Wilson had been troubled with a slight cold for several days, but it developed into pneumonia, causing his death. He was born in Glasgow, Scotland, 52 years ago, but came to Toronto as a boy, where he had resided ever since. He was connected with the Patterson Candy Company, where he had been employed as a confectioner for over 20 years.

William Godfrey Lumsden, an old resident and business man of Hamilton, died at his residence, 31 Mapleside Avenue, in his 65th year. Deceased was born in Pennsylvania, and for the past 40 years had been in business in Hamilton. He was the senior member of the firm of Lumsden Bros., wholesale grocers of that city. He is survived by four sons—Arthur D., Chester H., Hugh L. and Walter G., all of Hamilton—and three daughters—Mrs. E. G. Willard and the Misses Edith and Frances, at home.

The Senate last week discussed the proposed duties on apples and oils. Hon. Mr. Lougheed, government leader, explained that the increase in the duty on oil was for the purpose of producing needed revenue, and the increases in the duty on apples to produce revenue and give assistance to Canadian apple growers. Senator Bostock, Liberal leader, expressed the opinion that during recent years apple growers had not encountered greater difficulties than had other lines of business. It was doubtful if the consumer would benefit. The duty on oil would, he thought, make it more difficult for railways to operate by oil through timber countries, thus insuring against forest fires. Senator Davis, Prince Albert, condemned the tariff increases, and said that the advance in duties on apples and oil would be resented in Western Canada. After considerable discussion the Senate adopted Senator Beique's motion for the appointment of a committee to consider business readjustment to meet conditions produced by the war.

Western Canada

Tomlinson & O'Brien, manufacturers' agents, 141 Bannatyne avenue, Winnipeg, have been appointed representatives in the three Western provinces for the McAlpine Tobacco Co., Toronto.

Harold F. Ritchie, manufacturers' agent, Toronto, paid a visit to Winnipeg last week.

Louis P. Mason, of Mason & Hickey, manufacturers' agents, Winnipeg, left last week on a Western trip.

The business at 728 Logan avenue, west, Winnipeg, formerly run by Sydney Bell, is now owned by the Logan Grocery, S. Goldberg, proprietor.

The permit for the new Doig, Rankin & Robertson store, Brandon, Man., has been issued, to cost \$39,000.

H. G. Smith Company, Limited, wholesale grocers, Regina, have opened a line of paper goods in connection with their general grocery and fruit business.

O. Vaughan, Summerland, B.C., has sold to the Summerland Supply Co. Mr. Vaughan will manage this company's grocery department at West Summerland.

HALF-HOLIDAY MOVEMENT

British Columbia Government Asked to Establish a Holiday Every Saturday for Clerks

A large and representative meeting was held in Vancouver which determined that the government should be asked to establish a weekly half-holiday to all employees of retail merchants, and it was further decided that the half-day should be Saturday afternoon and evening. Letters from the Retail Merchants' Association of Salmon Arm, Vernon and Armstrong, were among many that supported the weekly half holiday from outside points.

Managers of some of the largest retail stores in the province stated that unless the half-holiday could be arranged for Saturday they would cease to support the movement.

Six separate petitions circulated among the retail merchants of Calgary, with a view to securing the enactment of a municipal by-law for early evening closing and the closing of all stores on Wednesday afternoons, now contain the names of two-thirds of the merchants in Calgary, which is necessary by the city charter to cause the enactment of the law.

Sugar Up Another Ten Cents

Canned Goods Market Firm—All Canned Vegetables Advancing — More Interest in Future Prunes—Strong Molasses Situation—Teas Exported From India and Ceylon Short of Last Year—Advance in Cane Syrup.

Office of Publication, Toronto, April 13, 1916.

ONE distinguishing feature of the market this week is the firmness in all pork products which has resulted, in most cases, in an advance. For instance, all bacons and backs are about 1c higher and both pure lard and compound have advanced $\frac{1}{4}$ to $\frac{1}{2}$ c. This is also the case as evidenced by reports from other provision centres. There is a firm feeling in hogs and a short supply. Receipts of live hogs are much below what they were this time last year and doubtless this is reason for the basic strength of the market. Add to that, the fact that there is a great export business at present being done in meats and you have the reason why a good domestic demand coming on the top of all the rest sends the market up recording advances.

The egg market is steady, because cool weather and roads have apparently hampered delivery to some extent. The price of new-laid has now gone down to a point where the American egg shipper has a pretty tough row to hoe if he competes, but that is largely a matter of necessity and anyway that low level was reached two or three weeks ago when Spring appeared permanently to have arrived. In many quarters of the country the latest spell of Winter which has reigned resulted in the production of new-laid being held back. Home consumption readily takes care of what stock comes into different centres at present and there is no surplus. The market tone is firm. Nevertheless, there is no actual advance, but in some quarters the opinion is held that unless deliveries are better the market is liable to advance. It is generally regarded that the season is about two weeks late and prices are thus more firm, to the extent of that two weeks' lateness than they should be.

Maple syrup is appearing on the market now in better quantities and prices are marked down slightly. It is difficult to predict what is going to happen in the maple syrup market, as same conditions do not apply everywhere. In some quarters the flow will be fair. Maple sugar is also arriving in small quantities.

A further advance in the sugar market occurred on Friday of last week. A day or so before, CANADIAN GROCER said in these columns: "A further advance is likely; the market is in a strong state and although no further advance is recorded at the moment, it is expected by most sugar men." This puts sugar, already extraordinarily high, quite "out of sight" in comparison to past figures. Sugar men do not remember a time when such a point was reached. In some quarters the opinion is held it need not now be reached were it not for speculation in New York. One man who knows what he talks about said bluntly: "In days gone by, when we used to buy sugar we bought sugar; now we do not know what we are buying."

There is a firm feeling all over the country in canned goods and St. John reports an advance. Montreal is exceptionally firm and the feeling is prevalent down there that an advance would have occurred ere this if stocks in some quarters had not been heavy, and interests holding out from advancing until these supplies had been materially lessened. There is a strong demand from the trade and stocks are none too good. Particularly is this true in the case of salmon, where huge supplies have been exported and where domestic demand is very heavy. The canned goods market in provincial centres is liable for an advance.

Markets in Brief

N.B.—Since market reports were written sugar advanced still another 10c. Refined in Montreal now on basis of \$7.65.

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

Fruits quiet and steady.
Tomatoes higher and very firm.
Beans doubled in value.
New cabbage declines.

PRODUCE AND PROVISIONS—

Hogs and pork products firming up.
Lard very scarce and firm.
Easiness in eggs checked.
Ducks higher.

FISH AND OYSTERS—

Scarcity of supplies.
Lobsters easier.
Oysters and salt lines quiet.
Fresh lines coming in.

FLOUR AND CEREALS—

Flour more active.
Bran and shorts in good demand.

GENERAL MARKETS—

Sugar and molasses higher and firm.
Nuts firmer.

ONTARIO MARKETS.

FISH AND OYSTERS—

Fresh whitefish selling.
Flounders in demand.
Scarcity of frozen.
Lobster trend easier.
Good fish business.

FLOUR AND CEREALS—

Feeds down again.
Some strength in oats.
Export looks up.
Market fluctuating.

PRODUCE AND PROVISIONS—

Lard prices up.
All meats higher.
No change in butter.
Creamery slow in coming.
New laid all consumed.

FRUITS AND VEGETABLES—

Oranges fluctuating.
Louisiana strawberries brisk.
Good apples scarce.
Lemons in demand.
Delaware potatoes higher.

GENERAL GROCERIES—

Sugar up ten cents.
Rice market strong.
Interest in prunes.
General business good.

MANITOBA MARKETS.

FRUIT AND VEGETABLES—

Good demand for oranges.
Navels bringing \$3.25 to \$4.25.
Strawberries, \$4-\$4.50 case.
New spring peas in, 20c lb.
Alberta potatoes scarce.

PRODUCE AND PROVISIONS—

Eggs decline to 21-23c.
Receipts not so heavy.
Easier hog market.
Higher meat prices coming.
Fresh butter not plentiful.

FISH AND POULTRY—

Haddie scarcity continues.
Fresh halibut and salmon in.
Oyster season nearly over.
Poultry hard to get.

GENERAL GROCERIES—

Firmer sugar market.
Canned goods firming up.
Scarcity of candied peels.
Higher tapioca and sago.
Canadian jams advancing.
Corn starch declines $\frac{1}{4}$ c.

Quebec Markets

Montreal, April 13.—Market is in steadier condition than for some time past, and firmness continues to characterize it. Volume of business passing is satisfactory, and demand, although in a large number of cases restricted to hand-to-mouth buying, continues even greater than expectation, as the general rising tendency of market encourages buying on articles of first wants, and arrival of milder weather has given impetus to Easter lines.

Sugar continues firm, with a gradual advance on part of those interests that have maintained the lower level of price for the last two weeks, so that the original 40c difference has now been cut down to 20c. Maple syrup and sugar is beginning to arrive in small quantities, but shippers incline to caution in predictions as to future. Packing sundries are retarding operations of spice grinders.

Marmalade is reported to be scarce, particularly in imported varieties, owing to difficulty of securing marmalade oranges, because of freight situation. Brushes of all kinds have advanced. Shoe thread is up 10 per cent. Fancy molasses have advanced 2c, and there are no choice on market. Limburger cheese has advanced 1c, and is now offered at 27c.

Fruit and vegetables lines incline to quietness, but tomatoes present strong feature of this market. Hogs and all pork products are gaining additional strength, and pure lard in pails is selling at \$3.30. Readjustment is occurring in the fish market with opening of milder weather and replacing of winter lines with fresh fish.

SUGAR.—There has been a further advance of 10c per 100 by the refineries that have maintained the lower level of prices here, so that extra granulated in 100-lb. bags is offered by them at \$7.55. Market is strong, with no diminution of bullish tendencies, and recent advices tending to show a shortening of available supplies by extensive export trade has strengthened this feeling. American refiners are still firm at last week's price of \$7 and \$7.10. Cuban raws were a little easier in the New York market for past few days, and changed hands at 4 15-16c a pound. It is stated that future sales will be at 5c, although no sales at this price have been reported yet, and raw market is very strong. Undertone locally is firm; developments are being closely watched. Buying from hand-to-mouth continues, although a good business in that way is reported amongst retailers, and rising market tends to encourage buying.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	7 55
20 lb. bags	7 65
2 and 5-lb. cartons	7 80
Extra Ground Sugars—		
Barrels	7 90
50 lb. boxes	8 10
25 lb. boxes	8 30
Yellow Sugars—		
No. 1, 100 lb. bags	7 15
Dark yellow, 100 lb. bags	6 90
Bright yellow, bbls. only, cwt.	7 40
Powdered Sugars—		
Barrels	7 70
50 lb. boxes	7 90
25 lb. boxes	8 10
Paris Lump—		
100 lb. boxes	8 15
50 lb. boxes	8 25
25 lb. boxes	8 45
Crystal Diamonds—		
Barrels	8 15
100 lb. boxes	8 25
50 lb. boxes	8 35
25 lb. boxes	8 55
Cartons	8 75
Half cartons	9 25
Crystal Dominoes, cartons	8 85

MOLASSES AND SYRUP.—There has been a further advance of 2c a gallon in fancy molasses, which is now selling at 57c, 60c, 62c in puncheons, barrels and half-barrels respectively. Quotations of choice molasses are only nominal, as there are none on this market. Firm feeling has been strengthened on market by reports that Government molasses ship has been cancelled owing to unsuitability of boat selected for molasses carrying, and no other is available. Otherwise market is unchanged in its leading features of great firmness and scarcity of supplies that still prevail. Slow arrivals continue to make fancy molasses scarce, and every puncheon is absorbed on arrival, and people generally are waiting on orders in transit.

Cane and corn syrup are unchanged in price, and scarcity of supply and strong feeling prevails generally. Maple syrup is not coming forward in sufficient quantities to establish the market. Recent weather has been conducive to good run of sap, but market is in a liquid state awaiting developments, but strong feeling, both as to prices and supplies, is uppermost for the time being.

Barbadoes Molasses—	Prices for	
	Fancy.	Choice.
Puncheons	Island of Montreal.
Barrels	0 57	0 49
Half barrels	0 60	0 52
	0 62	0 54
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—m		
Barrels, per lb., 3%: ¼ bbls., 4c; ½ bbls.	0 04½	
Pails, 8¾ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 5¼c; ¼ bbls.	0 06½	
Cases, 2 lb. tins, 2 doz. in case	4 80	

DRIED FRUITS.—Market remains unchanged, with firm undertone, and prices as quoted for last week, although added firmness is noticeable in some lines. Advances from outside points still emphasize lightness of currant stocks, and price advances continue to occur, and choice amalias are now 10½c f.o.b. New York. Prunes are firmer, but advances have occurred on spot goods only. Citron and peels are very firm. Stock of seeded raisins are getting cleaned up, and as prevailing prices are not on the basis of cost at the coast, feeling is very

firm. There are few coming forward, and present coast prices are guaranteed until August 1st, so changes of an upward nature are not unlikely.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 60-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 08
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 22
Lemon	0 20
Orange	0 19
Currants—		
Filiatras, fine, loose, new	0 11½
Filiatras, packages, new	0 12½
Dates—		
Dromedary, package stock, old, pkg.	0 09
Paris, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11
40 to 50, in 25-lb. boxes, faced	0 10½
50 to 60, in 25-lb. boxes, faced	0 10
60 to 70, in 25-lb. boxes, faced	0 09½
70 to 80, in 25-lb. boxes, faced	0 09
80 to 90, in 25-lb. boxes, faced	0 08½
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscata, loose, 3-crown, lb.	0 06½
Muscata, 4-crown, lb.	0 09½
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 10½
Choice seeded, 16 oz. pkgs.	0 10½
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

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

SPICES.—Market remains unchanged in chief features, steady and firm, with a good volume of business passing locally, and grinders report more inquiries than can be cared for except on new basis of prices, so that sales except at cost prices show tendency toward curtailment. Erratic condition continues to crop up. Outside importers have made purchases on local market, and one case is reported of the seller of a lot of nutmeg, who later offered 7c advance to buyers for same lot. Shortage of sundries for packing purposes is being keenly felt, particularly in case of cartons. Outside advices report ocean freight conditions more acute, although grinding deliveries in New York are larger than usual. Peppers have been shaded in that market to some extent in the past week, otherwise no changes of note have occurred.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice-0 16-0 09-0 23
Cassia-0 29-0 85-0 35
Cayenne pepper-0 28-0 32-0 35
Cloves	0 30-0 32-0 90-0 39
Cream tartar—55 to 67c.			
Ginger, Cochin-0 22-0 29-0 31
Ginger, Jamaica-0 25	0 90-1 00-0 31
Mace-0 30-0 45-0 80
Nutmegs	0 45-0 45	0 85-0 90-0 26
Peppers, black-0 35	1 15-1 20-0 37
Peppers, white-0 22	0 95-1 20-0 29
Pastry spice	0 16-0 18
Pickling spice	0 21-0 23
Turmeric	0 21-0 23
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00	2 60
Caraway—			
Canadian	0 13
Dutch	0 20
Cinnamon, China, lb.	0 14½
Mustard seed, bulk	0 19
Celery seed, bulk	0 36
Shredded cocconut, in pails	0 21
Pimento, whole	12-15

RICE AND TAPIOCA.—Market is identical with conditions outlined last week and firmness ruling feature. Great-

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er difficulties are reported maintaining shipping connections with East, where stocks of rice are said to be plentiful, but unmovable. Approach of May 1st is looked forward to with interest as containing possibilities of price changes, as usually prices have been scaled downward in the past at this season of the year, and feeling of market inclines to an opposite change this year. Tapioca remains unchanged in price; scarcity of spot stocks and firmness of market in general with all offerings eagerly snapped up.

