

FEATURING ARTICLES FROM QUEBEC MERCHANTS

CANADIAN GROCER

Members of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIII

PUBLICATION OFFICE: TORONTO, FEBRUARY 21, 1919

No. 8

Welch's

"THE NATIONAL DRINK"



Welch's, The National Drink, and Welch's Grapelade are each packed in three convenient sizes.

Welch's is bottled in clean, new bottles only. They are securely packed in wooden cases as follows:

Juniors	- -	4-oz., 72 to the case
Medium	- -	16-oz., 24 to the case
Large	- -	32-oz., 12 to the case

Welch's Grapelade—a pure grape jam—is packed in enamel-lined tins, which are a perfect protection for the contents. They are filled by machine and are machine sealed without acid or solder.

Packed in cases as follows:

No. 1	- -	13-oz., 36 to the case
No. 2	- -	25-oz., 24 to the case
No. 2½	- -	37-oz., 12 to the case

Have you placed your order for Welch's? If not, let us urge you to order from your dealer at once. The supply is limited.

Canada Food Board { Canners No. 14-272
Bottlers No. 15-164



The Welch Co., Limited, St. Catharines, Ontario

It Pays to Display O-Cedar



This O-Cedar Display Stand will help you to give O-Cedar its merited prominence on your counter. Free with an order for \$27 (net) worth of O-Cedar Products.



This attractive sign for window or counter comes to you complete with cord and lamp, ready to be attached to any electric light socket. Free with an order for \$40 worth of O-Cedar Products.

THE other day, a merchant told us he would like to display O-Cedar Products, but he had not room enough. After talking the matter over, however, he came to the conclusion that he couldn't afford *not* to show O-Cedar in one of the most conspicuous parts of his store.

He had forgotten to take into consideration the fact that O-Cedar Products are among his most quickly-moving specialties. Some of the lines he had been featuring most prominently would only sell to an ordinary family about once every ten years. O-Cedar Polish, on the other hand, from six to twelve times a year for the ordinary household.

When you consider the good percentage of profit that you make on each sale of O-Cedar, and multiply that by the number of sales per year to each customer, can you think of any article which better deserves the most expensive display space in your store than O-Cedar Polish, and O-Cedar Polish Mop?

If you, too, have overlooked O-Cedar Products in the arrangement of your store and window display, consider the claims of O-Cedar from the standpoint of possible profits, and you will be sure to look up the conspicuous part for showing this money-making line.

Before this day's work is over, will you instruct your clerks to give O-Cedar "preferred position" in your store?

Order from your jobber.

Channell Chemical Company, Limited

369 Sorauren Ave.

Toronto



Guaranteed

From that very first day in 1857, when Gail Borden conceived the big project of nation-wide distribution of pure milk, the goodness of

Borden's Milk Products

has been unqualifiedly guaranteed.

So to-day, when you offer a customer any one of the Borden Products, you know that you are handing her a line of quality—a delicious, wholesome and economical Milk Product that is sure to satisfy her.

There is a Borden Milk Product for every purpose.

Borden's



Borden's



Borden's



Borden Milk Co., Limited

Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



BOWES

PURE ————— WHOLE
POWDERED EGG

There is a new line which you are going to be asked for repeatedly from now on. We are advertising it extensively, and its merits will soon win the favor of housewives everywhere.

Bowes' Powdered Egg is made from table grade hens' eggs and may be used for anything where eggs are required.

YOU CAN GUARANTEE IT TO THE LIMIT

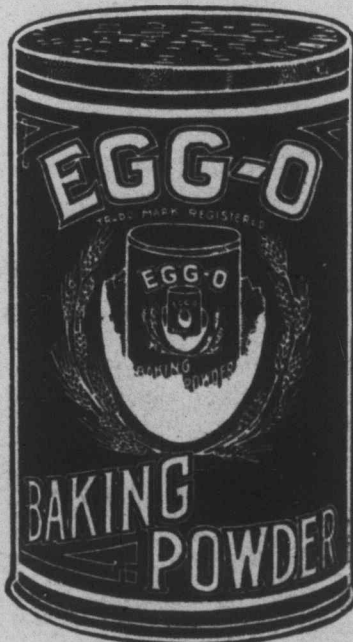
We guarantee it ourselves and you need not hesitate to give it your strongest recommendations regarding its purity, economy and supreme excellence.

Order From Your Wholesaler
Or Direct

It Works in the Bowl and the Oven

The expert baker knows the value of a thoroughly efficient Baking Powder, that is why we have no hesitation in recommending Egg-O Baking Powder for all the requirements of an expert baker. It will satisfy his demands as it satisfies the demands of most of the big bakers in Canada.

Sold in 60-pound tins—
crated in pairs.



The expert baker also knows the value of a double-acting powder. He can make his batch and leave it until the oven is right. And the pastry and cake will yet be thoroughly leavened, even if it has to stand for several hours.

That is the test Egg-O BAKER'S Special has stood.

Egg-O is carried in stock by all jobbers.

EGG-O BAKING POWDER CO., Limited
HAMILTON - - - CANADA



**Let us
reiterate it--**

This Fact—that “Curling” Brand Orange Marmalade will, with a little display, produce selling results and customer-satisfaction far above the ordinary.

**New Season's Pack of
“Curling” Brand Seville Orange Marmalade
is now being distributed**

Get your order in as soon as possible. Even a small supply, by way of a trial, will show you that the goodness of “Curling” Brand is something worth identifying your store with.

St. Williams Fruit Preservers, Ltd.

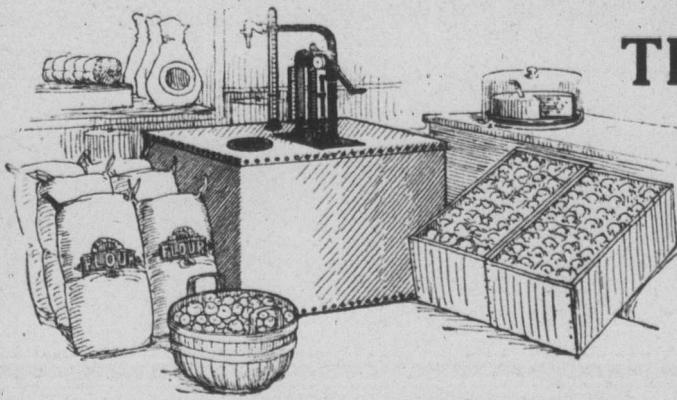
DISTRIBUTORS:

Maclure and Langley, Limited

TORONTO

MONTREAL

WINNIPEG



Thousands of Footsteps You Might Have Saved

Yesterday, to-day and to-morrow you and your clerks have countless customers for oil and gasoline. It means thousands of steps to and from the isolated oil shed in the rear of your store. It means hundreds of petty operations, and hours of idle moments.

Contrast this method of oil handling with a

BOWSER OIL AND GASOLINE SYSTEM

a system with an underground or basement tank holding ample storage—clean, safe and efficient. A system with a pump installed at the most convenient place—near the flour, near the vegetables, or centered in the room.

A system that is self-measuring, self-computing, doing away with measures, tins and needless figuring. A system that insures safety, convenience, neatness, service and increased profits. Learn more about it to-day.

S. F. BOWSER & CO. Inc.
FORT WAYNE, INDIANA, U.S.A.

LONDON: 32 Victoria Street, S.W.1.

PARIS: 5 Rue Denis-Poissons

SYDNEY: 6 Castlereagh Street

HAVANA: Lonja del Comercio 427

Every Grain Pure Cane

*—that's the best description of
Royal Acadia Sugar*



And to this purity are due the unexcelled sweetening properties of Royal Acadia.

Housewives like Royal Acadia Sugar, and the dealer who recommends this sweetener is certain of securing the confidence of the customer and a continuance of her sugar order.

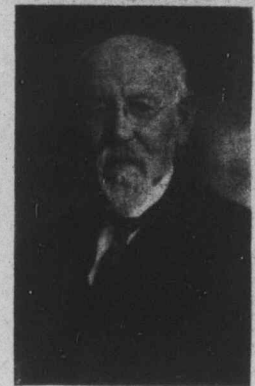
In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The
Acadia Sugar Refining Co., Limited
HALIFAX, CANADA

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



The late E. B. Eddy
Founder of The Firm



Mr. George Millen to-day
President and Manager

EVERY WEEK WITH The E. B. Eddy Company of Hull, Canada

Story of Week Dated Feb. 21st, 1919

Being No. 22 in the Series

Belleville Retailer Remembers E. B. Eddy's Early Match-Wagon

THE central illustration above symbolizes the immense growth of the E. B. Eddy Company's business since 1851, when the late Ezra Butler Eddy himself did all the selling and delivering of his matches by wagon and team, even over long distances. Here is an interesting letter from Mr. George Wallbridge, Wholesaler, of Belleville, Ont., which vividly brings back those early memory-treasured days in E. B. Eddy Company history. To the right is printed the further correspondence on the subject between Mr. Wallbridge and Mr. George Millen, President of the E. B. Eddy Co. to-day. These letters give a kindly glimpse into Eddy Company business relations with the grocery trade—pleasant, mutually profitable relations ever ringing true, and being enriched by the test of time.

WALLBRIDGE & CLARKE
Belleville, Ontario, Canada

Belleville, Sept. 30th, 1918

The E. B. Eddy Co.,
Hull, Que.

Gentlemen:—

The publication of the initial number of a series of articles in the CANADIAN GROCER descriptive of the origin and development of your vast enterprises recalls to my memory a recollection of my acquaintance with your founder, the late E. B. Eddy.

When quite a lad and an apprentice in my father's store here somewhere about the year 1857, I distinctly remember Mr. Eddy calling with his wagon load of matches, and disposing of some to my father.

My last meeting with Mr. Eddy was probably several years before his death, and was at our present Bridge Street store. When, without mentioning his name, he asked me if I knew him and although a good many years had intervened since I had seen him last, I said at once, "You are Mr. E. B. Eddy."

During a pleasant talk over things in the past, I referred to my recollection of his coming with the matches and which interested him very much.

It is quite a long time from 1857 to 1918, and we are still selling Eddy matches.

Yours very truly,

(Signed) GEORGE WALLBRIDGE

Over Fifty Years With The E. B. Eddy Company

October 3rd, 1918.

George Wallbridge, Esquire,
Messrs. Wallbridge & Clarke,
Belleville, Ont.

Dear Sir:—

We wish to thank you cordially for your esteemed favor of the 30th ult. in reference to the publication of the initial number of a series of articles which are to appear in the CANADIAN GROCER, and which we have perused not only with interest but also with pleasure.

The writer of this letter having been connected with this business for over fifty years, remembers quite well the ups and downs that the late Mr. Eddy had to contend with and we are sure that your last meeting with him in your present Bridge Street store and your reference to his having called on your father with his wagon load of Matches must have recalled pleasant memories of his early manhood days and that your interview with him must have been very interesting.

Having had the pleasure of selling you for so many years, the name of Wallbridge & Clarke, Belleville, has almost become a household word with us, in fact we have no hesitation in saying that your account is one of the very oldest and best that we have on our books, and while we agree with you that it is quite a long time from 1857 to 1918, we hope that we may still have the pleasure of selling you Eddy's Matches and other lines for a great many more years.

Please let us know if you would have any objection to our sending a copy of your letter to the CANADIAN GROCER, which we feel quite sure would prove very interesting to them as well as all readers of the GROCER.

Again thanking you for your letter, which we assure you is very much appreciated, we remain,

Yours truly,

THE E. B. EDDY COMPANY,
George H. Millen,
President and Manager.

WALLBRIDGE & CLARKE,
Belleville, Ontario, Canada.

Belleville, Oct. 5, 1918.

The E. B. Eddy Co., Hull, Que.

Gentlemen:—

I appreciate very highly your kind expression of goodwill regarding myself and my firm in your favor of Oct. 3rd, especially as coming from your much esteemed President and Manager, Mr. Millen, who has been for so many years identified with the growth and progress of the Company.

I shall be pleased to have you use my letter for publication as you may wish to do.