Rangoon Rices—	Per cwt.
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 10
Imperial Glace	5 30
Sparkle	6 40
Crystal	5 70
Snow	5 30
Ice drips	5 40
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).	
Imported Patna—	Per lb.
Bags, 224 lbs.	0 06
Half bags, 112 lbs.	0 06½
Quarter bags	0 06¾
Velvet head Carolina	0 08
Sago, brown	0 06½
Tapioca—	
Pearl, lb.	0 09
Seed, lb.	0 09

NUTS.—Market shows increase in activity over that of last week. Supplies are coming forward more freely and greater volume of sales recorded. Pecans now coming into this market are now costing 2c more, and filberts are up ½c, and Sicily filberts are unobtainable either in the States or abroad. Shelled walnuts are very scarce and very firm. Tarragona almonds have declined 1c because of difference in rate of money exchange.

Almonds, Tara, new	0 15	0 15½
Grenobles	0 16	0 16½
Marbots	0 13½	0 14
Shelled walnuts, new, per lb.	0 35	0 36
Shelled almonds, 23-lb. boxes, per lb.	0 40	0 42
Sicily filberts	0 14½	0 15
Filberts, shelled	0 32	0 34
Pecans, large	0 18	0 19
Brazils, new	0 15	0 16
Peanuts, American, roasted	0 08½	0 12½

TEA.—Less activity is reported during past week, but additional strong feeling in market is evident, and high prices are being asked for tea at outside prices because of increasing freight difficulty. Chief feature in past few days has been delay in getting tea away from London in box, and it is stated that tea cannot be obtained from there under three months now. Locally, diminished stock has added to firm feeling, as high prices have discouraged buying to such an extent that it is expected that inquiries must develop more freely in the near future. Better business is reported from the West, more especially in prohibition districts that are turning to greater tea consumption.

COFFEE.—No changes of importance have occurred since last week, and market continues steady and firm, with a normal volume of sales passing. Freight continues to be ruling factor governing firmness of market, which have resulted in the advances that have occurred since September of last year. Freights which

before the war were 35c for 132-lb. bags, advanced to 60c with the war, and since then have slowly and imperceptibly advanced, until they are now \$2 a bag and largely govern state of market.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 33
Maracaibo, lb.	0 22	0 23
Mexican lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 17	0 20
Santos, lb.	0 21	0 23
Chicory, lb.	0 12	0 14

DRIED VEGETABLES.—A slightly easier undertone prevails than during last week, and split peas and hominy are expected by this tendency. Firmness continues in beans except for slight sympathetic reaction with general state of market. No great activity is noticed in market, which is steady and quiet in volume of sales recorded.

Beans—		
Canadian, 3-lb. pickers, per bushel	4 30	4 45
Canadian, hand-picked	4 90	5 10
Canadian, 5-lb. pickers	4 10	4 10
Yellow eyes, per bushel	4 20	4 20
Lima, per lb.	0 08	0 08½
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.	6 00	6 00
Barley, pot, per bag	3 00	3 00
Barley, pearl, lb.	0 04½	0 05

CANNED GOODS.—Undertone of market is unchanged and steady, with firmness the dominating feature, although tendency of opposite nature is also apparent. Stocks in some quarters are heavy and some interests are reported to be holding off from advancing until these supplies have been partially disposed of; but demand is so good and in some quarters where supplies are less plentiful, bullish tendencies continue to predominate.

Ontario Markets

Toronto, April 12.—Just as the flour situation, so far as export trade is concerned, looked a little brighter, rumors of extra German activity with submarines disturbed the market again. After a series of vagaries in the wheat market, flour levels sank somewhat, and reached a basis which overseas buyers thought attractive. Cables began to hum over the wire again, and inquiries were translated into orders. This condition, however, did not last. British buyers cannot see firm quotations now offered them, and vendors are not shading any, with ocean conditions such as exist at present. So export trade in flour is none too brisk at present. Feeds are in fairly good demand, because buyers have held off for some time, thus allowing their stocks to get depleted, and also because mills have not been grinding very much. The feed market, for this time of the year, is in a healthy condition.

Sugar went up again ten cents at end of last week. Feature of market is that it is just as firm at new levels as it was down at \$6.56 and thereabouts a few weeks ago. It is apparently no ease of

the market having reached its limit. Further advances are freely forecast on the street.

The tea market in England is very excited still. Owing to the anticipated tax—which didn't come after all—prices advanced sharply, time after time, and prophets figured that common grades would reach one shilling a pound. There is also another bullish factor, and that is suggestion that future supplies may not be up to requirements. Shipments from both Northern India and Ceylon this year have been below last year's. Shipments from Northern India to Britain to end of February were down about six million pounds from amount at that time last year. Ceylon has also exported less tea, so far, than in 1915. The rainfall there has been very small, and crop returns show a reduction in yields. These are firming influences, and the market is strong indeed.

SUGAR.—Prices once more advanced by 10c, making a basis of \$7.61. The market remains very firm. No trace of weakness is noticeable. The unusual feature about it is that all these rises, one after another, appear to weaken the market not a bit. In this case, for instance, it is believed by sugar men that if the refiners go to buy automatically there will be further advance. The fact that sugar is exceptionally high doesn't affect strength of market at all. Demand here is fair. Speculation over the border is still the biggest element. Some talk of the Cuban situation is bullish, while other is not. The drought down there has continued unbroken, and the cane is certainly showing the effect of lack of rain. It is thought the yields, in many places, will be short of estimates.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 61
50 lb. bags	7 71
25 lb. bags	7 76
2 and 5-lb. cartons	7 90
Nova Scotia refined, 100-lb. bags	7 61
New Brunswick refined, 100-lb. bags	7 61
Extra Ground Sugars—	
Barrels	8 01
50 lb. boxes	8 21
25 lb. boxes	8 31
Powdered Sugars—	
Barrels	7 61
25 lb. boxes	8 21
Crystal Diamonds—	
Barrels	9 16
100 lb. boxes	8 26
50 lb. boxes	8 36
Cartons (20 to case)	8 91
Cartons (50 to case)	10 01
Crystal Dominoes, carton	9 26
Paris Lump—	
100 lb. boxes	8 26
50 lb. boxes	8 46
25 lb. boxes	8 46
Yellow Sugars—	
No 1	6 91
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

SYRUPS AND MOLASSES.—Readers will find a reference to maple syrup, prices and market conditions in "Produce and Provisions" report, also on editorial page.

The molasses situation does not show any easement, and practically the same factors govern. West Indies can't get boats to get supplies across, and stocks at ports in Canada are very limited. St. John and Montreal are strong and advancing. Though Toronto doesn't take

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much interest, it has to buy at enhanced figures. Fancy molasses especially is high. Present level is 60c to 65c, and it is thought there will be further advances.

There is a good demand for all cane syrups. An advance of 60c a case took place recently. Corn syrups are in average demand, and there is no new feature.

Corn Syrups—

Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case.	2 65
Cases, 5 lb. tins, 1 doz. in case.	3 00
Cases, 10 lb. tins, ½ doz. in case.	2 90
Cases, 20 lb. tins, ¼ doz. in case.	2 85

Cane Syrups—

Barrels, lb., 4½c; ¼ bbls.	0 65
Cases, 2 lb. tins, 2 doz. in case.	3 60

Molasses—

Fancy, gallon.	0 60	0 65
West India, bbls.	0 34	0 37

SPICES.—Market appears to have lapsed into dullness, though demand is fair to middling. Shipping misfortunes tie up arrivals of fresh stocks, but demand is not as keen as a few months ago. Cloves are firm in New York, on account of scarcity of bottoms from the East. Demand here is good, and price for whole is up to 40c, with 45c as outside limit. Peppers, both black and white, are not plentiful, but there has been a slackening in demand latterly.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground.	0 20	0 17-0 19
Allspice, whole.	0 15-0 15
Arrowroot.	0 15-0 20
Bay leaves.	0 20
Bicarb. soda.	0 23½
Caraway seeds.	0 25-0 25
Cassia, whole.	0 25-0 32
Cassia, ground.	0 16-0 18	0 25-0 34
Cayenne.	0 30-0 35
Cayenne, Jap. chillies.	0 40
Celery seed.	0 45-0 50
Celery salt.	0 30-0 35
Celery pepper.	0 30-0 35
Cinnamon, Batavia.	0 30-0 40
Cloves, whole.	0 40-0 45
Cloves, ground.	0 18-0 22	0 35-0 45
Coriander seed.	0 12-0 13
Cream of tartar.	0 50-0 55
Curry powder.	0 30-0 35
Ginger, Cochin.	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground.	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole.	0 28-0 30
inger, African, ground.	0 14-0 18
Mace.	0 85-1 00
Mustard, pure.	0 28-0 30
Mustard seed.	0 20-0 25
Nutmegs, brown, 64s, 55c, 80s, 45c, 100s.	0 35-0 40
Nutmegs, ground, bulk, 30, 35c; 1 lb. tins.	0 37-0 42
Pastry spice.	0 25-0 30
Paprika.	0 35-0 40
Peppers, black, ground.	0 14-0 18	0 25-0 30
Peppers, black, whole.	0 24-0 29
Peppers, white, ground.	0 19-0 24	0 35-0 40
Peppers, white, whole.	0 30-0 35
Pickling spice.	0 18-0 23
Sage.	0 45-0 50
Saltpetre (chill).	0 10
Thyme.	0 25
Turmeric.	0 30-0 22

RICE AND TAPIOCA.—Demand is good here, and all prices are level. This is reflection of situation in New York, where advancing primary market has forced purchases, even at high levels. Stocks were getting depleted, and high prices or not had to be replenished. Foreign rices are steady at high levels in primary market. There is some projected easiness by reason of the fact that bottoms are scheduled to arrive via San Francisco within a few days. Patnas continue to be very strong.

Rice—

Rangoon "B," per cwt.	4 25
Rangoon "OO," per cwt.	4 15
Rangoon, fancy, per cwt.	4 35
Patna, fancy.	0 07½ 0 09

Tapioca—

Pearl, per lb.	0 09	0 10
Seed, per lb.	0 09	0 10

TEAS.—There is no cable to hand, as this is written, as to Tuesday's market

in London. Presumably it is, at any rate, firm. Tea doesn't seem to have weakened much after the announcement that there was to be no British tax after all; on the other hand, the market holds up very firmly. There is some talk in London tea circles as to whether supplies coming forward will be equal to demand. Northern India and Ceylon are both behindhand, compared with last year, in their exports, and rain has been prevalent in the later district limiting the yield. There is no new feature in this market that calls for remark.

DRIED FRUITS.—Much interest is centreing just now in future prunes. These had gone down, through lack of business, to a very low basis, but they are now climbing again. Of course, it is some time before they arrive, and anything may happen. The Coast and New York alike are very bullish just now, however. Spot prunes in those centres and here, too are very firm. The underlying cause of strength is traceable to packing quarters, where the independent attitude of growers owing to close co-operation, is strengthening their hands. Prunes are in good demand on this market, particularly in the forties to sixties.

Peaches have settled down somewhat and trade is dull. Last week's activity appears to have been in the nature of a spurt. Nevertheless, even though demand is poorish, stocks are slight, and a firm undertone exists.

Apricots are cleaning up, demand being heavy, for this time of the year, and stocks slight. Price for standards is 12 to 12½, and firm. Advances are a possibility.

Currants are firm, with possible complications in Greece continuing to be the reason, right down at bottom. Sellers still hold out for higher levels. New York is firm, though trading is falling off somewhat. Dates are in fair demand, package dates being a good buy at present levels.

Apples, evaporated, per lb.	0 16½	
Apricots—		
Std., 25's, faced.	0 12	0 12½
Choice, 25's, faced.	0 13½	0 14
Extra choice, 25's, faced.	0 14½	0 15
Fancy, 25's, faced.	0 15½	0 16
Candied Peels—		
Lemon.	0 17	0 18
Orange.	0 17	0 18
Citron.	0 22½	0 23½
Currants—		
Filiatras, per lb.	0 13½	0 14½
Amalas, choicest, per lb.	0 14½	0 15½
Patras, per lb.	0 14	0 15
Vostizzas, choice.	0 14½	0 15½
Cleaned, ¼ cent more.
Dates—		
Faris, choicest, 12-lb. boxes.	0 09½	0 10
Faris, choicest, 50-lb. boxes.	0 09	0 09½
Package dates.	0 07½	0 09
Hallowees.	0 07	0 07
Prunes—		
30-40s, California, 25-lb. boxes.	0 13	0 13½
40-50s, 25-lb. boxes.	0 10½	0 11
50-60s, 25-lb. boxes.	0 09½	0 10
60-70s, 50-lb. boxes.	0 09½	0 09½
70-80s, 50-lb. boxes.	0 09½	0 09½
80-90s, 50-lb. boxes.	0 09½	0 09½
90-100s, 50-lb. boxes.	0 08	0 08½
25-lb. boxes, ¼c more.
Peaches—		
Choice, 50-lb. boxes.	0 07½	0 08
Stds., 50-lb. boxes.	0 07	0 07½

Choice, 25 lbs., faced.	0 07½	0 08
Extra choice, 25 lbs., faced.	0 08	0 08½
Fancy, 25 lbs., faced.	0 08½	0 09½

Raisins—

Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets.	0 10	0 10
Seeded, choice, 1 lb. packets.	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets.	0 11½	0 12
Seedless, 12 oz. packets.	0 10	0 10

Raspberries, black, dried, 25-lb. boxes. 0 40 0 42

NUTS.—Shelled walnuts are cleaning up, and some demand has been felt this week. Price is 38 to 40, although latter level is asked most often, and gotten. Shelled almonds are somewhat easier. There is little demand. Most lines are slow and trade is apathetic to them. Pecans are getting some little business.

In Shell—

	Per lb.
Almonds, Tarragona.	0 15½ 0 16½
Brazils, medium, new.	0 16 0 18
Brazils, large, washed, new.	0 20 0 22
Chestnuts, peck.	1 75 2 00
Filberts, Sicily, bags 110 lbs.	0 14 0 14½
Peanuts, Jumbos, roasted.	0 13½ 0 14½
Peanuts, hand-picked, roasted.	0 11 0 11½
Peanuts, fancy, roasted.	0 09 0 10
Pecans.	0 17 0 18
Walnuts, Grenoble.	0 14½ 0 15½
Walnuts, Bordeaux.	0 11 0 12
Wa. Inuts, Marbots.	0 12½ 0 13½

Shelled—

Almonds.	0 45	0 46
Filberts.	0 35	0 35
Peanuts.	0 11	0 11½
Pecans.	0 30	0 35
Walnuts, new, halves.	0 38	0 40
Broken.	0 31	0 32

BEANS.—There is nothing new in the situation. Demand is good, and stocks are low. That about sums up the market. Hand picked sell freely at \$4.75, with choice prime a quarter to fifty cents lower. Blue peas are a trifle lower, on demand easing up, and we quote \$3.00 to \$3.25. Trade is somewhat dull.

Beans, choice primes, bush.	4 25	4 50
Beans, hand-picked, bushel.	4 75	4 75
Peas, blue, bushel.	3 00	3 25
Split, lb.	0 05½	0 05½

CANNED GOODS.—Tomatoes are cleaning up and prices look due for an advance. Wholesalers generally are not selling under \$1.10, though here and there 2½c less is offered. Corn and peas are also in big demand, and stocks are getting lower and lower. Both have advanced slightly, and look due for further advances.