With regards. Yours truly,

GEORGE WALLBRIDGE (Signed)

APPLES

EXTRA FANCY WESTERN IN BOXES

Stayman Wine Saps, Rome Beauties, King Davids. All fine, hard, bright stock. Our price on these is low. Let us quote you on 25 to 50-box lots.

Bananas

We want your name on our standing order list for daily or bi-weekly shipments. You will then have the very best fruit procurable, and at all times. We look after your standing orders.

Grape-Fruit

FLORIDA and CUBAN

All sizes. Heavy, smooth fruit. Good color.

GOLDEN ORANGE BRAND NAVELS

Another car just unloaded. Just the same high color, sweet, juicy fruit as usual.

We have fresh arrivals every day of all Green Vegetables. Your telephone is our agency. Call us up.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

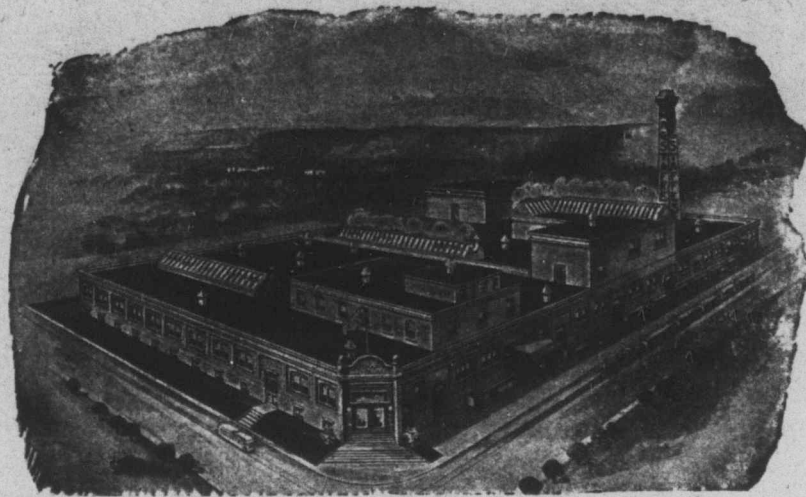
THE FIRM FOR SERVICE

GUELPH

ONTARIO

Canada Food Control License Nos. 3-090, 3-204

Prepared
in
Copper
Kettles
Boiled
in
Silver
Pans



Packed
in
Gold
Lined
Pails
and
Glass

THE MOST MODERN AND UP-TO-DATE FRUIT
PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

NEW SEASON'S- 1919

CELEBRATED SEVILLE Orange Marmalade

Now Ready for Delivery

Containing all the essential oils that
give such a piquant zest to a Real
Orange Marmalade.

Order from Your Wholesale Grocer

WAGSTAFFE, LIMITED

Pure Fruit Preservers

HAMILTON

CANADA



Canada's Gateway Province

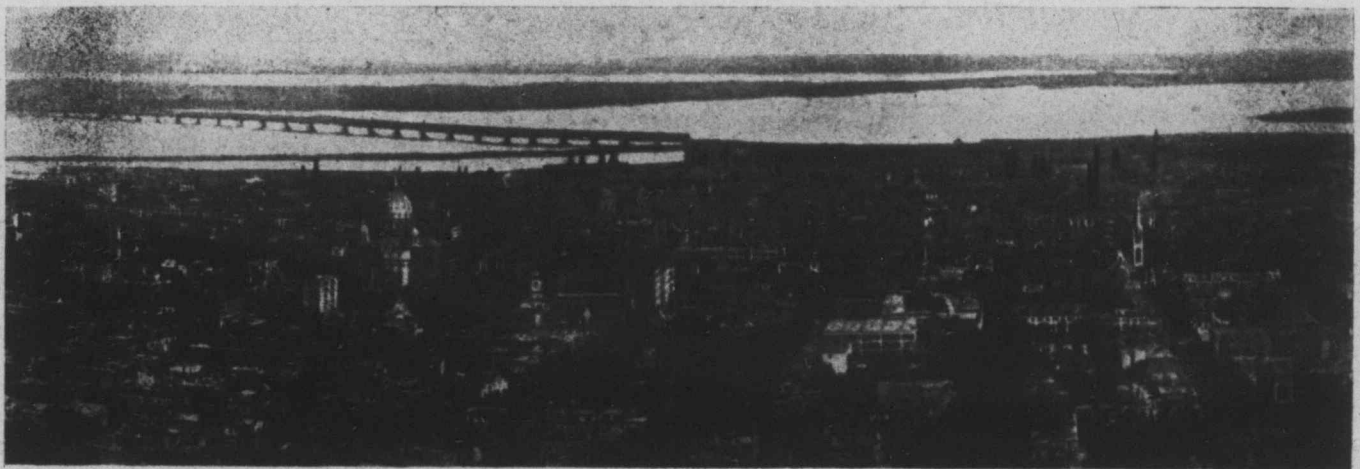
THE Province of Quebec is the oldest in point of recorded history of any in the broad Dominion. It was many a year before the hardy adventurers who first landed on the shores of the mighty St. Lawrence, strayed beyond its borders. It is still the province of romantic story that endears it to the minds of all Canadians.

But it is not only so. It is a province of achievement. It includes Canada's largest city, Montreal—a city of great mercantile and financial interests, and the head of deep sea navigation, a factor that has been a large one in shaping the destinies of the Canadian metropolis. Here was founded, prior to Confederation, some of the first mercantile plants, doing business with imported raw materials.

Farther down the broad St. Lawrence lies Quebec, a city of storied memory, and of a brisk and vital present, and somewhere between the thriving city of Three Rivers.

In the Eastern Townships, the Garden of the Province cradled in mountains, there is found the thriving city of Sherbrooke. Everywhere scattered through the province are towns and cities, each with its own special industries, and each, moreover, with its fertile surrounding country. For Quebec is essentially an agricultural province. It was the inaugurator of the great cheese-making industry, and it still maintains its pre-eminence in this product. Its butter is well and favorably known.

It has developed an apple that should in itself be enough fame for any one province. It is the chief point in the great Maple Sugar industry. Its tobacco fields are widespread and profitable, an industry with a great promise. Its waters teem with fish, while from the region north of the St. Lawrence come some of the finest furs found in the world. It is, in brief, a province with a great present and a still far greater future.



A View of Canada's Greatest City—Montreal, as seen from Mount Royal, reputed to be one of the finest views on the continent.



The Montreal House of Service, Quality, Delivery and Co-operation

Yes—and Price as well. Our Buying Facilities make it possible for us to quote you advantageously.

During our Forty-eight years in the wholesale Grocery business we have consistently striven to make our house a house of Honest Values and Satisfactory Service.

Service Is Our Watchword

To give advance information on the future markets, either through the mails, the trade papers or by our boys on the road, has been one of our cherished ideals. Many of our customers have made money by making use of the information at the right moment.

Quality is the most important element in a business transaction. No matter how low the price, poor quality is dear buying. We only offer goods that can be sold on their merit.

Prompt delivery is also a big item to you. Slow delivery means lost sales and often a permanent loss of a customer. We do our best to ship orders within the twenty-four hours and make deliveries at date promised.

Our Promotion Department will gladly furnish you with any information pertaining to the Grocery business. Ask us.

Laporte, Martin, Limitee

Wholesale Grocers

584 St. Paul St. W.

Montreal



Mr. Grocer

Brodie's XXX Self-Raising Flour is being advertised in newspapers that reach into the majority of French and English-speaking homes in the Province of Quebec.

Our display advertisements will create a bigger demand for our Celebrated Self-Raising Flour. Be ready to benefit by this campaign by having our flour in stock.

50 Years of Supremacy.

Brodie & Harvie, Limited
MONTREAL



"Now these Leaky Vessels
are good as new—thanks to
VOL-PEEK"

Leaky utensils are common in 'most every home. And every good housewife will be interested in a method whereby she herself can make those leaky pots and pans new again with little bother and practically no expense.

Vol-Peek will mend Pots, Pans, etc., of Graniteware, Copper, Brass, Aluminum, Tin, Enamelware and Hollow-ware. Easily applied with the fingers—no tools—hardens in two minutes. A neutral, tasteless mend that will last indefinitely.

You can sell lots of Vol-Peek at a good profit. At your wholesaler or direct.

A three-colored display stand contains 24 15c packages; retails for \$3.60; costs you \$2.25, giving you 60% profit. Order from your Jobber, or from us.

Agents Wanted

H. NAGLE & COMPANY
BOX 2024, MONTREAL

There is always a demand for good
Clothes Pins

AGENTS: McFarlane & Field, Hamilton; Boivin & Grenier, Quebec; Delorme & Frere, Montreal; J. H. White, St. John, N.B.; H. D. Marshall, Ottawa; Tomlinson & O'Brien, Winnipeg; Oppenheimer Bros., Vancouver; Harry Horne Co., Toronto.

The Megantic Broom Mfg. Co.
LIMITED
Manufacturers of Brooms, Clothes Pins and Cheese Boxes
Lake Megantic, Que.

Hudon Hebert & Co.

Limited

*Wholesale Grocers
and Wine Merchants*

Montreal

18 De Bresoles Street

Canada

KING GEORGE'S NAVY

CHEWING TOBACCO

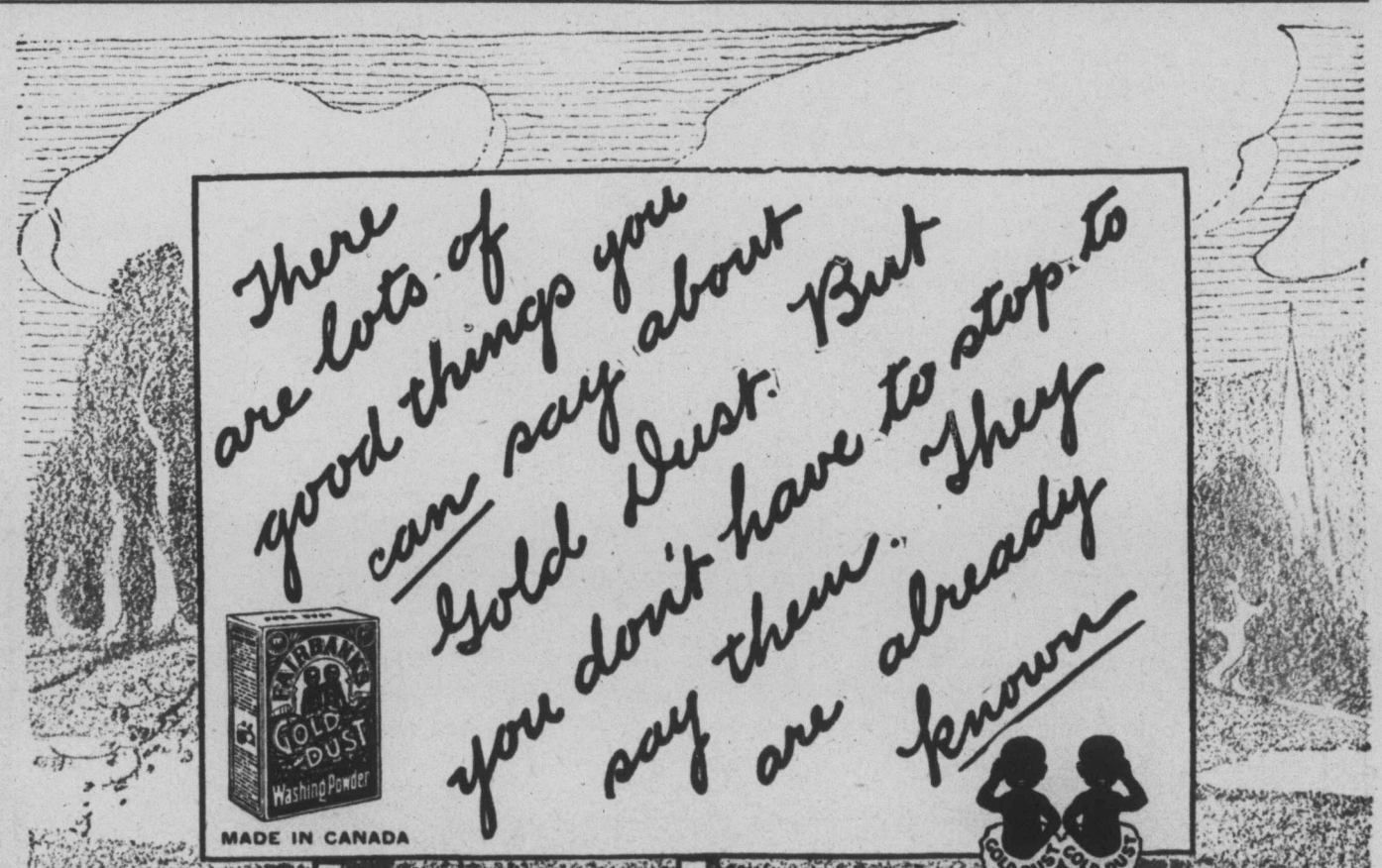
will get you the tobacco trade

There is a distinctively different "flavor" to every chew of King George's Navy that captivates the taste of discriminating "chews." That's why selling it is so very worth while. It gets the dealer the tobacco trade and holds it, too.

You're selling King George's Navy, of course?



Rock City Tobacco Co., Ltd.



There are lots of good things you can say about Gold Dust. But you don't have to stop to say them. They are already known.



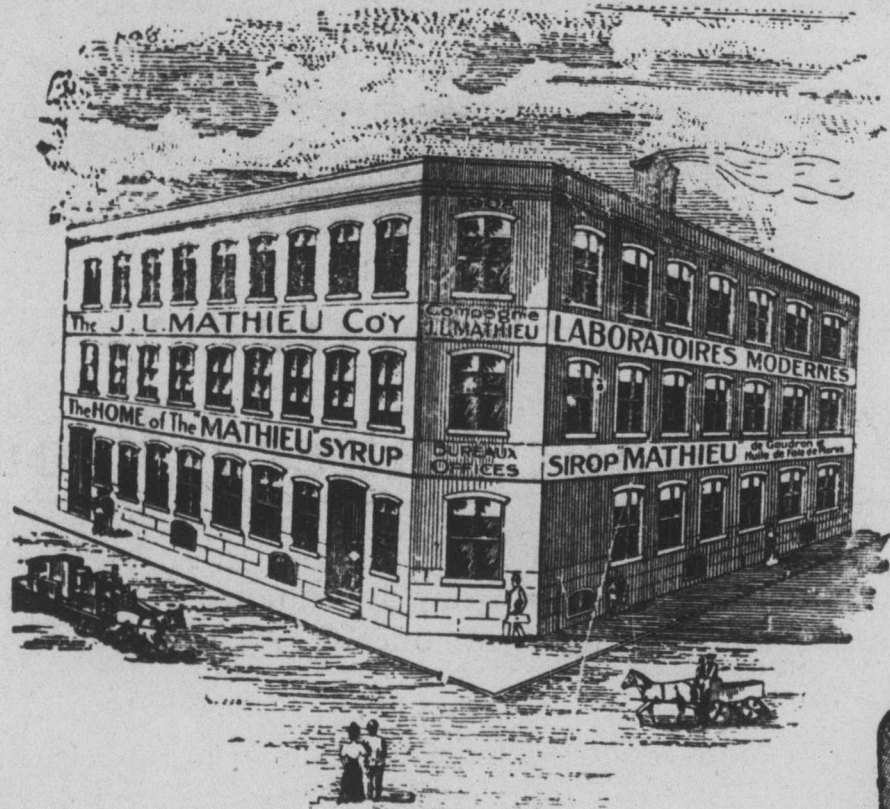
MADE IN CANADA



THE F. K. FAIRBANK COMPANY LIMITED MONTREAL

Let the GOLD DUST TWINS do your work.

The Sherbrooke, Quebec, Factory Where the Mathieu Products are made



Down in Sherbrooke, Quebec, are situated the splendid modern factory and laboratories of the J. L. Mathieu Co. where the two popular family remedies

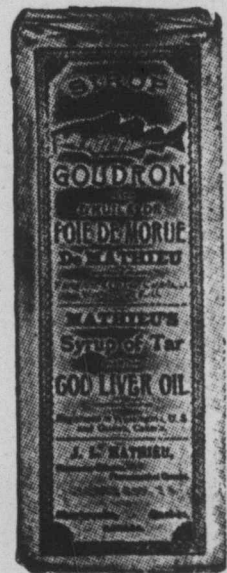


A Great Remedy for
Neuralgia, Sleepless-
less, Sick Headache,
La Grippe.

MATHIEU'S NERVE POWDERS and MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

are produced. You know these Mathieu Products. They are just the kind of satisfaction-givers you would wish to identify your store with.

Show the two of them in your show case or on your counter and get this profitable extra business.



Breaks Up a
Bad Cold. Always
Reliable.

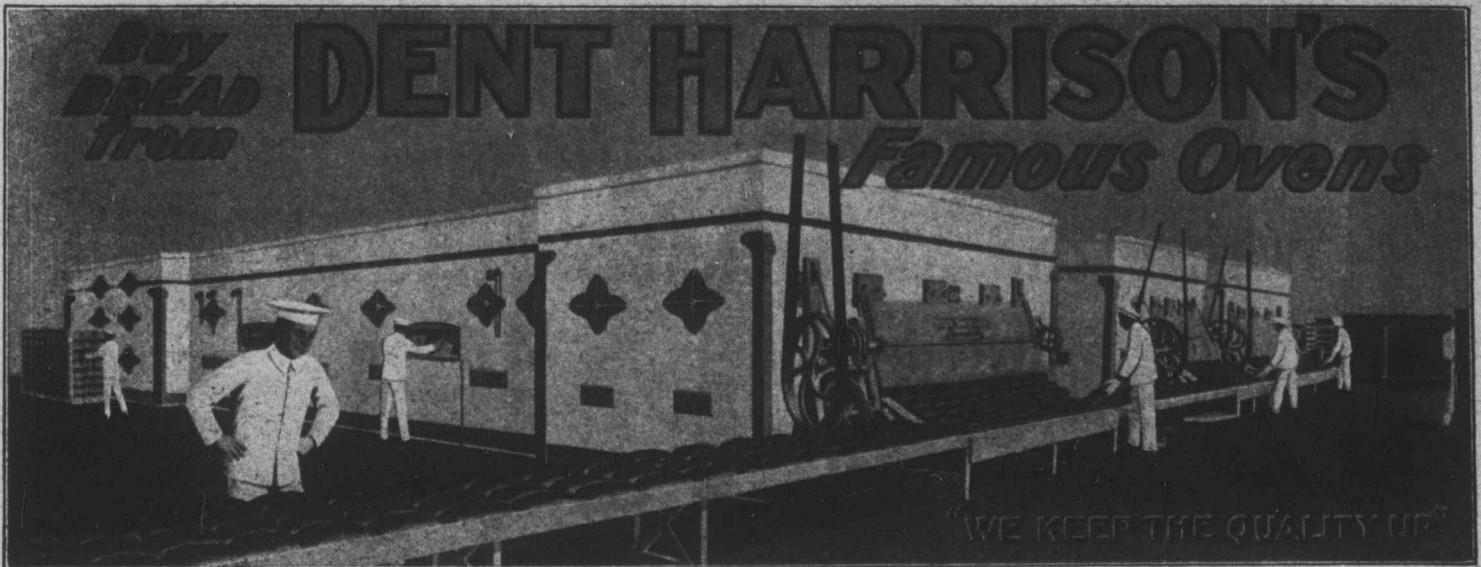
J. L. MATHIEU COMPANY

SHERBROOKE

PROPRIETORS

QUEBEC

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



Mr. Grocer

Do You Want Bakery Products?

Our out-of-town business is growing rapidly, because the dealers are recognizing the value of being able to offer their patrons products from an up-to-date bakery.

Our quality and service, which we offer you, are responsible for this growth.

We have a shipping department to look after the interests of our out-of-town patrons, which ensures careful attention, and prompt dispatch to all orders received.

The bread is packed neatly in cartons of two, three and four dozen sizes. Fruit cake in cartons of sixteen pounds, and Mother's Cake in one dozen lots, shipped anywhere in the Province.

May we send you a trial order?

Write, phone or write for quotations.

DENT HARRISON

WESTMOUNT, P. Q.



“—and a
packet of
‘Sumore’
Salted
Peanuts,
please!”

The deliciousness of
“Sumore” Salted Nuts
wins instant and last-
ing approval from
every lover of better
quality.

It is well worth your while to try out the
“Sumore” lines. Because after a first purchase
your customers will have an entirely new idea
of how good Salted Nuts can be and “a packet
of ‘Sumore’ Salted Nuts” will be a regular item
with every grocery order.

Our *Filberts* and *Almonds* are equally tasty.
Send for trial supply.

Montreal Nut and Brokerage Co.

30-32 Jurors St., Montreal

Loggie, Sons & Co.

32 Front St. West, Toronto



Look for the Macdonald Trade Mark

Every package we ship carries the above Trade Mark—it's your guarantee that the tobacco was manufactured by W. C. Macdonald Reg'd, established over 60 years.

PLUG SMOKING

"BRITISH CONSOLS"
 "INGOTS" (Rough and Ready)
 "BRIER"
 "INDEX"

PLUG CHEWING

"PRINCE OF WALES"
 "NAPOLEON"
 "CROWN"
 "BLACK ROD" (Twist)

Distributed by Leading Wholesalers.

W. C. MACDONALD, REG'D.

Established Over 60 Years

TOBACCO MANUFACTURERS

MONTREAL

THE SWEETEST BREAD

Will Win The Family's Favor

Ask Your Customers
 When Making Bread
 to Use — 20% of

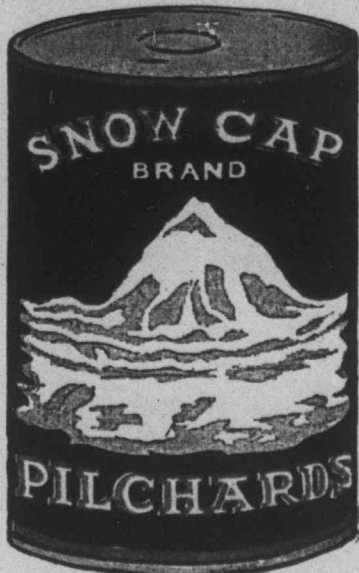
RICE FLOUR

MOUNT ROYAL MILLING AND MANUFACTURING CO., LIMITED

MONTREAL, QUEBEC

VICTORIA, B.C.

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



*Packed in 1 lb. Talls
and 1-2 lb. Flats
Sold by Your Jobber*

“SNOW
CAP”

**Brand
PILCHARDS**
Speak for Themselves

Try a Can

Packed by

The Nootka Packing Co., Ltd.

NOOTKA, B.C.

Dodwell & Co., Limited, Vancouver

Exclusive Distributors



TRADE MARK

Small's



**As fine as any that Mother
ever Made**

Here is a real Quebec Syrup and Sugar—pure Maple Sap, scientifically manufactured and with a smack that lingers.

Small's Syrups are worthy in every respect your best selling efforts. See last Government Bulletin No. 409 on maple syrup. Small's "Forest Cream" Brand Maple Products were found pure in every instance.

Small's Maple Products have won highest honors in Canadian and Foreign Exhibitions. Small's Forest Cream Butter, in lithographed tins, pails and tumblers, is another Quebec product worth featuring.

Small's "Grande" XXX Molasses is standard; 85c in puncheons. Heavy Table Syrup, in bbls., 85c per gallon.

SMALLS LIMITED
Montreal



The Canadian Government Says



ROLA
QUALITY

Egg Powder

contains Real Powdered Egg, the only Brand out of 144 samples analyzed that contained any egg whatever.

See *Bulletin 413*

Rola Quality Means Satisfaction

One Doz. in Attractive Counter Display Cartons

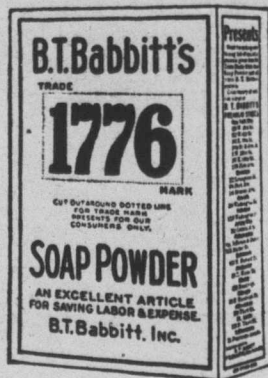
6 Cartons in case at \$2.25 per doz.