MONTREAL AND TORONTO PRICES

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

Salmon, Sockeye—

1 lb. talls, cases, 4 doz., per doz.	2 62½
1 lb. flats, cases 4 doz., per doz.	2 72½
¼ flats, cases 8 doz., per doz.	1 57½
Five cases or more, 2½c less than above.

Chums, 1-lb. talls. 0 90

Pinks, 1-lb. talls. 1 20

Cohoos, 1-lb. talls. 1 45

Red Springs, 1-lb. talls. 2 00

Humpback, ½-lb. tins. 0 80

Canned Vegetables—

Tomatoes, 3's.	1 10	1 15
Peas, standards.	0 92½	0 95
Early June peas.	0 97½	1 00
Extra sifted peas.	1 52½	1 55
Corn, 2's, doz.	0 92½	0 95

Fruits—

	Group A
3's Apples, Standard.	1 05
3's Apples, Preserved.	1 20
Gals. Apples, Standard.	3 60
Gals. Apples, Preserved.	4 25
Gals. Blueberries (Huckleberries), Standard.	6 50
2's Cherries, Red (pitted), light syrup.	1 50
2's Cherries, Black, pitted, heavy syrup.	1 90
2's Cherries, Black, not pitted, heavy syrup.	1 55
2's Cherries, Red, pitted, heavy syrup.	1 90
2's Cherries, Red, not pitted, heavy syrup.	1 55
Gals. Cherries, Red, pitted.	5 50
Gals. Cherries, Red, not pitted.	6 00
2's Blueberries (Huckleberries), Standard.	1 55
2's Blueberries (Huckleberries), Preserved.	1 90
2's Cherries, White, pitted, heavy syrup.	1 90
2's Cherries, White, not pitted, heavy syrup.	1 55
2's Currants, Black, heavy syrup.	1 50
2's Currants, Black, Preserved.	1 80
Gals. Currants, Black, Standard.	6 25
Gals. Currants, Black, solid pack.	6 25
2's Currants, Red, heavy syrup.	1 90

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2's Currants, Red, Preserved	1 80
Gals. Currants, Red, Standard	5 25
Gals. Currants, Red, solid pack	6 25
2's Gooseberries, heavy syrup	1 66
2's Gooseberries, Preserved	1 80
Gals. Gooseberries, Standard	7 25
Gals. Gooseberries, solid pack	8 50
2's Grapes, White, Niagara, Preserved	1 50
Gals. Grapes, White, Niagara, Standard	3 50
2's Lawtonberries (Blackberries), heavy syrup	2 00
2's Lawtonberries (Blackberries), light syrup	1 50
2's Lawtonberries, Preserved	2 25
Gals. Lawtonberries, Standard	7 00
2's Peaches, White, heavy syrup	1 50
2 1/2's Peaches, White, heavy syrup	1 90
3's Peaches, White, heavy syrup	2 40
1's Peaches, Yellow, heavy syrup, tallis.	1 25
1 1/4's Peaches, Yellow, flats, heavy syrup	1 25
2's Peaches, Yellow, heavy syrup	1 50
2 1/4's Peaches, Yellow, heavy syrup	1 90
3's Peaches, Yellow, heavy syrup	2 25
3's Peaches, Yellow, whole, heavy syrup	2 25
3's Peaches, Pie, not peeled	1 25
3's Peaches, Pie, peeled	1 75
Gals. Peaches, Pie, not peeled	3 25
Gals. Peaches, Pie, peeled	5 00
Gals. Pie Fruits, assorted (add 5%)	1 75
2's Pears, Bartlett, heavy syrup	1 50
2 1/4's Pears, Bartlett, heavy syrup	2 10
3's Pears, Bartlett, heavy syrup	2 25
2's Pears, Flemish Beauty, heavy syrup	1 75
2 1/4's Pears, Flemish Beauty, heavy syrup	2 10
3's Pears, Flemish Beauty, heavy syrup	2 25
2's Pears, Keiffers, heavy syrup	1 40
2 1/4's Pears, Keiffers, heavy syrup	1 75
3's Pears, Keiffers, heavy syrup	1 85
2's Pears, light syrup, Globe	1 20
3's Pears, light syrup, Globe	1 50
3's Pears, Pie, not peeled	1 25
3's Pears, Pie, peeled	1 50
Gals. Pears, Pie, peeled	4 00
Gals. Pears, Pie, not peeled	3 00
2's Pineapple, Sliced, heavy syrup	2 10
2's Pineapple, Shredded, heavy syrup	1 50
3's Pineapples, Whole, heavy syrup	2 10
3's Pineapple, Whole, heavy syrup	2 00
2's Pineapple, Sliced, Hygeian Brand	1 50
2's Plums, Damson, light syrup	1 00
3's Plums, Damson, light syrup	1 15
2's Plums, Damson, heavy syrup	1 55
3's Plums, Damson, heavy syrup	3 00
Gals. Plums, Damson, Standard	3 00
2's Plums, Egg, heavy syrup	1 10
2 1/4's Plums, Egg, heavy syrup	1 40
3's Plums, Egg, heavy syrup	1 50
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 15
3's Plums, Green Gage, light syrup	1 40
3's Plums, Green Gage, heavy syrup	1 50
Gals. Plums, Green Gage, Standard	3 50
2's Plums, Lombard, light syrup	1 00
2 1/4's Plums, Lombard, light syrup	1 30
3's Plums, Lombard, light syrup	1 10
2's Plums, Lombard, heavy syrup	1 30
3's Plums, Lombard, heavy syrup	1 60
Gals. Plums, Lombard, Standard	3 25
2's Raspberries, Black, heavy syrup	2 10
2's Raspberries, Black, light syrup	1 50
2's Raspberries, Black, Preserved	2 25
Gals. Raspberries, Black, Standard	7 25
Gals. Raspberries, Black, solid pack	9 50
2's Raspberries, Red, heavy syrup	2 10
2's Raspberries, Red, light syrup	1 50
2's Raspberries, Red, Preserved	7 40
Gals. Raspberries, Red, Standard	9 25
Gals. Raspberries, Red, solid pack	9 25
2's Rhubarb, Preserved	1 65
3's Rhubarb, Preserved	2 50
Gals. Rhubarb, Standard	3 50
2's Strawberries, heavy syrup	2 25
2's Strawberries, Preserved	2 40
Gals. Strawberries, Standard	7 75
Gals. Strawberries, solid pack	9 75

Manitoba Markets

Winnipeg, April 13.—Apart from decline of 3/4c per lb. in corn starch, which brings the price to the retailer down to 53/4c, most important market change is a further advance at end of last week of 10c per bag in the price of sugar. This followed a further strengthening of the raw market in New York, and further advances are freely predicted. The price of sugar is getting so high, the trade are beginning to get afraid to buy. A sudden firming of the market does not to-day have the effect of bringing in a large ordering as it used to do when market was much lower. The trade seem to realize that the situation is very uncertain, that if the freight situation should improve at any moment, the market would come down, thus they are not

stocking very heavily. This seems a wise policy, although at present there does not seem to be any indication of the acute freight situation being relieved.

Higher prices are predicted by packers on meat products this week on account of the high prices being paid for live hogs. Last week the market touched the \$10.75 mark for live hogs, which was a record, and although there has been an easing off since, packers have been buying at these figures, and are compelled to realize by raising their quotations on meat products.

One of features of market is decline in corn starch of 3/4c per lb. The price to-day to the retail trade is 53/4c. It is not known for sure why the decline took place. It may have been due to keen competition, and it is not unlikely that further market changes will take place before long, one way or the other.

There has been an advance in Canadian sardines of 25c per case. This brings the quotation now up to \$4. An advance is announced on Wagstaffe's jams and marmalades, which is in order, following the advance on Scotch lines last week, and considering the high price being paid for sugar. On 4-lb. tins the advance amounts to 2c per tin.

SUGAR.—There is a firmer market for raw sugar. Canadian refiners have advanced their quotations another 10c in Western Canada, bringing price up to \$8.25. The opinion prevails that market will go still higher. This, of course, all depends on raw sugar market, and whether there will be sufficient bottoms available to ease off the market. Sugar just now is a speculation, and the retail and wholesale trade apparently feel this way, as buying is not very heavy.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	8 25
Extra ground or icing, boxes	9 10
Extra ground or icing, bbls.	8 80
Powdered, boxes	8 90
Powdered, bbls.	8 70
Hard lump (109-lb. case)	9 30
Montreal yellow, bags	7 85
Sugar, Western Ontario—	
Sacks, per 100 lbs	8 20
Halves, 90 lbs., per cwt.	8 30
Bales, 20 lbs., per cwt.	8 30
Powdered, 50s	8 85
Powdered, 55	9 10
Icing, barrels	8 85
Icing, 50s	9 05
Cut loaf, barrels	9 15
Cut loaf, 50s	9 35
Cut loaf, 25s	9 40
Sugar, British Columbia—	
Extra standard granulated	8 25
Bar sugar, bbls.	8 70
Bar sugar, boxes 50s	8 90
Icing sugar, bbls.	8 80
Icing sugar, boxes 50s	9 10
H. P. lumps, 100-lb. cases	9 30
H. P. lumps, 25-lb. boxes	9 45
Yellow, in bags	7 85

DRIED FRUITS.—There has been very little change in the past week. It will be remembered that about three weeks ago there was a decided weakening in all dried fruits, following the report that the British Government had placed an embargo on such goods. Since then, if anything there is a firmer feeling, especially on a few lines like peaches. Despite the weaker feeling in March, raisins are still very firm, and the stock in California is said to be en-

tirely controlled. Stocks in California will just about carry the trade through until the new crop arrives. Prunes, which took a slump some weeks ago, have firmed up somewhat. As stated last week, the market on candied peels is much firmer, and prices will certainly be higher than they were last year, as no prices are being quoted at all by Old Country firms. Practically all peels for sale in this country this year will be Canadian or American, and will be much higher on account of the high price of sugar.

Dried Fruits—	
Evaporated apples, choice, 50's	6 11
Evaporated apples, choice, 25's	0 11 1/2
Pears, choice, 25's	0 12 1/2
Apricots, choice, 25's	0 13
Apricots, choice, 10's	0 14
Peaches—	
Choice, 25-lb. boxes	0 07
Choice, 10-lb. boxes	0 07 1/2
Currants—	
Filiatras, per lb.	0 10 1/4
Filiatras, fresh cleaned	0 11 1/4
1 lb. package Amalias	0 12
2 lb. package	0 24
Dates—	
Hallowee, loose, per lb.	0 06
Hallowee, 12-oz. pkgs.	0 08 1/4
Fard dates, 12-lb. boxes	1 25
Raisins, California—	
16 oz. fancy, seeded	0 10 1/4
16 oz. choice, seeded	0 09 1/2
12 oz. fancy, seeded	0 08 1/4
12 oz. choice, seeded	0 08 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 09 1/2
3 crown, loose, 50's	0 08 1/2
Raisins, Sultanas—	
California, 50's, fancy bleached	0 16 1/4
California, 25's, fancy bleached	0 17
16-oz. pkgs.	0 17 1/2
Raisins, Cal. Valencias—	
25-lb. boxes	0 09
50-lb. boxes	0 09 1/2
Prunes—	
90 to 100, 25s	0 07 1/2
80 to 90, 25s	0 08
70 to 80, 25s	0 08 1/2
60 to 70, 25s	0 08 1/2
50 to 60, 25s	0 09 1/4
40 to 50, 25s	0 10
Peels—	
Orange, lb.	0 20
Lemon, lb.	0 20
Citron, lb.	0 23 1/2

DRIED VEGETABLES.—Quotations on beans and peas keep about the same as they have been for the past few weeks.

Beans—	
Choice, white, 3-lb. pickers, per bush.	4 50
Fancy, hand-picked, bushel	4 65
California Lima Beans—	
80-lb. sacks	0 07 1/2
Barley—	
Pot, per sack, 96 lbs.	3 20
Pearl, per sack, 96 lbs.	4 35
Peas—	
Split peas, stck, 96 lbs.	6 15
Whole peas, bushel	2 80
Whole peas, 1 lb. pkgs., case	3 30

RICE.—This market continues firm and without features. Tapioca is reported up again in the primary market about 1/4c per lb. Sago is equally firm.

Rice and Tapioca—	
No. 1 Japan, per lb., 100-lb. bags	0 05 1/2
No. 2 Japan, per lb., 100-lb. bags	0 04 1/2
Siam, per lb., 100-lb. bags	0 04 1/2
Patna, per lb., 100-lb. bags	0 05 1/2
Carolina, per lb., 100-lb. sacks	0 06 1/2
Sago, pearl, sacks, per lb.	0 07
Tapioca, pearl	0 08

CANNED GOODS.—There have been several representatives of Eastern canners in the city this week, who are reported to have informed the trade that they intend to pack tomatoes in No. 2 1/2 tins instead of No. 3, as formerly. This action has been taken on account of the high cost of packing, and the desire to keep the selling price to the consumer at present prices. Tomatoes, however, weight for weight, are much higher. There is no doubt about it, the canned goods market is much firmer, and representatives of the canners speak of acute

CANADIAN GROCER

labor conditions, which are going to have an effect on prices. It looks as though, under these conditions, that canned goods at present prices should be a good buy. It is pointed out that fruits, especially, will be higher on account of high price of sugar.

BRITISH COLUMBIA MARKETS By Wire.

Vancouver, April 12.—Fresh strawberries are promised by the wholesalers this week. A shipment is on its way from Louisiana, but the price will be away up. Eggs, butter and provisions are steady, although an advance is predicted in the price of the former. Mushrooms are quoted at 75c a pound. Green stuffs are plentiful, shipments coming in steadily. New Zealand butter is worth 40c; hams, medium, 22c; picnic, 13½c; bacon, 23½c.

Produce and Provisions—	
Butter, creamery, per lb.	0 32½
Butter, New Zealand, lb.	0 40
Cheese, per lb., large, 20½c; twins.	0 21
Cheese, Stilton, lb.	0 23½
Eggs, local, fresh, case	0 23
Grapefruit, Florida, case	7 00
Lard, 3's, per case	8 55
Lard, 5's, per case	8 45
Lard, 10's, case	8 40
Lard, 20's, each	10 90
General—	
Almonds, shelled, lb.	0 42½
Beans, Lyton, per lb.	0 06½
Cream of tartar, lb.	0 55
Beans, Lyton	0 06½
Figs, 12-10 oz. pkgs., per box	0 90
Figs, 50-60 oz. pkgs., per pkg.	2 25
Cocoanut, lb.	0 18½
Cornmeal, ball	3 00
Flour, best patents, per bbl.	7 10
Grapefruit, Florida, case	6 00
Honey, Idaho, 24 lbs.	4 50
Lemons, box	4 75
Mushrooms, lb.	0 75
Potatoes, Ashcroft, per ton	33 00
Potatoes, local, ton	20 00
Rollod oats, ball of 80 lbs.	2 80
Onions, Oregon, cwt.	1 50
Oranges, new, navel, box	2 40
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	8 25
Sugar, yellow, per cwt.	7 90
Walnuts, shelled, lb.	0 45
Walnuts, Manchurian, lb.	0 14
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50
Canned Goods—	
Apples, gals., 6-case	1 62
Beans, 2's	2 10
Corn, standard, per 2 doz. case	2 15
Peas, standard, per 2 doz. case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 00
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per doz., case	2 30
Salmon—	
Sockeye, 1's, 4 doz. case	9 00
Sockeye, ½'s, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00
Dried Fruits—	
Apricots, per lb., 11c; Apples, lb.	0 12
Prunes, 70-80, 25's, lb.	0 08
Currants, per lb.	0 12
Raisins, seeded, lb.	0 69½
Peaches, per lb.	0 06½
White figs, per lb.	0 07½

ALBERTA MARKETS (EDMONTON) By Wire.

Edmonton, April 12.—Edmonton business in country is quiet; farmers cannot get cars for shipment of grain. City trade is brisk. No change in sugar since April 6th. Tapioca, owing to difficulty of ocean tonnage, an advance is registered of a cent a pound. Crisco advanced 75c a case. All lines of laundry soaps are difficult to obtain. Royal coffee advanced. Spices firm.

General—	
Beans, Japan, lb.	0 08
Beans, ton	20 00
Coffee, whole roasted, Rio	0 15
Potatoes, per bush.	0 55
Rollod oats, 20's, 70c; 40's	1 25
Rollod oats, ball, \$3.05; 80's	2 45
Flour, fancy patents, 96-lb. sack	3 35
Flour, seconds	3 05

Rice, Siam, per cwt.	3 15
Shorts, per ton	22 00
Sugar, standard gran., per cwt.	8 55
Sugar, yellow, per cwt.	8 15
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, lb.	0 21
Bacon, lb., 20c; bellies, lb.	0 22
Butter, creamery, per lb.	0 38
Butter, dairy, No. 1, 32c; No. 2	0 29
Eggs, extra, per doz.	0 23
Eggs, No. 1	0 22
Eggs, No. 2	0 20
Lard, lb., pure	0 16
Canned Goods—	
Corn, standard, per two dozen	2 55
Peas, standard, 2 dozen	2 30
Plums Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; Raspberries	4 60
Tomatoes, standard, per 2 doz.	2 85
Salmon, sockeye, 4 doz. tails, case, 1s	9 55
Salmon, pink, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Currants, per lb.	0 13½
Prunes, 70-80, 25's, lb.	0 08½
Evaporated apples, 50's, lb., 10½c; 25's, 10½c; 35's	0 12

ALBERTA MARKETS (CALGARY) By Wire.

Calgary, April 12.—Flour is up 15c a sack. Sugar is up 10c. White beans now quoted at 8c. Sago and tapioca, 8c. Evaporated peaches and pears and apricots are easy. Figs are firm; prunes easier in primary market. Slight reduction in price of cornstarch. Some brands of canned soups are up 15c a case. Higher prices on pork and beans expected. A carload of strawberries is due here Friday, priced \$4 to \$4.25 a crate. Onions are now \$25 a ton.

General—	
Beans, small white Japan, lb.	0 08
Flour, No. 1 patent, 98's	3 40
Molasses, extra fancy, gal.	0 75
Rollod oats, ball	2 85
Rollod oats, 80s	2 65
Rice, Siam, cwt.	4 50
Potatoes, local, per bush.	0 60
Sago and tapioca, lb.	0 08
Sugar, pure cane, granulated, cwt.	8 85
Shelled walnuts, finest halves, lb.	0 49
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 19
Butter, creamery, lb.	0 22
Butter, No. 1, dairy, lb.	0 25
Lard, pure, 5s, per case	9 85
Bacon, smoked backs, per lb.	0 23
Bacon, smoked bellies, per lb.	0 24
Lard, pure, 3s, per case	9 90
Canned Goods—	
Tomatoes, 3s, standard, case	3 00
Corn, 2s, standard, case	2 35
Peas, 2s, standard, case	2 25
Tomatoes, gals., case	1 75
Apples, gals., Ontario, case	4 90
Strawberries, 2s, Ontario, case	4 50
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, tails, 48x1s, cs.	10 00
Salmon, pink, tails, 48x1s, per case	4 50
Lobster, ½s, per doz.	3 00
Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 13
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	2 00
Apples, cooking, box	1 75
Bananas, lb.	0 05
Grapefruit, Florida, case	4 75
Oranges, navel, case	3 75
Onions, B.C., ton	25 00
Lemons, case	4 80
Strawberries, Louisiana, 24 pts.	4 25

SASKATCHEWAN MARKETS By Wire.

Regina, Sask., April 12.—Flour advanced 10c. Sugar up 10c on April 6th. Crisco advanced 75c a case. Cucumbers are worth \$2 dozen. Fancy tomatoes in 6-basket crate from Florida are worth \$5. Rhubarb, 40-lb. and a crate is worth \$3. Local markets show activity.

Produce and Provisions—	
Butter, creamery, per lb.	0 23
Butter, dairy, No. 1	0 25
Cheese, per lb.	0 21½
Eggs, new laid	0 19
Lard, ½s, per case	9 90
Lard, 6's, per case	9 85
Lard, 10's, per case	9 80
Lard, 20's, per case	3 25
General—	
Beans, Ontario, white, per bush.	4 80
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 50
Cocoanut, lb.	0 23
Cornmeal, ball	2 80
Flour, 98's	3 35
Rollod oats, 80's	2 45
Rice, per cwt.	4 25
Onions, B.C., 100 lbs.	3 00
Sugar, standard gran., per cwt.	8 54
Sugar, yellow, per cwt.	7 84
Tapioca and sago, lb.	0 09½
Walnuts, shelled, 47-49c; almonds	0 45
0 47	
Canned Goods—	
Apples, gals., case	1 80
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 30
Raspberries, \$4.35; Strawberries	4 13
Tomatoes, standard, per case	2 60
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, ½'s	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 80
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 05½
Grapefruit, per bbl.	10 50
Grapefruit, case	4 00
Lemons	5 50
Navel	4 00
Potatoes, bushel, B.C.	1 15
Rhubarb, lb.	0 40
Cucumbers, doz.	2 00
Tomatoes, Florida, 6-basket crate	5 00
Dried Fruits—	
Apricots, per lb.	0 12
Citron peel, lb.	0 25
Lemon peel, lb.	0 17
Orange peel, lb.	0 17½

NEW BRUNSWICK MARKETS By Wire.

St. John, April 12.—Several commodities touched new levels this week. Pure lard is at record prices of 16¼c to 16½c, with compound at 14c to 14¼c. Molasses is quoted at unprecedented prices of 54c and 55c, due to scarcity, and the fact that the only supply is controlled by one or two dealers. Schooners secured and now loading in West Indies promise relief at last, and future sales for delivery on arrival are being made at 48c to 50c. Sugar, already higher than in memory of dealers, again advanced, and further rises are confidently expected. Latest increase is 10c in all grades except Paris lumps, which is now \$8.60 and \$8.75. Ordinary cornmeal advanced to \$1.85. Reduction in eggs, although still high at 25c to 26c. Florida oranges are about through and going off market. With exhaustion, fresh stock of dried fruits is becoming more important feature. Quoted evaporated apples, 9c to 9½c. Evaporated peaches are 8c; apricots, 14c; prunes, 8½c to 12c; seeded raisins, 10½c to 11c.

Owing to heavy shipments to the Old Country, many varieties of canned goods have been advanced in price during the last few days. Five cents per case has been added to the price of canned fruits and vegetables, and canned salmon has jumped 25c all around.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 80
Pork, American clear, per bbl.	23 75
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 32
Eggs, new laid	0 25
Eggs, case, per doz.	0 29

Eggs, case, per doz.	0 29	0 30
Lard, compound, per lb.	0 14	0 14½
Cheese	0 19	0 19½
Flour and Cereals—		
Cornmeal, gran.		6 25
Cornmeal, ordinary		1 85
Flour, Manitoba, per bbl.		7 35
Flour, Ontario		7 05
Flour, buckwheat, western, 98-lb. bag		2 50
Rollod oats, per bbl.		6 25
Fresh Fruits and Vegetables—		
Apples, bbl.	4 00	6 00
Lemons, Messina, box	3 50	4 00
Lemons, Cal., box	5 00	6 00
Oranges, Cal., case	4 00	4 50
Oranges, Florida, case	3 25	4 50
Potatoes, bbls.		3 50
Sugar—		
Standard granulated	7 60	7 65
United Empire	7 50	7 55
Bright yellow	7 40	7 45
No. 1 yellow	7 20	7 25
Paris lumps	8 60	8 75
Beans, white, per bush.	4 00	4 50
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 54	0 55
Cream of tartar, per lb., bulk	0 48	0 50
Currants	0 12½	0 13½
Rice, per cwt.	5 75	6 00

FOODS AND THEIR VALUE

By Lawrence J. Henderson, Harvard University

OUR foods are varied, our foodstuffs are few and unvarying. The more our diet changes, the more it is the same thing. Together with water and small amounts of certain other substances, economically negligible, we eat, as we always have eaten and always shall eat, fats, carbohydrates, and proteins. These three classes of chemical substances (butter, starch and egg-white may stand for them) we must buy and pay for, first to run the machinery of our heart and muscles, and all the rest of the body, and to warm it, as fuel in short, and then to make repairs where parts are worn out from use or disease.

	Protein %	Fat %	Carbohydrate %	Fuel value per lb. calories
Roast beef	21.6	27.2	...	1,410
Milk	3.2	3.8	5.0	310
Butter	1.0	80.8	...	3,410
Wheat flour	10.3	1.4	71.7	1,640
Entire wh't flour	10.7	1.7	70.9	1,645
Rye flour	5.3	.8	76.9	1,610
Rice	6.5	.3	76.9	1,610
Oatmeal	13.4	6.6	65.2	1,795
Soda biscuit	7.2	12.3	51.8	1,655
Corn meal	7.5	1.7	73.5	1,625
Bread	7.1	1.2	52.3	1,195
Dried peas	17.3	.9	62.5	1,508
Potatoes	1.7	.1	17.7	370

Within each class of foodstuffs the different substances are much alike and of almost exactly equal value. The different classes of foodstuffs are of unequal value, protein and fat being more expensive than carbohydrate. All the fats, whether from meat, milk or the ripe olive, are mixtures of a few things in varying amounts. So far as we know, one is about as good as another. The carbohydrates, whether starch or sugar or glucose, are all turned into glucose in the body, and are equal in value. Only the proteins manifest important differences among themselves. The proteins of our own bodies are more like the proteins of beef than of plants. Accordingly there is reason to believe that a pound of beef protein will perhaps go somewhat further than a pound of vegetable protein, though certainly not so far as to offset the great difference in cost.

Factors in Increased Price of Brushes

Difficulty Experienced by Manufacturers in Getting Pigs' Bristles from China and Russia Through Freight Situation—Trouble in Mexico Has Curtailed Export of Fibres Used in Other Brushes.

BRUSHES of all kinds have increased considerably in price during the past two years. A number of forces have been at work to cause the upward trend in the prices. In the first place there has been an increased demand through the large number of brushes used to equip the soldiers in the field. Fibres which entered largely into the manufacture of certain classes of brushes came from Mexico. With the troublesome times in that country it has been difficult to get this raw material.

Then again there are the bristles used largely in the manufacture of paint brushes which have advanced in price. There has been an increase in the price of paint brushes from 10 to 25 per cent. to the retailer and jobber. The bristles used in these brushes are secured principally in China and Russia. The particular kind of hog on which they are found seems to thrive better in those countries. The hog in China and Russia approximates more nearly to the wild species. Bristles which grow on the back of the native hogs of Canada are neither stiff enough or long enough to be of service for the manufacture of paint brushes. In certain parts of the United States there are razor-back hogs whose fur along their upper ridge is suitable for this purpose. For the most part the bristles which are used in Canada come from China and Russia.

There has been considerable difficulty in getting the shipments through after they reach England. Even before they reach the old land they have to run the gauntlet of the submarine. Some cargoes of bristles have been sent to the bottom through these agencies, and this

has caused a certain scarcity and increased the price to the manufacturer. Then again the higher freight rates and the increased cost of marine insurance have also been determining factors entering into an increased price.

There are four or five large manufacturers of brushes in Canada. These have been kept busy during recent months. An evidence of the trend of the brush industry is to be seen by the establishment recently in Canada of the first factory for the manufacture of brush-making machines. The woods used in the manufacture of these articles are birch, elm and maple. Here again there has been an increase in the price of lumber which has in turn affected the price of brushes.

Except for the factors already named there would seem to be no features on the horizon likely to loom up to cause a further increase in the price of brushes.

One of the other lines usually manufactured by brush makers is the ordinary broom—of sacred memory to all housewives. In this article there has been an increase in price to the retailers varying from 25 per cent. to 50 per cent. War conditions have not been at work in this case, but the elements have. Most of the broom corn consumed in Canada comes from the corn-growing sections of the United States—Illinois, Indiana, Kansas, Nebraska. (A special kind of corn is grown for this purpose.) Owing to the poor growing conditions in those States last year there was a shortage of the crop. This operated to send the price of the raw material upward.

The human race has selected its diet without the help of science, and on the whole it may be supposed that our average normal diet has been well chosen. Certain it is that for rigid economy one can hardly do better than the bread, macaroni, oil and cheese of the Italian peasant, or than the pork, beans and brown bread of New England. For the present, at all events, science is imperfectly qualified to criticize the results of the natural selection of food for a normal man, leading a normal life. Still less is any unscientific fad likely to guide him wisely in the choice of a diet.

Such a man, weighing about 155 lbs., and doing moderate physical work, will probably consume daily about four or five ounces of protein, two to five ounces of fat, and not far from a pound of car-

bohydrate. All of these qualities will vary with his habits of eating, his weight, and his work. If well to do, he will eat more fat and less carbohydrate. Fat and carbohydrate he will use as fuel to run the machine, according to physical laws which are not different from those that govern the fuel of an Atlantic liner. The protein will also be available to repair his body, a mechanism which is built mainly of protein. All of these substances are valuable precisely in proportion to their weight.

D. J. Scott, of Fingal, Ont., fell from a roof recently and broke his leg.

H. R. Lucas, grocer, Kew Beach, Toronto, is just recovering from an operation made necessary by a fall sustained over a year ago.



THROUGH OTHER SPECTACLES



PLEA FOR THE HOME TOWN MERCHANT

From St. Marys Journal

EARN \$35 WEEKLY—SELLING GROCERIES by mail. Complete mail order outfit furnished free to those showing results. No experience required. Independent Grocery Co., Windsor, Ont.

The above ad. is clipped from last week's issue of the St. Mary's Argus. For the past two years or more that advertisement has been sent to The Journal every few months with the money enclosed and it has been just as regularly refused a place in the columns of this paper as some of our grocers can testify and the money returned on the grounds that the people of this town should buy from the grocers who help to keep up the town by paying rent and taxes and not from outside "skius" of whom they have no knowledge. There is not a town of its size in Western Ontario with finer grocery stores or more capable and reliable grocers than the town of St. Marys, and the man who lives in the town and buys his groceries by mail from an outside town should be disfranchised. There is one sure thing, he will not do it through the medium of The Journal.

But this is not all. Not only is the merchant to be protected, but the man on the side street as well. Is there no danger for him in buying from "he don't know who" just because his neighbor's son or daughter having answered the ad. above is out selling teas and sugar. Just take this very ad. Who are the "Independent Grocery Co.," of Windsor, Ont.? Ask your grocer, he will tell you. This is one of the two firms in Windsor who have been debarred the use of the mails by the Dominion Government. The Canadian Official Postal Guide for March announced that "Fraud orders" had been issued against them and that "letters are not to be forwarded to their address and money orders or postal notes are not to be made payable to them." The other firm of like repute is The Co-Operative Union, of Windsor.

That excellent trade paper, the Canadian Grocer, which is to be found on every live grocer's desk, contained a two page article in its issue of March 24th showing up these firms. In the course of that article is published the following letter to the Grocer:

Then follows letter which our readers have already seen in article referred to.