One Tin selling at 25c does the work of 2 dozen eggs.

SELLING AGENTS:

ROSE & LAFLAMME, LIMITED
MONTREAL TORONTO

BABBITT'S
"1776"
SOAP POWDER



Not simply a washing compound but a true-to-name SOAP Powder.

Will not hurt the hands nor injure the most delicate fabrics.

Premiums for the Trade Marks.

Canadian Headquarters:
180 St. Paul St. West, Montreal

Canadian Selling Representatives:
Eastern Canada: W. H. Dunn, Ltd., Montreal
Ontario: Dunn-Hortop, Ltd., Toronto
Man., Sask., Alta.: Watson & Truesdale, Winnipeg

WE solicit correspondence from manufacturers wanting active and responsible representation for Quebec and large part of the Province. We wish to get in touch with Manufacturers of Peanut Butter, Chocolates, Biscuits, Etc.

An efficient selling organization, with an old established connection with the trade, places us in a position to offer you unexcelled facilities for marketing your products.

WAREHOUSING—Steam heating—STORAGE.

The RELEG Co., Regd.

34 King Street
QUEBEC - CANADA

**Do you need
a good man?**

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

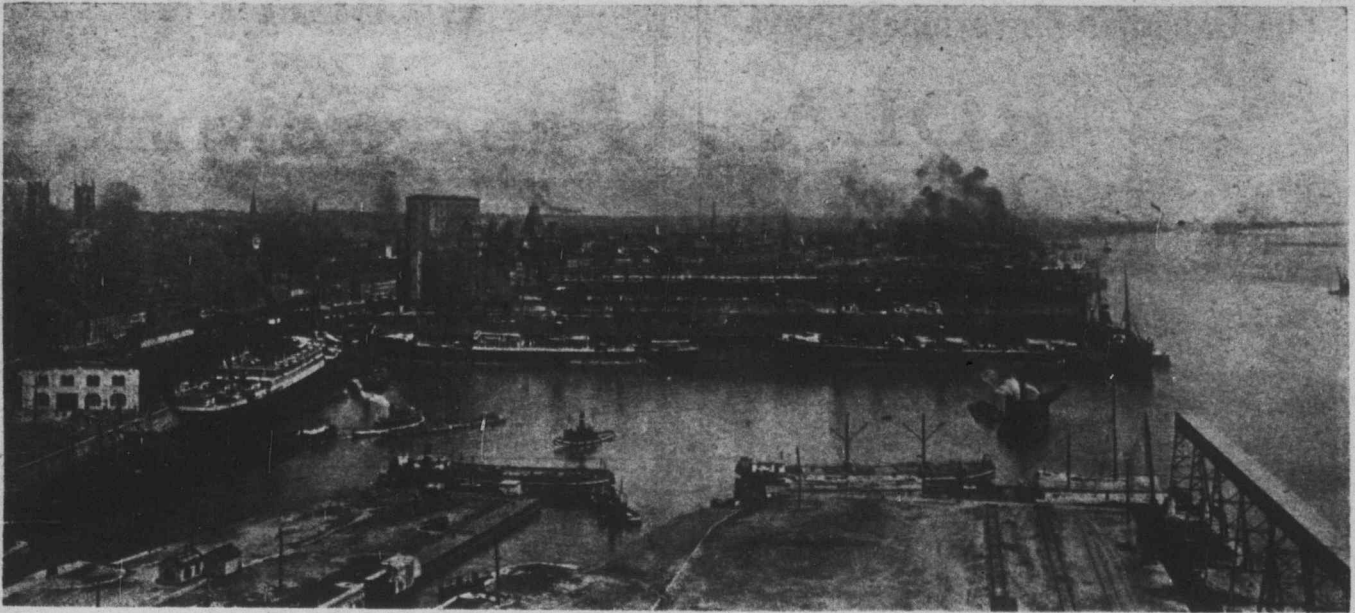
Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the **CANADIAN GROCER** are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a **CANADIAN GROCER** Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto



THE HARBOR OF MONTREAL

Into this harbor come many consignments of Fruits, Vegetables, Teas, etc., for the firm of L. Chaput, Fils & Cie Ltée from European Countries

Since the war, our activities have been towards American products.

No dried fruit famine in Canada for long time to come. Shipments to hand received since last December include 3,500 Boxes Prunes, California and Oregon different sizes.

6,100 Boxes Dried Fruits, Seedless and Seeded Raisins, in packages and loose.

Evaporated Pears, Peaches and Apricots.

PRICES MOST ATTRACTIVE

Reliable shippers from California,

J. K. Armsby division,

Griffin & Skelley, Guggenhime, Rosenberg,
California Associated Raisins.

L. Chaput, Fils & Cie, Limitée

Wholesale Grocers and Importers

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

Established in 1842

CANADA'S PRIDE

Canned Goods

FRUITS AND VEGETABLES

Help Canadian Industries

There are many reasons why the trade have not bought their usual supply of canned fruits and vegetables.

Sudden stop of the war is one reason.

The Influenza which swept the country is another.

Large blocks have been so far exported to England and France, over half million cases.

Freight rates have been too high, and space difficult to obtain. We understand these difficulties are being overcome every day and prospects for further shipments are under way, and further shipments made.

Do you realize the importance to have a good supply on hand, when indications for this year's pack are not any brighter for lower prices?

We carry a full assortment of standard goods, quality of which is guaranteed.

"PRIMUS BRAND"

Money Back Guarantee

Retail merchants this year will not stock in advance, but buy their ordinary requirements.

Our policy is that of a square deal for our customers, conducting our business in such a way that legitimate competition can find no fault with our methods.

Quality always must be your motto in buying.

WHAT ABOUT "PRIMUS" TEAS?

Cheap goods need no advertisement. We solicit your enquiries.

L. CHAPUT, FILS & CIE, LIMITED
WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 & 15 DeBresoles Street, Montreal

Established in 1842

Her Appreciation

CANADA'S BEST PURE MAPLE SYRUP will again bring the delight of the Eastern Forest to the homes of Canadians from coast to coast. Book your Spring requirements now.

Baines Chocolates

Twenty Flavors

Delicious Creamy Centres

Pound, Half-Pound and 5-Lbs. (Original Package).

BAINES ENGLISH HARD-BOILED CANDY is a leader. It is packed in sealed glass jars, guaranteed to maintain their original gloss and delicious flavor in any climate.

Regular flavors, as Paregoric, Menthol, Horehound and Cough are also our products of manufacture.

Easter Eggs

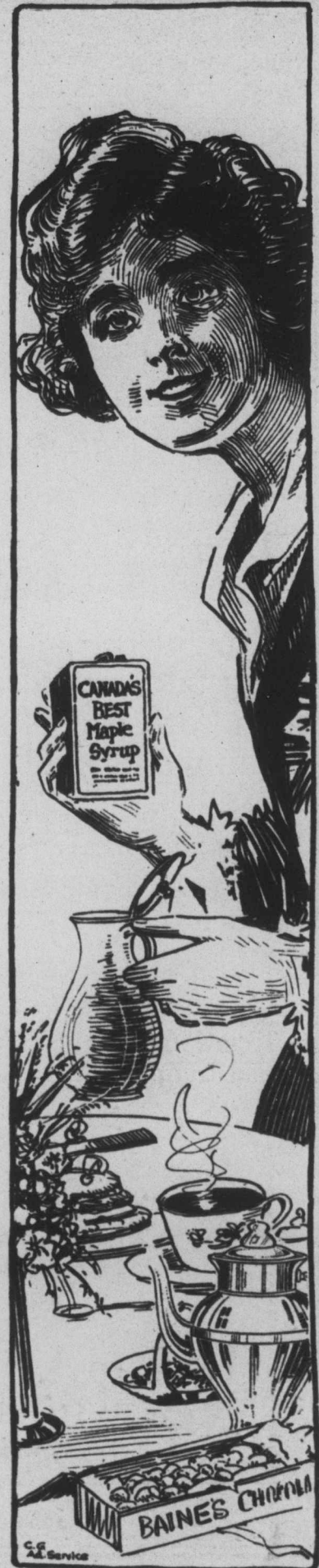
Best 5c and 10c Seller

Prices mailed on request

Baines, Limited

344 Delorimier Avenue, Montreal

Western Representative: A. W. BARNUM, Winnipeg





Big Six CEREAL FOOD

25 Breakfasts for 25 Cents

Everybody is talking about "BIG SIX." The housekeeper wants it because the children love it and her husband *demand*s it. The grocer wants it because the housekeeper asks for "BIG SIX" and his profits are larger.

Are You Carrying "Big Six" Cereal Food?

Have you tried it? Do you know that it is the most nutritious, wholesome and economical cereal food on the market? It consists of six cereals — wheat, oats, rye, barley, millet and flax — the choicest grains for body and brain-building. "Big Six" Cereal Food is a big success. It should be on your shelves when the demand, created by our big advertising campaign, comes along in your district. Get ready—

Order a Sample Shipment of "Big Six" To-day

BIG SIX CEREAL CO., LIMITED

1168 St. James St.

-- -- --

MONTREAL

**Only
Selected
Mature
Haddock**



**Only
Selected
Mature
Haddock**

1-lb Tin contains 16 oz. net

1/2-lb. Tin contains 8 oz. net

A pound tin contains as much Fish without any waste and ready for use as a fresh fish, weighing 3 pounds or a Cured Haddie weighing about 2 pounds.

The Best Only

The Best

Always the Best

Sold by ALL the best jobbers

ARTHUR P. TIPPET & CO., MONTREAL

Whitehead & Turner Ltd.

Wholesale Grocers

Quebec City

Quebec Merchants!—We recommend to you our Goods, under our own Trade Mark:

Stadacona

STANDS FOR QUALITY

We Guarantee Goods sold under this Brand.

We specialize on **Teas—Black, Green and Japan**

Wait for our travellers. We have some special bargains for you.

We make a Specialty of Supplying Lumber Camps.

Whitehead & Turner Ltd., Quebec City



Every Ounce of "Pride of Canada" Maple Syrup and Maple Sugar absolutely guaranteed

Even before the Government established laws covering the manufacture of Maple Goods "Pride of Canada" was up to the required standard of quality. Pure Maple Sap, Scientific Manufacturing Methods, Scrupulous Care—these are reasons why "Pride of Canada" Maple Syrup and Maple Sugar are so well liked and so easily sold. Put in a goodly shipment now and be ready for the coming demand.

Maple Tree Producers Assn.
Limited
Offices 58 Wellington St., W.
MONTREAL



Your Customers

Mr. Grocer, are to-day
studying ECONOMY
more than ever before.



Don't hesitate to tell them that

CLARK'S PORK and BEANS

are just what they want.
They are a perfect meal.

They Save Worry.
They Save Time.
They Save Labour.
They Save Money.



and for you they are the quickest sellers.

W. CLARK
LIMITED

Clark's

MONTREAL



**You can always
depend on the quality
of Hatton's Fish**

And Service Unequaled

Send along your next fish order and let us show you what quality fish really means in the matter of better profits.

In dealing with us you are dealing with the old reliable fish supply house whose fish supplies are drawn from selected catches at the best Lake and Coast Points in North America.

Our stocks are always reliable. Our supplies are always sufficient.

Remember—

Lent Starts March 5th Next

SEND IN YOUR ORDER NOW

D. Hatton Company

MONTREAL

Established 1874

C. E.
X. Service

BUCHANAN & AHERN

*Wholesale Commission Merchants
and Importers*

GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.