STRANGERS' CHEQUES

The Sterling Bank Teller

It would seem unnecessary to remind bank managers and accountants of the risk taken in cashing cheques for strangers. In spite, however, of many warnings, we hear of instances where strangers are still able to get cheques cashed at banks where they are unknown. It is true that in most instances the holder of the cheque has been identified to the bank, and yet occasionally there is a loss to the manager who accepted the identification, and it is this occasional loss which makes the risk in cashing cheques under such conditions "not worth while." To be absolutely on the safe side, mere identification and nothing else is really not sufficient if losses are to be avoided.

A short time ago a specific case occurred where a woman, whom we shall call Mrs. Smith, called at a branch and asked the manager to cash a cheque drawn on Toronto. The request was at first refused. The woman then offered identification. The manager telephoned to the parties to whom he was re-

ferred and they gave him such information as satisfied him and he cashed the cheque. Two weeks after the cheque had been cashed it was returned to the office, as the endorsement was forged.

The cashing branch was, therefore, responsible for the amount. The case is somewhat peculiar, as the person cashing the cheque was in fact Mrs. Smith, and she lived at the address to which the cheque was mailed, but the drawers of the cheque made a mistake in mailing it to the wrong address and, by this means it got into the hands of a dishonest person, and the bank cashing it was the loser.

The circumstances surrounding this case make it appear to be an unfortunate hardship on the branch which cashed this item, but it upholds the principle that identification is really not good enough unless the person identifying endorses the cheque and thus gives security for the amount.

A bank cannot afford to take risks for even moderate amounts, for the small amount of exchange they receive for cashing cheques of this kind.

Exchange does not cover the risk of forgeries. Consequently, if any stranger should wish to have a cheque cashed, or if any customer or other person known to you wishes you to cash a cheque for someone that they introduce, then they should guarantee the payment of the cheque by their own endorsement.

"Safety First" is the only motto for this business.

600,000,000 CANS OF BEEF STEW

From New England Grocer and Tradesman

The contract with the British Government to deliver 600,000,000 one pound cans of beef stew, referred to in our Maine department of this issue, is one of the most stupendous orders for a single product in the food line, we believe, on record. The magnitude of this contract of the filling of an order for 600,000,000 cans almost surpasses the power of imagination. The human mind fails to grasp the significance of 600,000,000. The contract price for supplying 600,000,000 one pound cans of beef stew is \$91,000,000.

Of course, no single concern could supply anything like 600,000,000 cans of beef stew in anything like the time required for any purpose, even a prolonged war; so it is necessary to form a corporation for the purpose of handling this contract. This corporation is not capitalized; it is, rather, a co-operative agreement among the great packing houses to join in filling this order.

This is the most notable tribute ever paid, we think, to the canning industry and to the excellence of canned foods. Beef stew, from cans, is a delicious and appetizing food; it is good and wholesome, and as appetizing as many other soups, oxtail, for example, one of the richest and most appetizing foods put into cans. The problem of feeding the millions of men engaged in the great European struggle is a different proposition from supplying rations to the soldiers in an incipient war, and foods in concentrated form, such as we have so many of to-day, simplifies the process enormously. We cannot speak with absolute accuracy, of course, or we would say how much raw material, unmanufactured, it would take to equal the concentrated food value in a can of soup or stew.

Canned foods are practically imperishable; they withstand climatic conditions and changes of temperature; they are easy to transport; they are, in fact, *multum in parvo*. It is a splendid tribute to American packing houses, that they should be invited to join in fur-

nishing this war order. Only concerns of the most unblemishable reputation and integrity could be admitted to such an underwriting combination, for there must not be a shadow of doubt as to the quality of the food, for nothing is more vitally important than the health of the soldiers on the firing line.

GETTING NEW IDEAS

(From the Modern Grocer.)

"Ten years from now," says one business analyst, "you will be conducting your business on a new plan. And yet that very plan is even now floating around in the mental atmosphere over our head, waiting for you to reach out and pull it in. Some day the art of getting new ideas and plans will be recognized as a definite mental process which can be studied and mastered as confidently as dancing or playing golf."

Think back ten years. Are you conducting your business in a manner different from that of a decade ago?

Why not anticipate those new requirements as much as possible?

There are some prominent successes attributable to that kind of foresight.

LOTTERIES

(From Retail Grocers' Review, Vancouver.)

The retail grocers and merchants in other lines in Vancouver have suffered considerable loss of business during the past few weeks as a result of the automobile lotteries conducted by certain stores. It is known for a fact that a number of customers who have been giving their business to the extent of from \$20 to \$50 a month to retail grocers in the outer districts of Vancouver, transferred it to the down-town stores in order to participate in the lottery.

Early in February the Vancouver Retail Grocers' Association drew the attention of the chief of police to the manner in which these business-getting schemes were being conducted and suggested that they came under the Lotteries Act. The police took the matter up immediately and gave notice to the offending stores that unless the lotteries were closed up by February 19th—allowing them about two weeks—prosecutions would immediately follow.

It is understood that at least one of the stores adopted an attitude of open defiance. Whether or not they were justified from a legal point of view remains yet to be seen, for although they refused to discontinue the lottery system of advertising in the time specified and were prosecuted accordingly, the case has not yet been heard. In the meantime the stores in question decided to close the lotteries on March 25th. The smaller merchants, and some of the larger, have lost many of their legitimate customers by what would appear to be illegal competition, and there can be no doubt but what many merchants in the surrounding municipalities and the interior cities have suffered also.

It was stated that in view of the fact that similar schemes had been allowed in the past, leniency should be allowed in these cases. That is all very well and sounds reasonable and fair and might go down with a large section of the public who do not as a rule see the inside workings of these things. In this case a hardship was being worked upon other retail merchants, and it seems a pity that the processes of the law are such as to allow things of this nature to be delayed from time to time without some action being taken more quickly in order to decide whether or not the other merchants might conduct similar schemes in order to retain their customers.



FRUIT AND VEGETABLES



Delawares Slightly Higher in Toronto

Advance in Price Marks Scarcity of Good Quality—New Cabbage Easier and More Plentiful—Mediterranean Sweet Oranges Selling—Scarcity of Good Quality Apples

MONTREAL

FRUITS.—On account of unfavorable weather market conditions are unchanged in ruling features and the few price changes are of no great size. Receipts and sales have been retarded owing to lateness of season and condition of country roads and approach of Easter, after which date a livelier trade is anticipated. Grape fruit is in better demand, has firmed up and is selling 25c per box more than last week. Louisiana strawberries are arriving in earload lots and are selling at from 10c to 13c per box. The apple market is unchanged with choice fruit scarce and the common grade plentiful and holdings largely consisting of Ben Davis and Spies. There is a firm undertone to this line. Lemons remain firm and unchanged with California's \$2.75 a box, and Messinas from \$2.50 to \$3 a box. Oranges remain unchanged in price and steadily firm.

Apples—	
Spys	7 00
Ben Davis, No. 1	4 00
Ben Davis, No. 2	3 50
Russets, No. 1	6 00
Russets, No. 2	5 00
Greenings	4 50
Baldwins	4 00 4 25
Bananas, bunches	2 00 2 25
Cranberries, Cape Cod, bbl.	12 00 12 50
Grapefruit, 46-54-64-80-96	3 00 3 50
Lemons—	
California	2 75
Verdells	2 75
Messina, 500 size, box	2 50 3 40
Oranges—	
Navels	3 50 4 00
Jamaica, 126-200-216	2 50
Porto Rico, 126-150-250-288	2 50
Pineapples, 18-24 and 30-36	5 00
Strawberries, Florida, box	0 40 0 45
Strawberries, Louisiana	0 10 0 13

VEGETABLES.—General business continues fair with added firmness in some lines under stimulation of the Easter demand and a scarcity of supplies, although in the case of some lines which have been affected by incoming shipment declines have occurred.

Tomatoes are 25c a six-basket crate higher and are now offered at \$2.75 to \$3.50 per crate, and they are very firm with indication of a further raise before the week is out and constitute the great feature of the market this week. The arrival of two cars of new cabbage has caused a decline of 50c, and they are now offered at \$3. Onions continue firm and scarce for good ones. Some

silver onions have been received on the market for the first time this season and are offered in crates at \$2.50 per 50-lb. crate. Shalots are offered at 60c a doz. Boston lettuce is up 35c a box, and is now offered at \$2.75, because the New York market is absorbing all available supplies in that line and firming up lettuce generally in all quarters. Beans have reflected the condition of the New York market by doubling in price so that they are now offered at \$8 per basket. This change is caused by the great scarcity and is regarded as only temporary in nature.

Rhubarb is scarce and firm and cucumbers show added firmness.

Artichokes, bag	1 50
Beets, bag	1 50
Beans, wax, N.Y., per basket	8 00
Beans, green, N.Y., per basket	4 00
Brussel sprouts, qt.	0 25
Cabbage, Montreal, per bbl.	1 75
Cabbage, red, doz.	0 40
Cabbage, new	3 00
Carrots, bag	0 75
Cauliflower, crate, single, doz, bunches	3 50
Cauliflower, Canadian, doz.	1 00 1 50
Celery, Florida	3 25
Cucumbers, fancy, Boston, doz.	1 75 2 00
Egg plant, N.Y., doz.	1 75
Endive Can., per lb.	0 25
Garlic	0 30
Horse radish, per lb.	0 15 0 30
Leeks, bunch	0 25
Head lettuce, Boston, box	2 75
Curly lettuce, box, 4 doz.	2 40
Mint, doz.	0 00
Mushrooms, 4-lb. basket	2 00 2 50
Oyster plant, doz.	0 50
Onions—	
Montreal, 100 lbs., bag	3 75
Spanish, crate	6 50
Silver, per 50 lb. crate	2 50
Parsnips, bag	1 50
Parsley, Bermuda	1 00
Parsley, Montreal, per doz.	0 50
Potatoes—	
Montreal, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 00
Green Mt., doz.	2 00
Sweet, hamper	1 75 2 00
Radishes, per doz.	0 50
Rhubarb, per doz.	1 25
Spinach, New York, bbl.	3 50
Shalots, per doz.	0 60
Turnips, bag	1 00
Turnips, bag, Onehee	1 00
Tomatoes, hothouse, lb.	0 30 0 35
Tomatoes, Florida, 6 basket crate	2 50 1 75
Watercress, Boston hothouse, doz.	0 00
Watercress, Canadian, doz.	0 40

TORONTO

FRUITS.—Strawberries which get most trade now are from Louisiana. These are cheaper than Floridas and certainly are getting majority of orders. Navels show a slightly wider range, small sizes selling even as low, here and there, as \$2.75, though large sizes fetch \$4.00. Dates fetch eight cents per box of one pound. Apples begin to show deterioration in quality, good stuff get-

ting much scarcer, and, of course, fetching more. Great part of what is left is second grade stuff. Mediterranean sweet oranges are apparently a good buy right now at \$3 and \$3.25. General market tone is not strong, demand being only fair. Hotel and restaurant trade is good, however.

Apples, No. 2, bbl.	3 50	3 75
Apples, No. 3, bbl.	2 50	3 00
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	7 00
Apples, Baldwins, bbl., No. 1	3 00	5 00
Apples, Greenings, bbl.	3 00	5 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 25	0 35
Apples, B.C., box	2 00	2 75
Bananas, per bunch	2 00	2 75
Cranberries, bbl.	12 50	
Dates, lb. box	0 00	0 05
Grapefruit—		
Florida, case	3 80	4 00
Cuban, case	3 00	3 50
Oranges—		
Navels	3 00	4 00
Mediterranean sweets	3 00	3 25
Kings, case	5 75	6 00
Lemons, new, California, box	3 00	3 25
Lemons, new, Messina, box	2 75	3 25
Limes, per 100	1 50	
Pineapples, Florida	5 50	6 00
Strawberries, Florida	0 40	0 45

VEGETABLES.—Cars of Florida celery continue to come forward, price being somewhat lower than heretofore. Delaware potatoes are higher. A car came in this week and fetched \$2 to \$2.05, which is a nickel advance. Good quality stuff is none too plentiful. Florida tomatoes are coming in apace. They are of exceptionally fine quality, and are eagerly snapped up. Price is \$3.25 to \$3.50 per 6-basket crate. Peppers now sell by the basket at 60 and 65 cents. They are in fair demand. New cabbage is slightly easier in price selling at \$3.25 a case. The old cabbage sold at \$1.50 to \$1.75 a case. There is a scarcity of head lettuce on the market and price is quite firm. The state of country roads is hampering deliveries of domestic stuff to some extent, but as Easter approaches demand assumes bigger proportions.

Asparagus, doz.	5 50	6 00
Cabbage, new, case	3 00	3 50
Beets, Canadian, bag	0 60	0 65
Carrots, bag	1 10	1 25
Cauliflower, case	3 00	3 25
Celery, Florida, case	2 75	3 00
Cucumbers—		
Hothouse, doz.	2 00	2 25
Onions—		
Choice, Canadian	0 00	0 05
American, 100-lb. bag	2 75	3 00
Spanish, small case	1 75	2 00
Green, doz., bunches	0 10	0 20
Lettuce, leaf, doz.	0 05	0 35
Lettuce head, hamper	2 75	3 00
Mushrooms, imported, 6 qt.	2 75	0 75
Parsnips, bag	0 75	0 90

(Continued on page 40.)



PRODUCE AND PROVISIONS



Hogs High: Maple Syrup Getting Cheaper

Firmness Through Hog Products; Many Advances—Ticklish Situation in Cheese—Bad Roads and Weather Hold Eggs Back—Butter Firm; Creamery Slow in Coming

MONTREAL

PROVISIONS.—Prices remain unchanged from last week, although a firmer undertone is apparent in market, due to the gradual and steady advances in prices for live hogs, which are being reflected in a high market on all classes of pork products. Lard shows even greater firmness and is very scarce. Advances from outside sources have increased strong feeling in market. Smoked meats show an advancing tendency, with an active trade going and local demand vying with export for available supplies.

Hams—		
Small, per lb.	0 21
Medium, per lb.	0 20
Large, per lb.	0 19
Bacon—		
Plain, bone in	0 24
Boneless	0 29
Peameal	0 29
Bacon—		
Breakfast, per lb.	0 24
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—		
Hams, boiled, per lb.	0 32
Hams, roast, per lb.	0 35
Shoulders, boiled	0 27
Shoulders, roasted	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	27 00
Heavy short cut clear	27 50
Clear fat backs	30 00
Clear pork	28 00
Lard, Pure—		
Tierces, 350 lbs. net	0 15
Tubs, 50 lbs. net	0 15½
Tins, 50 lbs. net	0 15½
Pails, wood, 30 lbs. net	0 14½
Pails, tin, 30 lbs. gross	0 15
Cases, 10 lb. tins, 60 in case	0 15½
Cases, 3 and 5-lb. tins, 60 in case	0 16½
Bricks, 1 lb. each	0 17½
Lard, Compound—		
Tierces, 375 lbs. net	0 13½
Tubs, 50 lbs. net	0 14
Tins, 50 lbs. net	0 14
Pails, wood, 30 lbs. net	0 14½
Pails, tin, 30 lbs. net	0 14½
Cases, 10-lb. tins, 60 in case	0 15½
Cases, 3 and 5-lb. tins, 60 in case	0 15
Bricks, 1 lb. each	0 16
Hogs—		
Dressed, abattoir killed	0 14½

BUTTER.—Aside from greater firmness in new made which has reversed the positions of old and new-made butter there are no changes of importance to record from last week. Market has ruled steady and larger stocks than expected tend to maintain prices, although firmness is feature of market. A considerable quantity of fresh made creamery is arriving, but it is expected that several weeks will elapse before it will be plentiful enough to supply trade and outside inquiries indicate such condi-

tions to be general. During the last week a Philadelphia buyer paid from 33c to 33½c for fresh creamery in this market. Receipts show an increase over preceding week as well as a corresponding period of last year. At the Cowansville meeting of the Eastern Township Dairy Men's Exchange, the offerings exceeded those of last year by 50 per cent. Export business is quiet.

Butter—		
Finest creamery, September make	0 34
Finest creamery, fresh made	0 35
Dairy prints	0 30
Dairy, solids	0 30
Separator prints	0 30
Bakers	0 26

EGGS.—Market remains unchanged in price and other principal features. The delivery of eggs the latter part of last week and early in this week was very heavy, but consumption has kept up with arrivals so that there is very little surplus on hand at present. Country buying prices is 21c to store for free cases. Reports from 48 leading American cold storage firms indicate that there are 89,700 cases on hand as compared with 2,273,000 a year ago and advices from Chicago tend to firmness. Receipts locally were double those of the preceding week and nearly 1,000 cases greater than for the corresponding period of last year. Briefly conditions of supplies and demands tend to firmness locally though other conditions tend to easiness in market.

Eggs, case lots—		
New laid, stamped	0 26

CHEESE.—Market remains unchanged in price and other features with firmness well maintained and only a steady quiet business being done. New make continues to be insufficient in volume to materially affect state of market. Export business continues light in view of shortage of available supplies.

Cheese—		
1915 make	0 19
Stilton	0 21

POULTRY.—Turkeys and ducks show added firmness; the former are quoted from 27c to 28c a pound, the latter at from 30c to 32c, otherwise the market is unchanged in the general conditions existing in the last few weeks, with a demand that varies from steady to brisk on a firm market that is being rapidly cleaned up on supplies. A feat-

ure of the buying is the proportion of out-of-town buyers who compete with regular trade for stocks. Firmness of stocks is indicated by an offer of 34c a lb. for live ducks, by one dealer, although dressed stocks are selling at 70c. Question of limited supplies is ruling factor in determining firmness of this market.

Poultry—		
Frozen Stock—		
Turkeys	0 27
Fowl, large	0 20
Fowl, small	0 16
Ducks	0 30
Geese	0 17
Roasting chicken, milkfed, 4 lbs. or over	0 21
Roasting chicken, ordinary	0 18
Spring broilers, dressed, pair	0 75
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Pigeons, pair	0 25
Live Stock—		
Fowl, 5 lbs. and over	0 22
Fowl, small	0 18
Turkeys	0 22
Ducks	0 30
Geese	0 16
Chicken	0 18

HONEY.—Firmness and steadiness are ruling factors of market as result of light consumption in keeping with season of year.

Honey—		
Buckwheat, tins	0 09½
Strained clover, 60-lb. tins	0 12
Strained clover, in 10-lb. tins	0 12½
Strained clover, in 5-lb. tins	0 12½
Comb honey, white clover, per section	0 16
Comb honey, buckwheat, per section	0 13

TORONTO

PROVISIONS.—The exceptional firmness of hogs noted in last week's report and confirmed by its persisting a week has led to advances all round. Light and heavy hams are up two cents, mediums remaining strong at 20 to 21c. Backs show increase of about one cent, making pea meal 28 to 30, generally 30c. A rumored quotation of 31c during the week cannot be verified. All bacons show an advance of one to two cents. Dry salt meats are about one cent higher, and demand is unusually heavy. Cooked meats show marked upward trend, boiled and roast hams advancing quite sharply during the week.

All lard prices are also on the upward trend and compound shows quarter cent advance. Pure is up still more. Live and dressed hogs are all very firm. Live are worth \$11 to \$11.50. Receipts are much below the same week last year. Dressed have sold this week as high as

CANADIAN GROCER

\$16, settling again to \$15 and \$15.50. All meats are in good domestic demand as well as for export account.

HAMS		
Light, per lb.	0 21	0 22
Medium, per lb.	0 20	0 21
Large, per lb.	0 16	0 18
BACON		
Plain	0 26	0 27
Boneless, per lb.	0 28	0 30
Pea meal, per lb.	0 28	0 30
Bacon		
Breakfast, per lb.	0 22	0 26
Roll, per lb.	0 18	0 19
Shoulders, per lb.	0 18	0 19
Pickled meats—1c less than smoked.		
Dry Salt Meats		
Long clear bacon, ton lots	0 16	0 17
Long clear bacon, small lots	0 16½	0 17½
Fat backs, lb.	0 14	0 15
Cooked Meats		
Hams, boiled, per lb.	0 30	0 31
Hams, roast, per lb.	0 30	0 31
Shoulders, boiled, per lb.	0 26	0 27
Shoulders, roast, per lb.	0 26	0 27
Barrelled Pork		
Heavy mess pork, per bbl.	0 29	0 31
Short cut, per bbl.	0 29	0 30
Lard, Pure		
Tierces, 400 lbs., per lb.	0 15½	0 15½
Tubs, 50 lbs., per lb.	0 15½	0 15½
Pails, 20 lbs., per lb.	0 15½	0 16
Tins, 3 and 5 lbs., per lb.	0 16½	0 16½
Bricks, 1 lb., per lb.	0 16½	0 16½
Lard, Compound		
Tierces, 400 lbs., per lb.	0 13½	0 13½
Tubs, 50 lbs., per lb.	0 13½	0 14
Pails, 20 lbs., per lb.	0 14	0 14½
Hogs		
Live	11 00	11 50
Dressed, abattoir killed	15 00	15 50

BUTTER.—Prices show no change from last week's quotations. Creameries are firm on account of being none too plentiful, but dairies are coming in a little better now. Some dealers figure now that with the new make there will be sufficient stocks to hold out till the grass butter comes on the market. Demand from trade is fair to middling.

Creamery prints, lb.	0 35	0 36
Creamery solids	0 33	0 34
Dairy prints, choice, lb.	0 29	0 32
Dairy prints, lb.	0 27	0 29
Bakers	0 25	0 26

CHEESE.—All prices hold firm, with no advance. Demand in Canada is not specially active. Receipts of new fodder make are small, but outside points report that this condition will be materially remedied this month. If this is so and export continues, as now, to be small compared with last year there will be a lot of cheese by the time navigation opens. Nevertheless, cheese is quoted firm at Liverpool and London, and the export situation is a ticklish one.

Cheese		
New, large, per lb.	0 19	0 20
New, twins, per lb.	0 19½	0 20
June and Sept., large, per lb.	0 20	0 21
June and Sept., twins, per lb.	0 20½	0 21
June and Sept., triplets, per lb.	0 20½	0 21

EGGS.—There is no change in price. Supplies are now coming a trifle better though country price is still 21; here and there it drops to 20c, but that is not general yet, by any means. The market tone remains steady under a good demand, which absorbs the receipts daily. The season, of course, is late; the cool weather and roads have mitigated against heavier deliveries. As long as it lasts it is unlikely that supplies will increase. That means that, as long as this condition continues, prices won't likely go down. On the other hand they are at such a level now that American eggs can't compete successfully.

Eggs		
New laid, specials, in cartons	0 26	0 27
New laid	0 24	0 25

POULTRY.—The single sentence "poultry is scarce," most aptly fits the situation. Prices all remain firm and very high. Chickens are especially in demand.

Poultry		
	Live	Dressed
Old fowl, pound	0 18-0 20	0 18-0 20
Old turkeys	0 18-0 20	0 25-0 30
Ducklings	0 14-0 16	0 18-0 20
Turkeys	0 18-0 20	0 23-0 27
Chickens	0 18-0 20	0 20-0 24
Chickens, milkfed	0 17-0 20	0 25-0 26

HONEY.—Demand is ordinary and prices are unchanged.

Honey		
Buckwheat, bbls., per lb.	0 07	0 07½
Clover, 50 lb. tins, per lb.	0 07½	0 08
Clover, 10 lb. tins, per lb.	0 13½	0 14
Clover, 5 lb. tins, per lb.	0 14	0 14
Comb, No. 1, doz.	2 50	3 00
Comb, No. 2, doz.	2 00	2 40

MAPLE SYRUP.—This is quoted at ten cents a gallon lower than last week and sells now at \$1.40 to the trade. Supplies are coming more freely from some districts but slow from others. It looks as though it is only going to be fair in Ontario this season.

Maple Syrup		
Imperial, gallon	1 40	

WINNIPEG

PRODUCE AND PROVISIONS.—Receipts of eggs last week were lighter than expected owing to cold weather still prevailing. Nothing has arrived for storage yet, whereas this time last year they were storing eggs and selling on a storage basis of 17-18c. Despite the lighter receipts, however, the price of new-laid dropped to 21-23c. As the weather last week-end was still cold, it is likely to be some time yet before a storage basis is reached. There is a slight easing off in the hog market, last week live hogs selling around \$10.40 and \$10.50. Despite this slight decline, packers are predicting another advance in meat products this week, but the market is still very high. There are no changes in local quotations on butter. Fresh receipts are not as plentiful as is usual at this time of the year, due to cold weather prevailing. Cheese has no feature, and until the cheese market opens up in June, there will be little activity.

HAMS		
Light, per lb.	0 21½	0 22½
Medium, per lb.	0 19	0 21
Large, per lb.	0 17	0 19
BACON		
Breakfast, per lb.	0 22	0 23
Breakfast, select, lb.	0 26	0 28
Backs, per lb.	0 22	0 25
Dry Salt Meats		
Long clear bacon, light	0 15½	
Cooked Meats		
Hams, boiled, per lb.	0 29	0 30
Shoulders, boiled, per lb.	0 23	0 24
Barrelled Pork		
Mess pork, bbl.	27 00	
Lard, Pure		
Tierces	0 15½	
Pails	3 17½	
Cases, 10s	9 60	
Cases, 5s	9 58	
Cases, 3s	9 75	
Cartons	0 16½	
Lard, Compound		
Tierces	0 12½	
Tubs, 50s, net	6 25	
Pails, 20s, net	2 60	
Butter		
Fresh made creamery	0 35	
Best storage creamery	0 34	
Best dairy	0 36	
Cooking	0 18	0 19
Eggs		
New laid	0 21	0 22
Cheese		
Ontario, large	0 20½	
Ontario, twins	0 20½	

FRUIT AND VEGETABLES

(Continued from page 38.)

Parsley, doz.	1 00	1 25
Peppers, green, basket	0 60	0 65
Potatoes		
N.B. Delawares, bag	2 00	2 05
Ontario, bag	1 80	
Sweet, skin-dried, hamper	1 30	
Radishes, doz.	0 40	
Rhubarb, doz.	0 75	1 00
Tomatoes, crate	3 00	3 25
Turnips, bag	0 50	0 45

WINNIPEG

FRUIT AND VEGETABLES.—The big demand from grocery trade is for oranges, and there is a slight upward tendency in this market. Some dealers are selling on a basis of \$3.50-\$4.25, whereas other quotations run around \$3.25-\$4 per case. There is a good demand for tomatoes, and Floridas are being offered as low as \$4, although some quotations are as high as \$4.50 per case. Strawberries are selling anywhere from \$4-\$4.50 per case of 24 pints. Alberta potatoes are getting scarcer, and some dealers are not offering them. B. C.'s are quoted at \$1.20-\$1.25. The only new arrival on the market this week is spring peas, which opened up at 20c per lb. Quotations generally are much the same as they were a week ago.

Fresh Fruits		
Grapefruit, case	4 00	
Strawberries, Florida, case	4 00	
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	2 00	
B.C. box apples, No. 2s	1 75	
Washington box apples	2 50	
Navel oranges, case	3 25	4 00
California lemons	4 50	
Bananas, bunches	2 50	3 50
Vegetables		
Asparagus, case	8 00	
Cabbage, new, lb.	0 03½	
Cabbages, per lb.	0 02½	
Peppers, per basket	0 75	
Mushrooms	0 90	
Carrots, per lb.	0 02	
B.C. potatoes	1 20	
Alberta potatoes	1 00	
Sweet potatoes, hamper	2 25	
Garlic, per lb.	0 25	
Turnips, bushel	0 60	
California head lettuce, case	4 50	
California cauliflower, crate	2 50	
Valencia onions, cases	7 50	
Red Globe onions, lb.	0 04	
Florida tomatoes, case	4 00	
Head lettuce, doz.	1 00	
California celery, doz.	1 50	
Spring peas, lb.	0 20	

NATIVE WINES UNDER TEMPERANCE ACT

An important feature of the Ontario Temperance Act is clause 49, which relates to the sale and consumption of native wines. Manufacturers of native wines from grapes grown and produced in Ontario, may sell the same within the Province if the wines are sold upon the premises in which they are manufactured and in wholesale quantities only of five gallons in each cask or vessel at any one time, and when sold in bottled form, not less than twelve bottles of three quarts each at any time. All wines must be removed and not drunk upon the premises.

R. M. A. CONVENTION NEAR

The annual meeting of the Saskatchewan branch of the Retail Merchants' Association will be held on May 9th, 10th and 11th, at Regina. Last year, there was an attendance of about four hundred, but twice that number are expected this year.



FISH AND OYSTERS



Frozen Fish Stocks Being Exhausted

Fresh Supplies Late in Arriving—Scarcity is the Feature of Market—Dealers Find Business in Salt and Pickled Lines Very Slow—Lobster Lower in Montreal

MONTREAL

FISH.—Feature of fish trade of moment is scarcity of supplies all round; frozen stock is pretty well exhausted and whatever is left commands higher prices than usual. Two cars, chiefly of halibut are expected during the week and are offered at an advance of 10 per cent. over old prices that governed last week's sales. Fresh haddock shows an easier tendency, which is expected to govern for sometime to come as a result of large supplies coming in from Boston, although eastern fishing has been greatly hampered by bad weather. River and lake fish lines such as dore, pike and trout are being stimulated by the approach of the Jewish holiday season, which begins early next week, and prices incline to stiffen. Dore is selling in a wholesale way from 16c to 18c per lb. Newly cured finnan haddie and fillets are arriving in small lots and bring fancy prices. Lobsters are more plentiful and market shows easier tendency for future. Trade in bulk and shell oysters is very quiet, and prices in primary market have declined considerably at points where operations are due to cease by end of month. Movement in pickled and salt lines is slow and holders of stock are willing to make concessions in prices in order to affect sales and clean up market.

TORONTO

FISH AND OYSTERS.—Conditions remain much about the same. The outstanding feature continues to be the scarcity. Dealers are between two fires; frozen stocks are getting low and fresh is late in arriving. Fresh caught sea salmon continues to be a best seller, and sells from 25 to 30c a pound, chiefly at the latter figure. New York flounders are still coming in and there is a good demand at 12 cents. This, of course, is a high price, but shipments are small. Roe shad supplies are getting better and price is lower, down to \$1.50. Haddock is in big demand but that can be coped with as stocks are plentiful. Finnan haddie is arriving but stocks are small compared to the call for them. Price remains around 12 cents. Cod fetches 12

cents; unusually high price, but in it, too, there is a scarcity. Pickled and salted lines don't have much call these days, though levels are low enough. Shading is being indulged in to get the business.