20 St. Antoine Street Cor. Dalhousie
Street
QUEBEC, QUE.

EUGENE PICHER

COMMISSION MERCHANT

Grain, Hay, Provisions

and

Fish Specialties

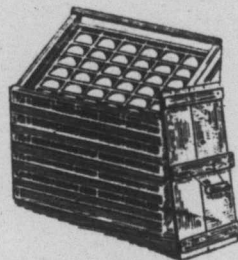
HERRING TURBOT CODFISH

CORRESPONDENCE SOLICITED

91 Dalhousie Street - - Quebec

EGG CASE FILLERS and EXTRA FLATS

For
30 Doz.
Egg
Cases



And
12 Doz.
Egg
Crates

The 12 Dozen Crate

THE MILLER BROS. CO., LTD., 20-38 Dowl St.
Montreal, Que.

To The Manufacturing Trade—

If you want live representa-
tion on Confectionery and
Grocers' specialties,
Write

GUISE AND SMITH, LTD.

1603-5 Broad St. - Regina, Sask.

WHOLESALE CONFECTIONERY, BISCUITS, ETC.



Put this one in your display of Canned Sea Foods

Fish as an article of diet in the
Canadian home is growing more
popular as people come to fully
appreciate its true food value and
practical economy.

Indian Chief Brand Prepared Herring

is a delicious, appetizing fish food
that you can show your customer
and recommend it, too, on the
point of wholesomeness and real
economy.

She will be convinced after a trial
that Indian Chief Brand Prepared
Herring offers her excellent value
in both respects, and she'll buy it
regularly.

Order a supply now for the Lenten
Season.

Shaw & Ellis

Pocologan, Charlotte Co., N.B.

Canadian Food Board License No. 1-718

You'll need a stock of good canned fish for the Lenten Season

Lent, the big fish - selling season of the year, begins March 5. Dealers should plan now to carry a good stock of reliable fish foods and so be in a position to supply the housewife's Lenten needs.

We offer these specials for Lenten Selling:

- "Patrico" Brand Lobster, in Tins
- "Scotia" Brand Lobster Paste
- "Wave Kist" Brand Tuna Fish
- "Ascot" Brand Sardines
- "Sapphire" Brand Sardines
- "Portola" Brand Sardines
- "Royal" Brand Sardines
- "Pt. Clear" Brand Shrimps
- Purity Cross Brand Creamed Cod Fish
- Purity Cross Brand Creamed Finnan Haddie
- Purity Cross Brand Creamed Salmon with Green Peas
- Purity Cross Brand Creamed Chicken-a-la-King
- Purity Cross Brand Welsh Rarebit
- Purity Cross Brand Graced Spaghetti
- Purity Cross Brand "Chop Suey"

MAY WE QUOTE YOU?

W. G. Patrick & Co., Ltd.

DISTRIBUTORS

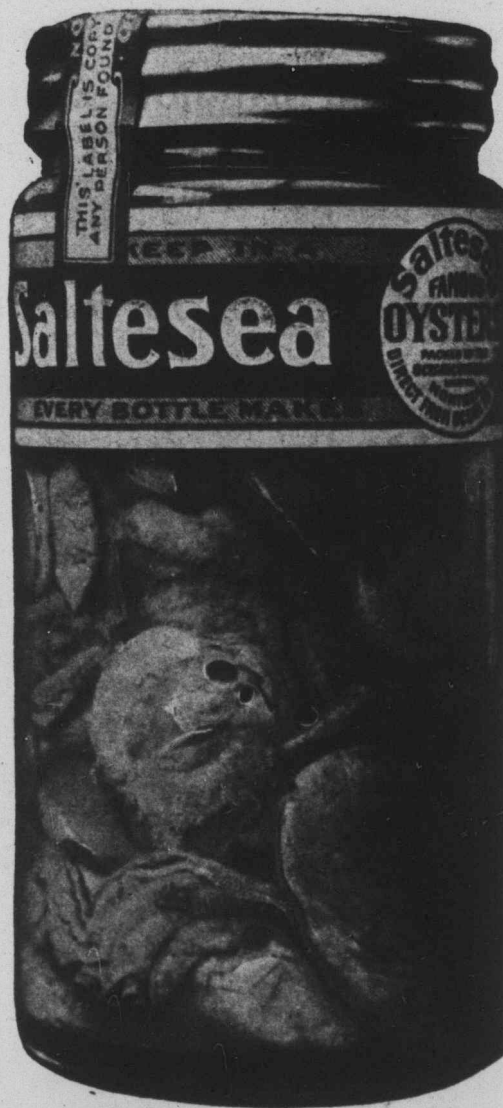
TORONTO MONTREAL WINNIPEG NEW YORK

"SALTESEA" OYSTERS

Direct from Ocean to your table,
absolutely **CLEAN** and **PURE**

Place your orders **EARLY** for the **LENTEN SEASON**.

A STANDING ORDER ALWAYS reaches you a certain day **EVERY WEEK**



**The Oceanic Oyster Company of
Canada, Limited**

Wholesale Dealers in Oysters **EXCLUSIVELY**

609 ST. JAMES STREET

MONTREAL, P.Q.

Canada Food Board License No. 1068

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

From the Sea to your Customer's Table

FROM the depths of Old Atlantic to the table of the consumer in all their sweet, natural deliciousness—come these wholesome Sea Foods known as Brunswick Brand.

Our plant at Black's Harbor, N.B., is located right beside what is probably the best fishing ground on the Atlantic seaboard. And from the moment the pick of the season's catch is selected until the cans are finally sealed and labelled, we exercise the strictest vigilance to insure the well-known Brunswick Brand quality being consistently maintained.

And our Sea Foods are Canadian through and through. Canadian fish, caught in Canadian waters, processed and packed by Canadian labor, transported by Canadian Railways to the stores of Canadian Grocers for consumption in Canadian Homes.

Are you a Brunswick Brand dealer? Here is our list—every one a seller:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies
(Oval and Round Tins)
- Kippered Herring
- Herring in Tomato Sauce
- Clams

Connors Bros., Ltd.

Black's Harbor, N. B.

License No. 1-603



You can offer your customers
a real first quality Sea-Food
when you're stocked with

Gosse-Millerd's

OCEAN PRODUCTS



Every tin guaranteed pure and wholesome. We select the very best pick of the season's best catch and we exercise the most vigilant care with every part of their processing and packing.

Years of experience have gone to make the superior flavour that characterizes our products.

ORDER A SUPPLY TO-DAY

Gosse-Millerd Packing Co., Limited

597 Hastings St. W., Vancouver

The memory of a cup of "good" tea lingers in the mind and brings the customer back for more Red Rose Tea.

The rich ASSAM quality of Red Rose is hard to forget.



Wheat Kernels Again!

THE restrictions are off! Wheat Kernels are back on the market again—the same high-class breakfast food in a new attractive shelf package.

Wheat Kernels was a big favorite before the war and it's going to "come back" strong. Order a supply now and get it on your sales counter.

A profit of 25% for you.

White Swan Spices & Cereals, Ltd.

TORONTO

WHEN a customer just asks for Blue she means Keen's, because the quality of Keen's Oxford Blue has satisfied her and gives her renewed confidence in the quality of the goods you carry.

Keen's record is your guarantee.



Magor Son & Co., Limited

191 St. Paul St., W., Montreal

30 Church St., Toronto

We can do it

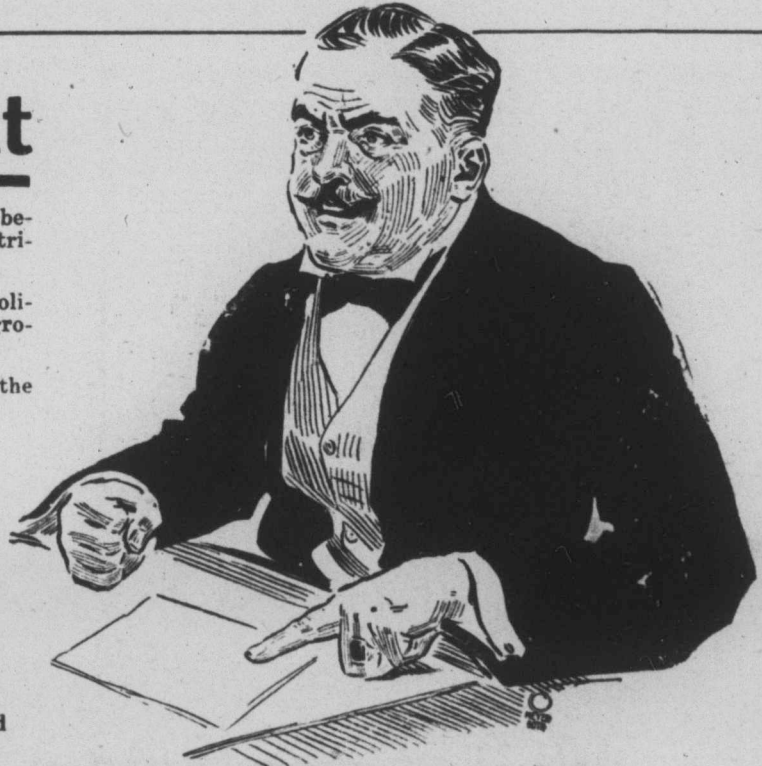
We handle quality goods in a big way and have behind us the largest buying power, the largest distribution and a real live organization.

We are purchasing agents for Macdonald's Consolidated interests. We can give you service on all grocery lines and fresh fruits.

Wholesale grocery houses and manufacturers in the Macdonald Consolidated Organization:—

Macdonald-Chapman Ltd., Winnipeg, Man.;
Macdonald-Cooper Ltd., Edmonton, Alta.;
Macdonald-Cooper Ltd., Calgary, Alta.;
Macdonald-Crawford Ltd., Moose Jaw, Sask.;
Macdonald-Crawford Ltd., Swift Current, Sask.;
Macdonald-Crawford Ltd., Saskatoon, Sask.;
Macdonald-Crawford Ltd., Battleford, Sask.;
A. Macdonald & Co., Fort William, Ont.;
A. Macdonald & Co., Nelson, B.C.;
A. Macdonald & Co., Fernie, B.C.;
A. Macdonald & Co., Vancouver, B.C.;
White Star Manufacturing Co., Coffees,
Spices, Baking Powder, Extracts, etc.,
Winnipeg, Man.;
Occidental Fruit Co., Ltd.,
Canned Fruits and Vegetables, Kelowna, B.C.

Correspondence solicited from Manufacturers and Shippers.



The Consolidated Purchasing Co., Ltd.

313-319 Pacific Avenue, Winnipeg

F. NICHOLSON, General Manager

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

CANADIAN GROCER

VOL. XXXIII.

TORONTO, FEBRUARY 21, 1919

No. 8

Clerk's Initiative in Dressing Windows

Cleanliness and Care Big Points With Bray Bros., Sherbrooke—Lady Clerk Dresses Windows and Inside Cases—Uses Initiative and Studies Methods and Designs Illustrated in Trade Paper—Securing Candy Orders By Telephone

BRAY Bros., Reg'd., Sherbrooke, Quebec, have one of the neatest and cleanest stocks of staple and fancy groceries in this important city. That it is so is largely due to the efforts and care of Miss Turcotte, who has taken hold of the work enthusiastically, and when a special representative of CANADIAN GROCER visited the store lately Miss Turcotte expressed her ideas briefly in several important matters, particularly regarding the window and interior displays that this grocery store has. She has given much thought to the matter and has some very attractive windows prepared. That they were a suc-

cess was attested by the many who came to view the displays.

One of the Windows

Unfortunately, it was not possible to secure a photograph of the window about to be described. But a glance into the accompanying picture portraying the store interior will serve to indicate the neatness that prevails in the Bray store. It is characteristic of the windows as well.

As described to CANADIAN GROCER, the window in this instance contained green vegetables and fruits. The supply had been ordered beforehand and ar-

rangements were made to have the window cleared out and the glass clean and attractive. Using various kinds of boxes, the window was built up from the front toward the centre and back, and this covered with clean paper, etc. Celery, lettuce, cucumbers, radishes, etc., had been received, and these were tastefully arranged to attract the passersby. The whole effort was directed toward drawing the prospective customer inside, and Miss Turcotte reports that results were most satisfactory. In addition to sales being made in large numbers, and the stock cleaned out, the display drew many admirers. At night especially, the win-



Interior of the Bray Bros.' store, Sherbrooke, Que. Photo indicates how well arranged the store of Bray Bros., Reg'd., is. Note the prominence with which bottled and package goods are displayed. Biscuits in boxes and olives, pickles, sauces, puddings, etc., always lend themselves to attractive arrangement. Glass cases are here utilized to good purpose and if one thing is important in the modern grocery it is that of cleanliness, and with this requisite goes that of order. It works an unconscious and quiet influence over the prospective customer.

dow, when completed, looked its best and doubtless made sales even before the opening of the store next day.