General trade is excellent, orders being many in number, and large in bulk. The tail-end of Lent promises to be a good time for fish fraternity.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.10-.11	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.10	.09
Haddies, fillets, per lb.	.12	.14
Herring, Ciscos, baskets	1.25	1.50
St. John blasters, 100 in box	1.20	1.25
St. John blasters, per box	1.20	1.30
Yarmouth blasters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.16	.15
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.40	1.46
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.11	.11
Red Cohoes, dressed, lb.	.12	.11
Pale qualla, dressed, per lb.	.10	.08
Halibut, white western, large and medium, per lb.	.09	.13
Halibut, eastern, chicken, per lb.	.13	.12
Mackerel, bloater, per lb.	.09-.10	.10
Haddock, medium and large, lb.	.08	.10
Market codfish, per lb.	.06	.06
Steak codfish, per lb.	.10	.12
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-.16	.18
Smelts	.11	.13
Smelts, extras	.16	.20
Herrings, per 100 count	2.50	3.00
Round pike	.07	...
Grass pike, dressed	.06	...
Swordfish, lb.	.10	...

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinless codfish, 20-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 100-lb. box, per lb.	0 08	0 13
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, OLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	2 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 00	...
Best scollops, imp. gallon	2 25	3 50
Best prawns, imp. gallon	2 25	...
Best shrimps, imp. gallon	2 00	...
Sealed, best, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75
Rockaways, 100	1 50	...
Blue points, small	1 30	...
Blue points, large	1 50	...

OLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cane Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malinesque, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 40	0 80
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	13-14	15-14
Haddock, fancy express, lb.	7-8	15-14

Mackerel, medium, each	16	...
Steak cod, fancy, express, lb.	10	10-12
Herrings, each	3	...
Flounders	10	12
Flounders, New York	...	14
Salmon, Western	15-16	30
Salmon, Eastern	15-16	...

FRESH LAKE FISH.

Carp, lb.	0 10	...
Carp, lb.	0 12	...
Pike, lb.	0 10	0 07
Perch, lb.	0 08	0 07
Suckers, lb.	0 10	0 10
Suckers, lb.	0 06	0 06
Whitefish, lb.	0 12	0 20
Herrings, per 100	0 12	2 50
Lake trout	0 10	0 14
Eels, lb.	0 10	0 04
Dore	15-16	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.08-.09 1/2	.08-.10
Whitefish, small tullbees	.07-.07 1/2	.09
Lake trout, large and medium, lb.	.10	.16
Dore, dress or ound, lb.	.08 1/2-.10	.08-.13
Pike, dressed and headless, lb.	.07-.07 1/2	.07
Pike, round, per lb.	.06 1/2-.07	.06-.07

WINNIPEG

FISH AND POULTRY.—The scarcity of haddies continues, and there is not likely to be any for at least two weeks. There should be a fresh stock by the end of April, as they are beginning to smoke them in the East, prices being high. Frozen halibut is scarce, but there is some fresh offering at 12 1/2c. Fresh salmon is also coming in at 18-21c, depending on where it comes from. A few bits of haddock are also arriving, but nothing to speak of. This year people do not seem to be buying fancy stuff, whereas in former years it was customary to bring in lots of fresh stuff about this time of year. The oyster season is practically over. Poultry continues scarce, and it is only a few weeks when there will not be any frozen stuff left. At this time of the year the Jewish people will pay anything for hens, and they are picking up practically all the live stuff that is going.

Fish—		
Frozen salmon	0 10	...
Frozen halibut	0 08 1/2	0 09 1/2
Pickered	0 08	0 07 1/2
Steak cod, per lb.	0 08	0 08
Lake Winnipeg whitefish	0 09 1/2	0 10
Finnan haddie	0 09 1/2	0 09
Kippers, per box	2 00	2 00
Lake trout, per lb.	0 10	0 10
Bloaters, per box	2 00	2 00
Salt ackered, 20-lb. kit	3 00	3 00
Smoked gold-eyes, doz.	0 50	0 50
Oysters, per gal.	2 00	2 00
Oysters on shell, doz.	0 25	0 25
Poultry, Live—		
Fowl	0 15	...
Roosters	0 11 1/2	0 11 1/2
Chickens	0 15	0 15
Turkeys	0 19	0 19
Ducks	0 13	0 13
Ducklings	0 14	0 14
Geese	0 12	0 12
Poultry, Dressed—		
Ducks, No. 1	0 24	0 24
Fowl, No. 1	0 20	0 20
Turkeys, No. 1	0 30	0 30
Geese, No. 1	0 22	0 22



FLOUR AND CEREALS



Export Flour Business Slower

Overseas Buyers Cannot See Exporters' Prices—Firmness in Oats Continues—Fair Volume of Business in Feeds—Freight Situation Looms Up Black Again

MONTREAL

FLOUR.—Prices remain unchanged and firm, although tendency to greater firmness was checked by drop in wheat market, which declined 5c following the earlier raise of 14c per bushel. Business shows improvement over last week and inquiries for flour are picking up as stocks in flour are getting very low and are reaching a point where they must be replenished, a condition that has been stimulated by the late advances in the wheat market. One miller reports the best week for the past month. Embargo feature of situation has been materially altered without corresponding change in results achieved. C. P. R. embargo has been lifted, but this fact is offset by the placing of one on the G. T. R., on all points east of Fort William, and the I. T. R. embargo is still in force.

Winter wheat lines remain unchanged from last week with a continuation of dulness that has been common to it for some time. Large stock and light demand continue to be the ruling factors of the market.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	5 60
Second patents	6 10
Strong bakers	5 90
	Car Small
Winter Wheat Flour—	lots lots
Fancy patents	5 85 6 10
90 per cent. in wood	5 60 5 80
90 per cent. in bags	2 70 2 75

CEREALS.—No changes of importance have developed in market to record since last week, other than added strength in the oat market, which is very firm. Warm weather and light demand continue to be chief features in determining conditions on the market, which is uneventful, steady and quiet.

Cornmeal—	Per 98-lb. sack
Gold dust	2 75
Rolled Oats—	90's in jute.
Small lots	2 75
25 bags or more	2 60
Packages, case	3 90 4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.	100-lb. bbls.
Rolled Wheat—	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 65
Rye flour, bag	2 65 2 90
Barley, pot	3 00
Barley, pearl, lb.	0 04½

FEEDS.—Prices remain unchanged and firmness continues to characterize market which is registering a greater volume of sales, because of the late sea-

son and the high butter and cheese prices which encourage farmers to feed beets instead of waiting for grass. Indication points to a very good business for next month and many inquiries are appearing, particularly for bran and shorts.

Mill Feeds—	Per ton
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chop, ton	32 00
Crushed oats, ton	33 00
Oats, chop, ton	35 00
Barley chop, ton	32 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 80

TORONTO

FLOUR.—A set-back occurred in the wheat market last week, and prices lost five cents on our last quotation. No. 1 Northern, in store at Fort William, is now \$1.14. Last week it was \$1.19. This slump occurred middle of last week, however, and the week-end saw a partial recovery.

Flour dealers are finding a fair to moderate demand for domestic accounts. Prices seem to be regarded as low and buyers show that they consider it as their market. Stocks in purchasers' hands must be fairly small, because they have held off buying so long that they've got to buy now. Export account is cheering. Cables are coming from Great Britain although fewer inquiries materialize into orders than was the case last week. There is a tendency for overseas buyers to bid low. One cable mentioned 39/6 for winter flour, but exporters here have higher views. Ocean freights remain at 95c and \$1. Freight situation becomes awkward again on activity of "Hun" submarines. Generally the flour market has picked up from last week, and is in much better shape.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	6 70	6 50
Second patents	6 20	6 00
Strong bakers	6 00	5 80
Ontario winter wheat flour, 90 per cent. (Board of Trade quotation)	4 40	4 30

CEREALS.—Demand has simmered down into the hand-to-mouth variety, although the snap of colder weather has meant an extra, belated spurt in demand.

Generally, however, spring weather means limited buying. Oats remain firm, following grain markets.

Barley, pearl, 98 lbs.	4 70	4 90
Buckwheat grits, 98 lbs.	4 50	4 50
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 50	2 50
Graham flour, 98 lbs.	3 25	3 25
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	2 75	2 75
Oatmeal, granulated, 98 lbs.	2 75	2 75
Peas, Canadian, boiling, bush.	3 60	3 60
Peas, split, 98 lbs.	6 00	6 00
Rolled oats, 90-lb. bags	2 65	2 65
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.	2 80	2 80
Whole wheat flour, 98 lbs.	3 25	3 25
Wheatlets, 98 lbs.	3 50	3 50

FEEDS.—Bran, shorts and middlings took a jump of a dollar last week, but reverted again, as extra demand flickered out. Demand is fair to middling, however, and farmers are buying feeds at present. Ontario oats remain firm at 43 cents.

Mill Feeds—	per ton	Mixed cars per ton
Bran	24 00	24 00
Shorts	26 00	26 00
Special, middlings	29 00	29 00
Feed flour, per bag	1 80	1 70
Oats—		
No. 3. Ontario, outside points	0 42	0 43

WINNIPEG

FLOUR AND CEREALS.—Wheat was a little easier last week-end. It is a speculative market, and extremely doubtful. The consensus of opinion is that May wheat will be high by May. Strengthening of the wheat market last week sent flour up 30c per barrel, and is now selling on a basis of, first patents, \$6.60. Rolled oats and other cereals are featureless. The warmer weather is having tendency to start the consumer on breakfast foods that do not require cooking. Demand for feeds is good, both East and West, which will have the tendency to hold prices firm. There is considerable business offering for export flour, but millers are reluctant to book on account of embargo at seaboard.

Flour—		
Best patents	6 60	6 60
Bakers	6 10	6 10
Clears	5 40	5 40
XXXX.	4 40	4 40
Cereals—		
Rolled oats, 80 lbs.	1 90	2 00
Rolled oats, pkgs., family size	3 75	3 75
Wheat flakes, case	3 75	3 75
Oatmeal, standard and gran., 98 lbs.	2 50	2 50
Cornmeal, 98 lbs.	2 65	2 65
Feeds—		
Bran, ton	24 00	24 00
Shorts, ton	26 00	26 00
Middlings, ton	29 00	29 00
Mixed chop, ton	28 00	28 00



Eastertide Greetings

The makers of Canada's famous Quality Cereals extend to their many customers throughout the Dominion the

Eastertide Greetings

Boom your Easter trade with a display of:

Tillson's Rolled Oats (a food not fad)
Tillson's Scotch Fine Cut Oatmeal
Tillson's Scotch Health Bran
Rainbow Flour (for bread)
Tillson's Old Gold Seal
Flour (for pastry)

Quality, then price is our Motto.

Canadian Cereal and Flour Mills Co., Ltd.
TORONTO, ONT.

Superior Quality Well Advertised —that's what does it.

Throughout the length and breadth of Canada, the superior qualities of L'Etoile and Hirondelle Macaroni are being constantly brought before the notice of the consumer. This publicity is creating a huge

demand for our products—a demand that is ever increasing.

Dealers throughout the country are reaping the results of the big business thus created and are materially adding to their profits by featuring

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

They are finding it more advantageous to push the sale of these Canadian-made products in preference to the more expensive imported brands. They know that our guarantee of superiority is no idle boast. They know that the world's best wheat (Manitoba Hard) is the only kind used in the manufacture of

“L'Etoile” and “Hirondelle.” And they know from experience that these appetizing paste products give unqualified satisfaction to their customers.

Why let other dealers secure all this profitable business? Get a trial supply from your wholesaler to-day and note results.

C. H. Catelli, Limited, Montreal

Agents: Tees & Perse, Limited, Winnipeg; C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

ROYAL BAKING POWDER

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

WHITE SWAN SPICES AND CEREALS, LTD.

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

DOMINION CANNERS, LTD. JAMS

	Per doz.
"Aylmer" Pure Jams and Jellies 16-oz. Glass Jars.	\$ 2 30
Apricot	

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

CATSUPS

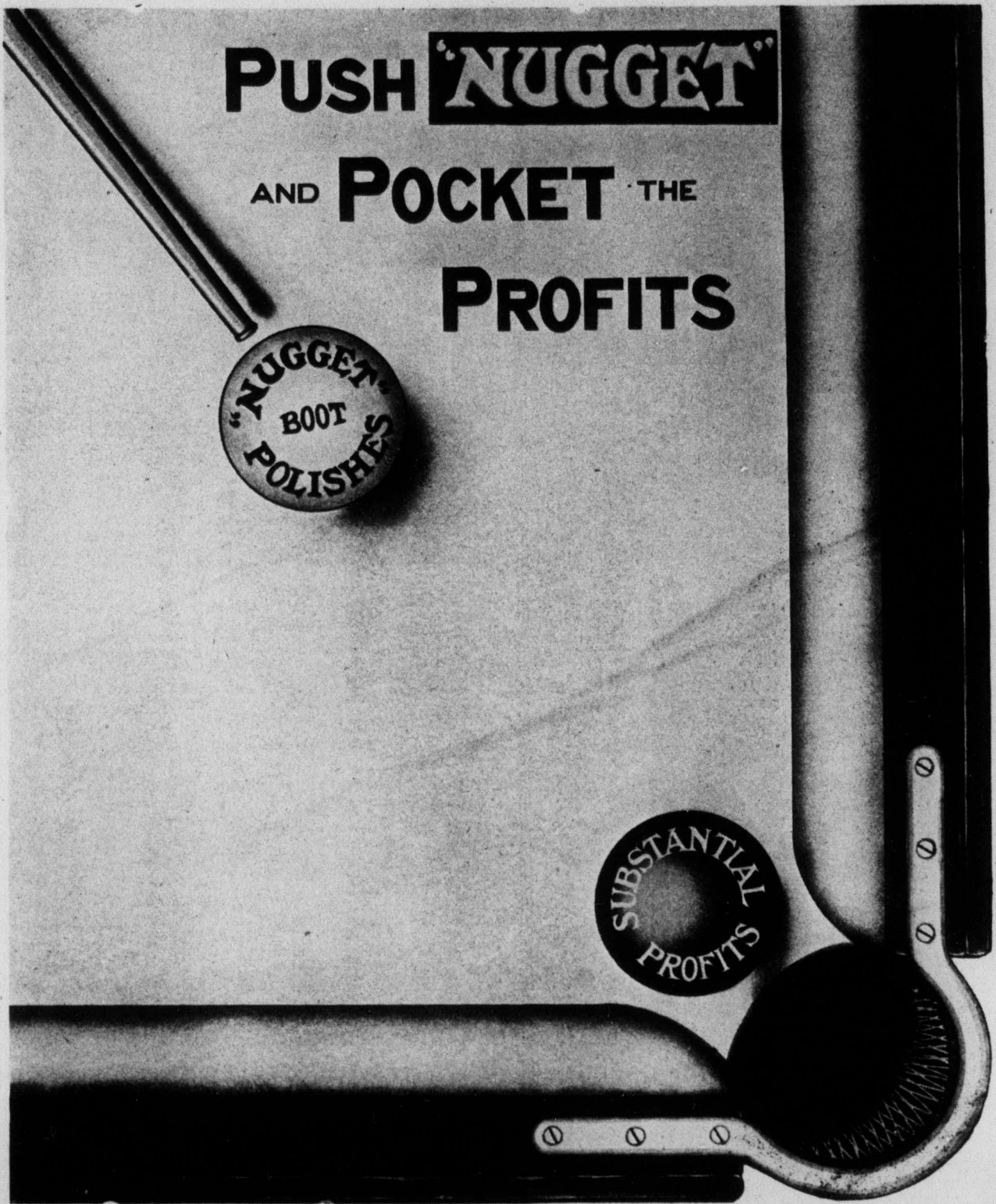
In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 60
1/2 Pts., Red Seal, crown tops	0 90
Pts. Delhi Epicure	1 90
Pts. Red Seal	1 40
Pts. Tiger	1 15
Qts. Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS, with Pork.