The whole effect, when finished, was in the shape of a big pyramid or of pyramid shape, and with the red radishes, green fresh lettuce and cucumbers, cauliflower and other tastefully arranged vegetables, the time expended proved to be very profitably spent. It was a real success. Various crockery dishes were used to hold water and which kept the articles fresh.

Reads Others' Views

It is not always wisdom to ignore the path that others tread. At least this is part of the doctrine that Miss Turcotte approves of. In pursuance thereof, she reads with interest the views of others on display methods and arrangement. "I always read the articles in CANADIAN GROCER on display and like the window displays that are shown. They are interesting and I like to read the articles and look at the photos. They give me good suggestions."

Even though one may not adopt a suggestion, it often stimulates a better idea to look at a reproduction of what someone has arranged and to read the description accompanying. Many good ideas are evolved from time to time and here and there one can adapt a given suggestion to suit his own needs.

Candy Sales Large

"You have a nice assortment of candy here, Miss Turcotte," said the writer. "Is it a good seller?"

"Yes, it sells well. A great many orders come in over the telephone and many order a pound box of candy and have it added to their bill. It does seem to be easier to have it charged in this way and pay for it at the end of the month, for some people at least."

In this way, sales of candy have been increased. But the first requirement, and the important feature, was that of a winning display. The impression was made that this store had good candy, for the shining display cases shown in the photograph are particularly attractive and the dishes of sweets are so arranged as to be even alluring. The whole display indicates freshness—a very desirable thing if this line is to meet with favor.

While the sale of candy in bulk forms a large part of the turnover in the candy department, boxed candy has been a ready seller and is in greater favor all the while. Probably no line that the grocer sells or can sell, must be displayed more prominently if the sales are to be developed in a large way.

Important Policies These

Harold B. Bray, the former manager of the store, died last fall following an operation, and the business was then taken over by J. E. W. Levesque, but Mr. Levesque was fortunately able to retain some of the best help, and the old policy of keeping the store spotlessly clean from front door to rear, and even in the basement and warehouse, has been continued.

"You can't find any dirt around this

store," said N. G. Bray, a brother of the late Harold Bray. "This business has been built up on cleanliness, service and high grade goods." And Mr. Bray took the time thereupon to show the writer through the store and warehouse.

In the basement, all stock is carefully piled in order. A great deal of butter is sold. Much of this comes in boxes and these, when empty, are used to pile various goods in. Turned on their side, they are of convenient size to hold canned soups and vegetables, and the need of more shelving has thus been solved.

Molasses is a good seller. A galvanized tank has been provided for this and is of sufficient capacity to hold two puncheons. The tank is placed in the basement and a molasses pump is used, the pipe line passing up through the floor into a convenient spot in the store. No time is thus lost and no muss made when serving the customer.

Preventing Loss—Big Stocks

A considerable sale of cooked hams, bacon, etc., has been developed. "We have these two machines for cutting meat, this one for use when we have a whole side of bacon or a ham, and the other when the piece has been used nearly up. By using the small one, we are able to

prevent waste, for we can cut the meat right down to the last pound," said Mr. Bray.

The same is true with regard to fish, and which will be described in a separate article. Much crushed ice is used in a big refrigerator and this is replenished as required. The idea is to prevent waste through fish spoiling. It is a good policy for the merchant to sell as many pounds of fish as he pays for, or as near to this as possible, and this idea has been pretty well taken care of by the firm.

While no greatly excessive stock has been carried, the firm has endeavored always to have the commodities that customers would look for when they came to buy. Thus, sugar, which was so very scarce all last summer, has always been available, Mr. Bray stated. It was simply a matter of buying right and distributing to the store's customers what they reasonably could use. It was a big factor in maintaining a service that the customer truly appreciated.

Altogether, Mr. Levesque is very proud of his store and of the large trade that he has fallen heir to. Maintaining so efficient a service and so attractive a stock, there should be little dearth of orders here.

UNIQUE CHEESE STORAGE USED BY SHERBROOKE GROCER

BRAY BROS., Reg'd, of Sherbrooke, Quebec, have built up an excellent trade in cheese. Considering the pains they have taken to secure this trade it would seem that the results have justified the thought and attention paid to providing suitable storage. And since it is very essential that cheese be held for a considerable period to suit the taste of many patrons, it is not possible to secure this trade unless one has the old and "nippy" cheese that has the desired twang to it when eaten.

In speaking with N. G. Bray recently, CANADIAN GROCER was taken to the basement and shown this special arrangement which the firm has so successfully installed, and at a moderate expense. In fact it is rather an investment than an expenditure.

Ventilated—No Mice

A space, say six feet wide and about eight to nine feet long, was set aside in the basement. This was enclosed by building up a small compartment with the aid of two by fours and covering these with common boards extending to the ceiling. Over this was nailed ordinary painted siding or metal, and this has effectively prevented the entrance of mice and has also served to aid in maintaining the temperature at a normal figure all the while. As a matter of fact, Mr. Bray stated that the idea worked perfectly; that they never had any trouble in properly ageing their

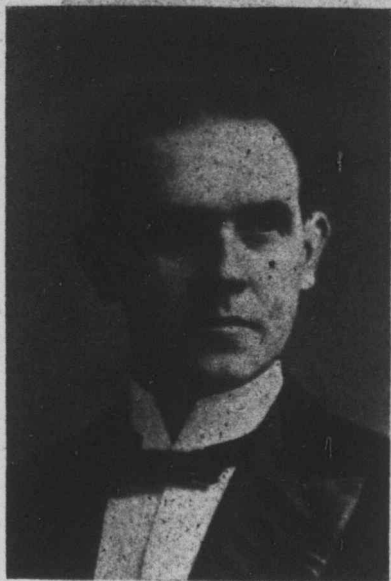
cheese and that, as far as he knew, this was the only arrangement of its kind in the district.

For ventilation a small opening has been provided just above the tight-fitting door. Inside, there is a floor of course and along each wall shelving of suited width has been arranged to take several tiers of cheese. An electric bulb in the centre provides the necessary light when cheese is wanted, and as the cupboard is located a few steps from the foot of the stairway a cheese can be had with no loss of time.

Capacity for Two Tons

As indicating the large storage that is afforded here, it was pointed out that two tons of cheese could be handled at one time. Usually the cheese is secured in the fall, but since regulations prevented the holding of more than thirty days' supply, it has been impossible to carry the large amount which it is customary to stock. For a great many customers the cheese bought a year ago is just in prime condition now and meets their requirements to a tee.

It might be cited that the Bray cellar is dry and of just a moderate temperature, not too cool and not too warm. This is probably responsible for the perfect ageing of the supplies that are carried, and which permits of scores of cheeses being stocked without danger of loss.



F. P. Houlahan

Collecting 95% Book Debts in Forty-Five Days

Unique Results Obtained by May & Houlahan, of Sherbrooke—Credit Business Has Been Satisfactory—Extreme Care Taken to Prevent Mistakes in Customers' Accounts—Sales of Biscuits Large—Big Variety of 150 Lines—Much Maple Sugar and Syrup Sold and Exported to Far East—Munition Workers Will Return to Farms and be Customers Still.

F P. HOULAHAN, of F. P. Houlahan and Co., retail grocers of Sherbrooke, Que., related with interest and enthusiasm to CANADIAN GROCER that they had collected 95 per cent. of their outstanding book accounts within 45 days. And the best part of it was that this had been done without any offence being given the store's customers.

Until recently the business was that of a joint partnership under the firm name of May and Houlahan. E. H. May, having felt it necessary to change his place of residence, recently withdrew and will go to California. A long and successful partnership of twenty-two years has thus been terminated, Mr. Houlahan continuing under the above name.

Perhaps it is not amiss to say that accounts are, or should be, partly collected before they are created. That is to say, if credit be wisely extended, the chances of loss through non-collection are greatly minimized. This has been just the experience with May and Houlahan, and because of their care, the extension of credit has been very satisfactory.

Extreme Care Taken

Great care is taken to prevent mistakes in making up accounts. Both Mr. May and Mr. Houlahan emphasized the importance of this. Even to have a small error in the account of a customer is not pleasant. That they may be eliminated to the point of least frequency, great care is exercised in making entries. "We all make mistakes," said Mr. Houlahan, "but we have been quite successful in having our accounts accurately made out when sent to the customer. It is one thing we are extremely careful about, for errors are sure to make a bad impression. All accounts are carefully checked before they go out."

Another thing. "I never argue with a customer,—he is always right." If a customer should report the receipt of a bad tin of fruit or other article, it is at

once replaced. Such treatment will surely develop the honor of the buyer if there be any inclination to deceive.

Another thing. With so liberal a policy, a store will come to be recognized as reliable. And reliability, after all, is what the worthwhile customer, the steady trader wants. It is a great point.



A. S. MAY

The retiring partner of May & Houlahan, Sherbrooke, Que., who has been in the trade for a quarter of a century.

Time may be required to establish a business, but where this principle prevails the structure has a firm foundation.

Some Big Sellers

Mr. Houlahan is a believer in carrying stock enough to meet the needs of a large trade. He says it pays. Doubtless it was a source of much satisfaction during the war period to have so varied an assortment as the store carries, but

even more so to have a big quantity of goods behind the varieties displayed on the shelves. For instance, Mr. Houlahan said that they had been so fortunate as to have a big stock of imported goods on which the firm had built large business. Many of these lines had been sold out of every supply house, he stated. As far as they were concerned they had had enough of most lines to carry them through, and with soaring prices,—the result of higher transportation and other manufacturing costs, they had been able to maintain a very good margin of profit allowing for the carrying charges on the invested capital in such stock.

Biscuits have sold well. To such an extent has this line been developed that it is found profitable to carry nearly 150 lines in normal times. Since the outbreak of the war it was impossible to secure certain lines from over the sea. This reduced the varieties to about one hundred and ten. Even this is a very big variety, and Mr. Houlahan stated that it was good business, in their opinion, to show so many lines. Every customer could be suited.

One man is made responsible for the biscuit stock. He is given an opportunity to study the variety carried and to make himself familiar all through with the stock. He gives the order when a traveller calls, and all that the head of the firm does is to o.k. this, if satisfactory. This inspires confidence in the help and is one of the big arguments as to the division of responsibility with the clerk.

Maple Sugar Sent to China

"We are situated right in the heart of the maple sugar industry and have developed a very nice business in this line. We shipped to practically every Province in Canada and to some of the New England States, and have sent syrup as far as Russia and maple sugar to India and China."



The interior of J. P. Houlihan & Company store, Sherbrooke, Que. A. S. May, who recently retired from partnership with Mr. Houlihan, appears in the foreground.

This statement of Mr. Houlihan surely denotes enterprise and is an index of the resourcefulness here employed in reaching out where business is to be had. Here is a line of goods quite native to the great Province of Quebec. It is a natural product, and it may be said that the distribution of this commodity is a real advertisement for Canada—"The Land of the Maple." It would seem that the firm has improved a real advantage in thus distributing so widely one of Canada's natural products.

Workers Re-absorbed

Since Sherbrooke is a large manufacturing centre, and one from which munitions came prior to the signing of the armistice in large volume, CANADIAN GROCER asked how it was planned to make up for the big loss that would result from the workers being thrown out of employment.

Mr. Houlihan said that the change would not cause the slump in business that some would think. True it was that several thousand had been engaged in this work. They had made good money. Many had spent freely and perhaps had not saved as much as they should have. Others had saved considerable sums. Many of the workers had come from the farms and to these they would return. In fact, as one man pointed out, "it was much like a holiday from the farm life to that of industry." These men would return to the farms, and were already doing so, stated Mr. Houlihan.