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

Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2	Per doz.	
1's Baked Beans, Plain, 4 doz. to case	0 70		
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70		
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70		
2's Baked Beans, Plain, tall, 2 doz. to case	1 05		
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05		
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05		
Family Baked Beans, Plain, 2 doz. to case	1 20		
Family Baked Beans, Tomato Sauce, 2 doz. to case	1 22 1/2		
Family Baked Beans, Chili Sauce, 2 doz. to case	1 22 1/2		
3's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only	1 40		
3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only	1 40		
3's Baked Beans, Plain, tall, 2 doz. to case	1 50		
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60		
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60		
"AYLMER" PURE ORANGE MARMALADE			
Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$ 1 10		
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20		
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60		
16 oz. Glass, Tall, Vacuum Top, 2 doz. per case, per doz.	1 60		
2's Glass, Vacuum Top, per doz.	2 80		
2's Tin, 2 doz. per case, per doz.	2 30		
4's Tin, 12 palls in crate, pall	0 40		
5's Tin, 8 palls in crate, pall	0 47 1/2		
7's Tin or Wood, 6 palls in crate, pall	0 65		
14's Tin or Wood, 4 palls			
			in crate, lb. 0 09
			30's Tin or Wood, one pall only, lb. 0 09
			BLUE
			Keen's Oxford, per lb. \$ 0 17
			In 10-lb. lots or case 0 16
			COUPON BOOKS — ALLISON'S
			For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.
			UN-NUMBERED
			100 books and over, each 0 03 1/2
			500 books to 1,000 books 0 03
			For numbering cover and each coupon, extra per book, 1/2 cent.
			CEREALS
			WHITE SWAN Per case
			Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs. \$2 70
			Buckwheat Flour (Self-rising), 2 doz. to case, weight 50 lbs. 2 70
			Pancake Flour (Self-rising), 2 doz. to case, weight 50 lbs. 2 70
			Breakfast Food, 2 doz. to case, weight 85 lbs. 3 60
			King's Food, 2 doz. to case, weight 95 lbs. 4 80
			Wheat Kernels, 2 doz. to case, weight 65 lbs. 3 50
			Barley Crisps, 3 doz. to case, weight 50 lbs. 3 00
			Flaked Rice, 3 doz. to case, weight 50 lbs. 3 00
			Flaked Peas, 3 doz. to case, weight 50 lbs. 3 60
			COCOA AND CHOCOLATE
			THE COWAN CO., LTD.
			Cocoa—
			Perfection, 1-lb. tins, doz. 4 50
			Perfection, 1/4-lb. tins, doz. 2 40
			Perfection, 1/2-lb. tins, doz. 1 25
			Perfection, 10c size, doz. 0 90
			Perfection, 5-lb. tins, per lb. 0 37
			Soluble bulk, No. 1, lb. 0 21
			Soluble bulk, No. 2, lb. 0 19
			London Pearl, per lb. 0 22
			Special quotations for Cocoa in barrels, kegs, etc.



PUSH 'NUGGET'

AND **POCKET** THE

PROFITS

**SUBSTANTIAL
PROFITS**

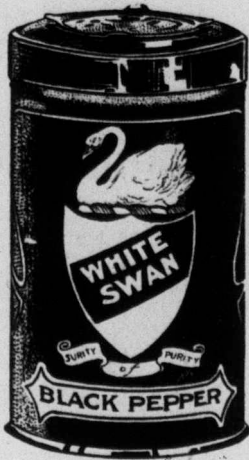
THE NUGGET POLISH COMPANY, LIMITED

9, 11 and 13 DAVENPORT RD.

TORONTO

ONTARIO

Why not pay a little more for better Spices and get a "Government Warranty"?



5c Lithographed Round Dredge Tin, 45c per dozen.



A Handsome 10c Oval Dredge-Tin, Lithographed in Three Colors, 2½ oz. net, 90c per dozen.

An excellent substitute for the old 4-oz. tin. Stands 4 in. high, and looks better on the shelf.

"Why not confine your trade to packages? You have a known cost to sell at a certain price, and a fixed profit of at least 25 per cent. on your turn over."

White Swan Spices & Cereals
LIMITED

TORONTO - - CANADA

(Unsweetened Chocolate)

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Ingredients for Cake—Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 35
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.
5 Box lots and upward—Freight prepaid up to 50 cents.

	Per case
Eagle Brand, each 48 cans ..	6 65
Reindeer Brand, each 48 cans	6 40
Silver Cow, each 48 cans	5 90
Gold Seal, Purity, each 48 cans ..	5 75
Mayflower Brand, each 48 cans ..	5 75
Challenge, Clover Brand, each 48 cans ..	5 25

EVAPORATED MILK

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

CONDENSED COFFEE

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 30 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

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

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10 ..	7 50
Gallons, each, retail each \$18 ..	14 50

GELATINE

Knox Plain Sparkling Gelatins (2-qt. size), per doz.	1 20
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 20
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 20

W. CLARK, LIMITED, MONTREAL

Compressed Corned Beef, ¼c, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18; 14s, \$37.	
Roast Beef, ¼c, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18.	
Bolled Beef, 1s, \$2.50; 2s, \$5; 6s, \$18.	
Jellied Veals, ¼c, \$1.50; 1s, \$3; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, ¼c, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼c, \$1.50; 1s, \$2.50; 2s, \$4.50.	

Have you tried
WETHEY'S
ORANGE
MARMALADE?

It is making
a hit.

Easter Shipments

**FRUITS AND
VEGETABLES**

In plentiful supply and large variety.
Imported specially.

TOMATOES PINEAPPLES
ASPARAGUS LETTUCE CELERY
CUCUMBERS NEW CARROTS
ORANGES STRAWBERRIES

Fresh Fish for Good Friday

Fresh Halibut, Cod, Haddock, Floun-
ders, Whitefish, Haddies, Smelts, etc.

WHITE & CO., LIMITED
TORONTO

Wholesale Fruits and Fish

Are You Interested?

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

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among
the progressive Grocers of Canada
at least one individual who is on
the lookout for just such a pro-
position that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the
manufacturer, the clerk and
the traveller, just the men to
whom you wish to sell or from
whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

- 2c per word, first insertion.
- 1c per word, subsequent inser-
tions.
- 5c extra per insertion when re-
plies are to be addressed to
Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

**The Apple
Crop**

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

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.
OWEN SOUND, ONT.

Everybody

Says:

"Traenzzì has cer-
tainly given good
Lemons this sea-
son."

We add:

"As usual."

J. J. McCabe
Agent
TORONTO

**ONE POUND OF
Dehydrated Vegetables**

is equal to

**Thirteen Pounds of Fresh Vegetables
and the flavor is still retained.**

Just the thing for contractors, lumbermen, campers and hunters. Saves transportation charges, and will not freeze or deteriorate.

"DEHYDRO"

(Waterless)

Write us for prices and shipping rates on potatoes, onions, cabbage, carrots, cranberries and others.

Packed in 1 gall. and 5 gall. sealed tins.

Sole Canadian Representatives:

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

Wholesale Grocery Brokers and Manufacturers
Agents

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

Write us. Write our branches.

Maple Syrup

"Small" Standard Pure Maple Syrup, Pure Sugar Syrup and Sugar is subjected to an analytical test, and stamped before packing, freeing merchants from all responsibility.

PACKED ONLY BY

**CANADA SYRUP REFINERIES
LIMITED**

Head Office :: :: MONTREAL

BRANTFORD STARCH
Ontario and Quebec
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.08
Acme Gloss Starch—
1-lb. cartons, boxes of 40
lbs.06 1/2
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. .07 1/2
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—
1-lb. fancy carton cases 30
lbs.07 1/2
8 in case08
6-lb. toy trunks, lock and
key, 6-lb. toy drum, with
drumsticks, 8 in case06 1/2
Kegs, extra large crystals,
100 lbs.07 1/2
Canadian Electric Starch—
Boxes, containing 40 fancy
pkgs., per case 3 00
Celluloid Starches—
Boxes containing 45 cartons,
per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06 1/2
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07 1/2
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07 1/2
20-lb. boxes 1/2c higher than 40's)
COW BRAND BAKING SODA
In boxes only.
Packed as follows:
5c packages (96) \$ 2 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 96
20-lb. tins, 1/4 doz. in case 2 86
Barrels, 700 lbs. 3 1/2
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/2
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40
3 lb. Perfect Seal Jar, 1 doz.
in case 2 70

LILY WHITE CORN SYRUP
2-lb. tins, 2 doz. in case ... 3 00
5-lb. tins, 1 doz. in case ... 3 35
10-lb. tins, 1/2 doz. in case ... 3 25
20-lb. tins, 1/4 doz. in case ... 3 20
(5, 10 and 20-lb. tins have wire handles.)

**ST. LAWRENCE SUGAR
REFINING CO.**
Crystal Diamond Brand Cane
Syrup
2-lb. tins, 2 doz. in case... 3 60
Barrels 0 04 1/2
1/2 barrels 0 05

**THE BRITISH COLUMBIA
SUGAR REFINING
CO., LTD.**
ROGERS' GOLDEN SYRUP
Manufactured from pure cane
sugar.
2 lb. tins, 2 doz. in case... \$3 80
5 lb. tins, 1 doz. in case... 4 45
10 lb. tins, 1/2 doz. in case... 4 15
20 lb. tins, 1/4 doz. in case... 4 05
Delivered in Winnipeg in carload
lots.

**CALIFORNIA FRUIT CANNERS
ASSOCIATION**
**CALIFORNIA RIPE OLIVES
DEL MONTE BRAND**
Size Mam. Large Med.
2 1/2 Can \$ 4.75 \$ 3.75 \$2.50
No. 1 Tall Can 2.75 2.25 1.60
No. 16 Jar 3.00 2.25 1.80
No. 4 Jar 1.50 1.25 1.15
No. 10 Can.... 14.00 12.00 9.00
YUBA BRAND
2 1/2 Can \$3.00 \$2.25
No. 1 Tall Can 1.50 1.20
No. 10 Can.... 9.00 8.00
Picnic Can90

All prices per dozen—F.O.B.
Jobbing Points.
CANNED HADDIES.
"THISTLE" BRAND
A. P. TIPPET & CO., Agents
Cases, 4 doz. each, flats, per
case \$5 85
Cases, 4 doz. each, ovals, per
case 5 85

INFANTS' FOOD
MAGOR SONS & CO., LTD.
Robinson's patent barley, 1/2-lb.
tins, \$1.60; 1-lb. tins, \$3.00; Rob-
inson's patent groats, 1/2-lb. tins,
\$1.60; 1-lb. tins, \$3.00.

**BEAVER BRAND CORN AND
MAPLE SYRUP**
Quart tins (wine measure),
2 doz. in case, per case ... 4 70

STOVE POLISH
JAMES DOME BLACK LEAD
2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES
Don.
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 15

ORANGE MARMALADE
**"BANNER BRAND" PURE
FRUIT PRODUCTS**
JAMS AND JELLIES
2's \$2 10
4's 0 35
5's, per pail 0 42
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass, doz. 0 95

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

**WENTWORTH ORCHARD CO.,
LTD.**
Hamilton and Toronto.

Pure Fruit, Jams and Jellies
Raspberry and Apple, Strawberry
and Apple, Peach and Apple,
Plum and Apple, Gooseberry and
Apple, Black Currant and Apple,
Red Currant and Apple: Tum-
blers, 90c doz.; 12-oz. jars, \$1.20
doz.; 16-oz. jars, \$1.60 doz.; No.
2 gold tins, \$2.30 doz.; No. 4 gold
pails, 40c each; No. 5 gold pails,
50c each.

Fruit Pie Filling
Raspberry flavor, strawberry
flavor, peach flavor, plum flavor,
gooseberry flavor, No. 2 gold
tins, \$2.30 doz.

Whole Tomato Catsup
1/2 pints, bottles 0 95
Pint, bottles 1 30
Worcestershire Sauce
1/2 pints, doz. 0 95
Pints, doz. 1 30

YEAST
White Swan Yeast Cakes,
per case, 3 doz. 5c pks. 1 24
**IMPERIAL TOBACCO CO. OF
CANADA, LIMITED,
EMPIRE BRANCH.**

Black Watch, 8s, butts 9
lbs. \$ 6 00
Bobs, 6s and 12s, 12 and 6
lbs. 0 46
Currency Bars, 12s, 1/2 butts,
12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6 1/2s, butts, 11
lbs., boxes, 8 1/2 lbs. 0 48
Walnut Bars, 8 1/2s, boxes 7
lbs. 0 64
Pay Roll, thick bars, 8 1/2s,
6 lb boxes 0 68
Pay Roll, thin bars, 8 1/2s, 5
lb. boxes 0 68
Pay Roll, plug, 8 1/2s, 12 and
7 lb. caddies 0 68
Shamrock, plug, 7 1/2s, 1/2
butts, 12 lb. boxes, 6 lbs. 0 37
Empire, 7s and 14s, caddies
15 lbs., 1/4 caddies, 6 lbs. 0 36
Great West, pouches, 9s ... 0 72
Forest and Stream, tins, 11s,
3 lb. cartons 0 80
Forest and Stream, 1/2s, 1/2s,
and 1-lb. tins 0 80
Forest and Stream, 1-lb.
glass humidors 1 00

Easter

marks the Season of the year when your Customer asks for a piece of Bacon.

When he does, give him the best on the market, and that best you will find in "Star Brand" English Breakfast Bacon, put up by us.

We can also supply you with the Eggs to go with it.

F. W. Fearman Co.

Limited

HAMILTON

Established 1854

Brooms of Quality

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

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

Walter Woods & Co.

Hamilton - Winnipeg

The Effect of the Great World Struggle

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

The Financial Post of Canada

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

By-Mail Information Bureau

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

Annual Subscription \$3.00 a Year. Write for Sample Copy.

JOHN BAYNE MACLEAN,
President

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

JOHN APPLETON,
Editor

**THE FINANCIAL POST
OF CANADA**

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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

WANTED — POSITION AS TRAVELLING salesman. Speak English and French. Not particular as to territory offered. Northern Ontario preferred. Box 138, Canadian Grocer.

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send particulars. R. G. List, Minneapolis, Minn.

SASKATOON — DO YOU WANT A LIVE representative here? Advertiser, with city office, well in with all the buyers, is open for another good commission. Box 139, Canadian Grocer.

— EXPERT GROCER — PRESENT POSITION manager, is looking for similar position. Wide experience, good character, temperate habits, references if required. Apply Box 136, Canadian Grocer.

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

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

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



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


FOR SALE

FOR SALE—GENERAL STORE, CASH BUSINESS, in a live country location, stock \$3,000; turnover, \$15,000. Price and terms right; send for prospectus. Wilton Bros., Kneehill Valley, Alberta.

FOR SALE — THRIVING GROCERY BUSINESS in industrial city of S. S. Marie. Central location. Established 25 years. Inspection invited. Owner retiring. E. 452 Albert St., S. S. Marie.

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

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

OAKLEY'S KNIFE POLISH
 20-102-2115

 JOHN OAKLEY & SONS, LIMITED,
 LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

JENKINS & HARDY

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

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Toronto Butchers' Supply Co. LIMITED

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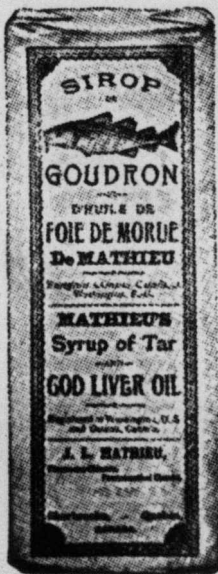
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