"Adjacent to Sherbrooke" he continued, "is a large and splendid agricultural section. This is about 50 miles square in extent, and it affords us a big trade. Added to the large trade we have in the

city, we are able to count on a big list of steady customers all the while."

With a continuing activity in Sherbrooke from a manufacturing standpoint, the trade at this store is expected to re-

main most satisfactory and one of the best features is that of a maintenance of a big annual turnover, made possible in large measure by the comprehensive stock that is always available.

GROCER MAINTAINS ODORLESS FISH DEPARTMENT

HOW do you keep this fish without any odor of objectionable nature arising from it?"

Such was the question asked by CANADIAN GROCER of Bray Bros. Reg'd, Sherbrooke. For when the writer was shown this big display of fresh fish he noted the absence of any odor whatever—a very unusual thing where fish is kept of the fresh or frozen variety. And the answer came in one word,—"Cleanliness."

This led to an interesting outline of the method used here to maintain fish in prime condition, and to keep it from the usual objectionable odor manifesting itself which is, with many, ample excuse for not stocking fish at all. It is very safe to say that many a grocer would be selling a larger variety of fish if he were persuaded that this objection is removable, and without any more than average care being directed to the care of his stock.

Use Cleansers Here

It is seldom that one can answer a question so briefly as Mr. Bray answered the above query. He was enthusiastic regarding the sale of fish and it has

been found profitable. Since there is a large English-speaking population in Sherbrooke, it has been necessary to cultivate the fish-eating habit and good merchandising has resulted in large sales being made weekly at this store. In fact the special ice box in which the fish is kept holds one and a half tons of crushed ice, and the drip from this is conveyed directly into the city sewer, saving the grocer a big lot of extra work.

In conducting the fish department, the large case or ice box is periodically cleansed. Chloride of lime and washing powder are used and through the exercise of eternal vigilance any small bits of fish are prevented from accumulating and decomposing. Crushed ice is kept in the ice chest to within about a foot of the top and two hinged covers are used to prevent dust and flies, etc., from contaminating the fish. The large body of crushed ice permits a big supply and variety of fish to be carried in stock, and as the box is about four feet wide and seven feet long it will be seen that there is plenty of room.

Wholesomeness Necessary

It has taken a long while to convince some people that fish should be a regular part of their weekly dietary. One of the best means of education along this line, Mr. Bray said, was an absolute reliability in supplying fresh and wholesome fish on every order received. "Our customers know that when they

leave us an order for fish there will be no question as to its being in prime condition, and ready to use at once. It is very important to sell only good fish and we never take any chance on filling an order with any but prime fish that is sure to please."

In the matter of display, the Bray store has a regular oyster case at the

front of the store, outside, and this is a help in developing the sale of this line, and which is very satisfactory. Cases of codfish, finnan haddie, etc., are placed there too. These are opened and a sheet of clean glass placed over the top and the passerby is tempted by the neat and attractive showing. It brings in many an order.



View of the main street, Richmond, Que., and the market at Sherbrooke, Que.

Sherbrooke Grocers

A REDUCTION of the pay-roll to munition workers of from \$75,000 to \$125,000 weekly has not dampened the ardor or enthusiasm of Sherbrooke, Que., people to the extent that so great a sum would indicate, and the grocers of the city are among those who look for good things in the coming days. This does not mean that the loss of this big pay-roll is not being felt and that it will not be felt. But with the prevailing spirit, as recently outlined to a special representative of CANADIAN GROCER, a confident one, nothing can prevent the live grocer from securing his share of the trade that must come from the large army of workers that remain, and from the big population of this thriving city in general. For there is a very large amount of general manufacturing still being carried on in Sherbrooke. With good wages being paid, and with the return for labor likely to be good for some time, there is every encouragement to look for good business in the year ahead.

Some Have Saved

It has been freely stated that many of the munition workers have, during the past three or four years, saved but a small portion of the money that came to them through the fortunate circumstance of a high return for their labor. While there is truth in this statement, alas, it also is as true that some have saved. One of the leading retail gro-

Although Signing of Armistice Meant Tremendous Reduction in Pay-rolls Good Trade Will Prevail—Manufacturing on Peace Basis Will Continue to Expand—Munition Workers Profited Greatly by High Wages—By Watching Leaks and Conserving Capital Future Will be Faced With Confidence—Cash Basis Now Promises to Become General.

cers of Sherbrooke stated to CANADIAN GROCER that one of his customers had saved in the neighborhood of \$8,000 in cash, and that this was the result of a studied weekly economy whereby the Savings Bank Account got the big end of the weekly wage drawings. If that has been multiplied by even a fair proportion of the thousands of workers who, on November 11th, were given unmistakable warning that their services would not be required much longer, then there ought to be no fear as to the ability of these people to buy their legitimate needs for a long time to come. Thrift is one of the best allies of the groceryman's customers. They are thus made better and more careful buyers, and with an increasing desire to buy the best foodstuffs, a higher class of general groceries can be offered.

Favorable Factors These

Sherbrooke is fortunately situated with regard to Industrial development. She has a considerable number of regular manufacturies and there is promise of much development being undertaken in the days ahead. This means that

Are Ready for Peace

there is a considerable advantage from the circulation of wages, and as a general thing the wage earners are getting a good return.

Then the geographical location of the city enables the manufacturer to secure his power at favorable rates and plenty of it. Labor problems are, it is stated, not acute and it is expected that these will be even more favorable as general readjustment of conditions is effected.

In a general way the grocers of Sherbrooke have been working toward the goal of getting their selling close to a cash basis. But even if this is not accomplished at once, the condition of credits generally has been reported most satisfactory, and with a very small percentage of loss attendant upon the operation of selected credit extension. It promises to be a successful year for Sherbrooke grocers. And with a very large tributary agricultural district of fertile character it is to be expected that even new records may be attained.

Pierre Henry, general merchant, L'Annonciation, has been succeeded by O. Ostigny.

P. Larochelle and Israel Larochelle, general merchants, Farnham, have been registered under the firm name of P. Larochelle & Frere.

2,000 Telephone Orders Monthly

Although in Business Only Since August Last, Big Business is Developed By Sherbrooke Provision Merchant—Store Space Small But Sales Total Large—Spicy Advertising Used—50% of Sales Attributable to Courtesy

"THIS book of orders represents the business that we received over the telephone alone in the month of October last."

The above statement of V. A. Olivier, Sherbrooke, Quebec, indicates how extensively the telephone is used by the women of this city in securing their supplies from day to day. This speaks only of the orders received by telephone, while the number of customers coming regularly for their wants would fill, if recorded, another large book. The expansion of this business has really been remarkable, and particularly when it is considered that Mr. Olivier sells only fish, poultry, cooked meats and canned goods and that he has been located here only about six months. There are reasons for his steady and consistent progress which indicate unmistakably that it pays to mind little things; to give attention to the whims of customers, and to always wear the winning smile that must be a big asset to the tradesman who is constantly meeting consumer trade.

Special Fish Manager

Recognizing the fact that the development of a fish business must be based on consistent principles and that some men

know more in five minutes about the handling of fish than others could know in five days, Mr. Olivier placed the fish department of his business under the direct charge of Edgar Dupuis. And when CANADIAN GROCER was introduced to Mr. Dupuis and looked over his department and spoke of this feature of the store's development, it was readily seen that Mr. Olivier had made no mistake in selecting his manager. For Mr. Dupuis was particularly enthusiastic regarding this part of the business and has been a real factor Mr. Olivier pointed out in the growth that has taken place. It would indeed seem that one must be "sold" in the matter of making fish a feature in the grocery or provision business. Sentiment as to the undesirability of fish as a big line in the grocery store is fast disappearing and when so many are now making a success of this feature, actual methods of a progressive and profitable nature will bear relating and prove timely in this, the reconstruction, period of Canada.

Important Principles

In addition to the importance of having a good man at the head of a department there are some prime factors that Mr. Olivier has laid down for the con-

duct of his business. One of the first is that of cleanliness. The accompanying photograph of his store interior conveys pretty clearly that this is manifest to the many who call here for their supplies. The woodwork to begin with is painted pure white. Perhaps no other tint could take its place in the fish and provision store and make for attractiveness in the same degree. The spotless walls and fixtures as presented when thus treated help to improve the buying desire of the customer, once the store is entered.

While the store is narrow, and not very deep, there is ample room to take care of a number of patrons at one time and without crowding. No attempt has been made to place a lot of boxes and tables in the front on which to display goods. On the other hand there is no over-crowding but the display, as will be seen, is complete and convincing.

Courtesy—Advertising

While a large part of Mr. Olivier's success is due to care in handling his customers, this feature was not dwelt upon by him when the writer was in his store. But from a nearby patron came the remark, "I believe that 50 per cent. of Mr. Olivier's business is due to his



Interior of the V. A. Olivier store, Sherbrooke, Que., showing what can be done in the way of effectively using limited space.

business courtesy. He is always cheerful and friendly and treats his customers courteously." That is a tribute of worth always, but it is the more so when coming from a business man who has found this to be the case in personally dealing at the store.

Of newspaper advertising Mr. Olivier is an enthusiast. He has followed this means of publicity closely and in his "copy" there is a message that is interesting but also effective in bringing the buyer. Perhaps it is because this advertising is more or less conversational in tone that it has succeeded in developing trade. Then there can be no line of goods concerning which one has a greater opportunity to whet the appetite of prospective customers quite so effectively as the seller of foodstuffs. Mr. Olivier has used this fact to good purpose.

Cooked Meats—Little Things

In the matter of further development, Mr. Olivier has arranged to have Mrs. Olivier assist in the evening by taking orders over the telephone. Attention to this service is called through some of the advertisements appearing in the Sherbrooke daily papers. Sitting quietly at home over the paper and discussing "to-morrow's dinner" with the man of the house, the busy wife is given a suggestion for the dinner menu upon which she is prompted to act without delay. The invitation to use the 'phone is accepted and the store sets her order. The result of last October's telephone development in point of orders bears eloquent testimony to the effectiveness of this extra service after hours; it pays.

At the present time Mr. Olivier is making an effort to enlarge the trade for cooked meats. Advertising in a unique manner is expected to do this. Appealing to the advantage of getting a pound or so of tasty cooked meat without the trying and undesirable experience of sweltering over a hot fire at home, the woman of the house will doubtless again use the telephone to get some of these tasty and appetising meats.

Mr. Dupuis is very careful to give good service in the fish department. He has a special room where the fish are cleaned and prepared for the customer. This is really kept clean, and to this fact is attributed the absence of disagreeable odor, where fish are permitted to become tainted and objectionable through carelessness. It is little wonder that sales average from 2,000 to 4,000 pounds per week, according to the season.

Fruit a Seller—C.O.D.'s

There are two things more which must be maintained. A great quantity of apples are sold. These are brought to Sherbrooke in boxes. The reason for this, largely, is that the store trade for apples can be catered to very successfully from box apples. If a good grade be bought, of a bright and attractive variety, apple sales are accelerated. That is to say, the average customer passing the window is readily tempted to step inside for a small basket of apples displayed in the window. The small basket is used and thousands of

tively placing goods before the prospect. He said: "A lady came in a while ago for some apples. She wanted more than the quantity contained in these small baskets and I showed her those in the regular standard apple box. Of course we had wiped the stock off which was put in the boxes and it did look more attractive. I explained that the big boxes had the same fruit in them, but the consumer replied, 'No, I like these best,' and she paid the higher price for those in the small box."

Noteworthy indeed is the fact that the store's business is practically all cash. Phone and other orders are, as a matter of fact, conducted on the C.O.D. basis. It is a good policy. It but illustrates very forcibly that when other service is given, such as courtesy and a high-grade product, the merchant can get his money on the spot. And with a quick turnover such as Mr. Olivier has been able to maintain, he has solved, as far as his own business is concerned, a problem that still troubles many a merchant—that of credit. To maintain a rigid policy in this respect has been a big factor in this store's success.

Get It At OLIVIER'S—It's Good

A Word About Cooked Meats

Since we added Cooked Meats to our various lines, our business has developed to good proportions, no doubt, as we have tried to keep the very best quality. However, as we feature Good Goods, we always aim to improve, and while our customers liked our lines, we are going one better, and we have therefore arranged with a first class chef, to produce for us "Home-made" Cooked Meats, made up in a most sanitary way, and with the choicest ingredients that money can buy. We are now offering his first batch consisting of:

Home-made Jellied Beef Tongue.
Home-made Jellied Pork Tongue.
Home-made English Brains.
Home-made Head Cheese.

There is nothing more delicious for a cold supper, and considering the high price of meat, nothing cheaper. Let us serve you. You'll like them.

Just as I am writing this advert, a customer is just buying our Cooked Ham. He says: "It's the best Ham I ever ate," and he is an epicure. Let us convince you of that fact. Our price is only 35c. per pound.

F15M)

Phone 800 tonight for your Friday Fish. Fresh Haddock, Halibut, Salmon, Steak Cod, Mackerel, Smelts, Herrings, Salt Cod, Salmon, Herring, Oysters, Special Spanish Onions, Fresh Celery.

Post License 2-1025.

V. A. OLIVIER,

Phone 800 156 Wellington St. Phone 800
Directly Opposite 15c. Store.

A specimen of the type of advertisement used by the store. Reduced to about one-quarter size.

these are disposed of filled with apples. A case in point as mentioned by Mr. Olivier illustrates the value of attrac-

Selling Molasses By the Carload

An Effective Trade Feature Adopted by William Murray & Co.,
Sherbrooke, Que.—Make Practice of Using Prices
in Advertisements

"WE sell about two carloads of molasses in twelve months," was Wm. Murray's reply to the special representative of CANADIAN GROCER who called recently, and, among other things, asked regarding the sale of molasses.

Certainly a carload of molasses is a great quantity. It is possible to grasp some idea of what this means when each car will contain some 25 puncheons or thereabout, each weighing in the neighborhood of 1,200 pounds. Some molasses. And then, how is this great amount disposed of?

Wm. Murray and Co. have been established in the city of Sherbrooke since 1863. They have, among other things, found advertising to be one of the greatest helps in building up trade. "It is the big thing," as Mr. Murray put it, and he handed the writer several of the advertisements that appeared in recent issues of the local paper.

Prices Always Given

The most interesting part of the store's advertising is that prices are quoted. Little time is taken up in preliminaries, and bedrock is reached at the outset. The printed price is of absorbing interest to the housewife. Though she may be possessed of the wherewithal to buy what and where she wishes, there is that about a published price which interests the possible buyer greatly. Perhaps many sales are made at an average high price but on which the exact price is given, and which would otherwise not be developed into

sales at all. In any case, Mr. Murray is an advocate of advertising in this way. Mr. Murray indicated that prices were always given.

In the matter of disposing of molasses the big sale has been developed through quoting a favorable price to the customer. In this part of Canada molasses is a favorite product. So favored is it that the French Canadian in particular uses it in many ways. It is a table food with him and usually available at meal time. Spread on bread, cooked with beans, or used as a marmalade or sauce substitute, the family gets away with a gallon in no time and the food value, being large, this item is one of the bigger ones in his dietary. Mr. Murray stated that sales were made in quarts, half gallons and gallons, for the most part. Of course purchases are made in car lots and a better price is thus secured.

For many years Mr. Murray stated that he handled liquors. This has been a big line with the grocery trade in Quebec Province. For several years groceries only have been sold, and while there is a good margin of profit from the sale of liquor there is a lot of work connected with it. And there also is much labor connected with selling groceries. Mr. Murray said that he had found the life of a grocer to be a busy one and there is always plenty to occupy one's time. Profits were to be had only by turning over stock as frequently as possible, and by thus being able to buy right and sell at a favorable price.

The New Spirit

By JOSEPH LAPORTE

WHEN war broke out in 1914 a black cloud loomed big upon the horizon of business and we all wondered what was going to happen. We waited with anxiety for developments and prepared for the worst.

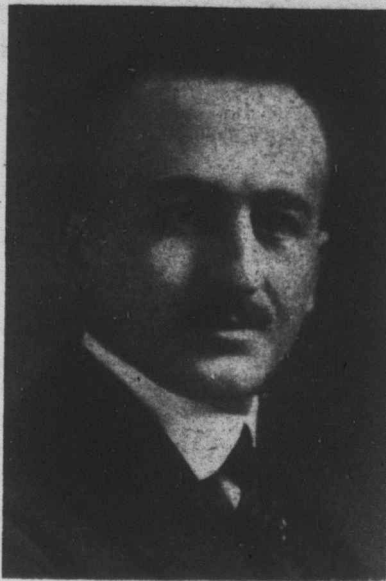
As the requirements of the Allies became more varied and pressing, orders for all kinds of war material came in thick and fast, and very soon we enjoyed good business and prosperity. All through the war, the market, as a result, has been to the advantage of the seller and it was therefore comparatively easy to dispose of stocks. We became imbued with the idea that business was easily obtained and we were care-free with our business and our profits. In other words we became, in a certain degree, independent. Had it not been for certain rules and regulations enacted to restrain trade, I fear very much that prices generally would have gone much higher, and readjustment would have been much more difficult than it will be.

Then the war suddenly came to an end. At the good news, wild joy, and celebrations prevailed; then our thoughts turned to future and business. Fear entered our hearts again. Munition plants and other war activities were to close down, export of foodstuffs was to drop, stocks were high, and the volume of business must fall with the decrease of demand. Here and there one heard a few optimistic remarks, but as a general rule, expressions of fear and black thoughts prevailed amongst business men. It was the reigning hour of the pessimist.

What was the good of it all? Instead of our hearts being filled with thoughts of gladness and thankfulness for the ending of the war and the return home of thousands of our brave lads who had sacrificed all for the great cause, we looked upon the situation in anguish. The result was, that, some fearing loss, started to unload their stocks before their competitor did it first and others followed suit. Add to this, the pessimistic talks of those who never accomplish anything excepting, perhaps, unsettling the hopeful views of others and you will have a combination strong enough to defeat the very purpose that we are striving to attain,—namely, the gradual return of normal conditions.

Optimism the Need of the Moment

Strong optimism is what is needed at this moment, and right here the retail grocer can render an immense service to business in general. None, more than he, comes more frequently into contact with the customer, and none has a closer viewpoint of the trend of sentiments and opinion than he. Let him resolve to talk in a bright and cheerful way of business and conditions, soon others will be doing the same and confidence will



JOSEPH LAPORTE
Of Laporte, Martin, Limitee, Montreal.

be restored. Then, go to your nearest competitor, and if any price-cutting has been going on, arrange with him to stop all cut-throat competitions. He will receive you with open arms for he too may be anxious to meet you for the same purpose. Next resolve that both of you will become closer friends, working with a view to mutual benefit. Then you might start a strong drive for business by adapting, not price-slashing, but progressive methods, and do not forget to resolve that you will make your talk cheerful and optimistic. Pass the idea to your clerks and very soon you will note gratifying results. Keep in mind that knocking and price-cutting do not increase your turnover in the long run, but that these things make a serious inroad upon your profits.

Supply and Demands Will Take Care of Price

The law of supply and demand will take care of readjustments in prices. There has been too great a destruction of wealth during the last four years to admit of speedy recovery on the part of the nations engaged in the conflict. It will be long before the low prices prevailing before the war began, again become the order of things. In fact this is something we who are now here may never see. Notwithstanding all reports to the contrary, stocks in dealers' hands are not heavy in many lines of business, and it will be some time before certain lines are replenished. The retailer who has bought in anticipation need have no fear that he will suffer severe loss, because there are many factors in his favor. The increase in wages, which will add to purchasing power and to the natural desire to live under better conditions; also the plans devised and soon to be enacted of providing land for the returned soldier; the building of good roads, constructions of many dwellings, replenishing of rolling stock by the railroads, the building program of the Can-

of the Grocer

of Laporte-Martin, Limited

adian Government Railways, and the development of export business, all these are big and favorable factors.

Need of a Wider Viewpoint

Then I would suggest the great importance of dividing our time and attention to a greater degree than we have been doing, between our own business and big national issues. We have been too apt to concentrate our efforts solely upon our personal interests, thereby neglecting to take a sufficient amount of interest, it may be, in community, provincial and national issues. We must broaden our thoughts. Let us become better Canadians by taking a great part in public affairs. We owe it to the State to give some of our time to the study and solution of problems so vital to our own future. Let us not forget that the State is, "All of us working through the medium of some of us."

As for our own individual business, let us not fall into a rut. Let us strive to keep abreast of progress. We will render better service and will derive greater benefit from it. Let us also make the firm resolution to think in a big way; to work with the double purpose of national and individual progress. Most important of all to be strong minded, uncompromising optimists. This spirit will then soon become popular and contagious.

OTTAWA R. M. A. ADVOCATES EARLY CLOSING HOUR

Memorialize Ontario Branch to Have Closing Hour Changed From 7 to 6 p.m.

Ottawa, Feb. 17.—A meeting of the Ottawa Branch of the Retail Merchants' Association was held Monday, February 17, A. J. Alexander presided in the absence of President E. R. Fisher. The meeting was called to consider an amendment to the Early-Closing Act. A resolution was passed that the Ontario Provincial Board of the Retail Merchants' Association ask that the Act be amended so as to make the closing hour six instead of seven, as it now is. A committee was also appointed to wait on the retail merchants and get their views on the proposal to make retail store hours from 9 a.m. to 6 p.m., closing on Wednesday afternoons during July and August. If this is favorably received there will be legislation introduced to enforce it. This applies to all retailers except those dealing in eatables. A resolution of condolence on the death of Sir Wilfrid Laurier was passed.

L. M. Poulin and E. R. Fisher have been delegated by the retail merchants to attend the meeting of the International Retail Delivery Association, which is to be held at New Orleans. They left for the South on Tuesday.

Richmond Grocer Gets Share of Railway Payroll

Out of Annual Payroll of \$500,000, McRae Bros., of Richmond, Secure a Favorable Portion—Railway Employees Are Good Buyers—Watching New Accounts—Farmers Want to "Salt" Money Received From Dairying

THE town of Richmond has among its citizens some 350 to 400 railway men, who draw in annual wages and salaries around \$500,000. A great amount of this must be spent for foodstuffs, and it is therefore a trade worth having, and to which the resourceful grocer will cater.

McRae Bros. have been getting a fair share of this trade. It is profitable business, providing one selects with care the customers whose patronage he wants, for, as pointed out by Mr. Angus McRae to CANADIAN GROCER, "there are good and bad." And again, "Some new comers go all over town to see where they can get credit. They overbuy and cannot pay, perhaps, at the last place, and are therefore not the best customers, for even if they do pay they are too uncertain."

The railway engineer, fireman, brakeman, and even less responsible men get good money these days. A large proportion of these men are married and have homes of their own. They work hard, need good food, and their wives are free spenders. The class of food they want is the best, many of them buy in quantity, and if on extended credit, this is only for two weeks, for the men are now paid twice each month.

Provisions Big Sellers

Owing to the dearth of building in particular, since the beginning of the war, Mr. McRae pointed out that staple groceries had met with a large sale. This was the experience of the firm, and fish, canned goods, beans, salt pork, molasses, etc., have been figuring largely in the selling for some time. And then, a large part of the patronage comes from the farmer.

The railway man is a great tobacco chewer. Some of these fellows will buy several plugs of chewing tobacco, Mr. McRae pointed out. They also are smokers, and a good trade is done in smoking tobaccos and in cigars. Cigarettes have figured prominently in sales, but the trade in these was stimulated largely during the war when the men were being sent smokes.

Farmer Thinks Grocer a Banker

"Although this is



ANGUS McRAE

The present proprietor of the McRae Bros.' store, Richmond, Que.

a dairy district and farmers get their money frequently, they are sometimes slow pay," said Mr. McRae. One man walked in recently and said, after he had just given me a cheque for his purchases, "Oh, say, you buy dried apples, don't you?"

"Yes, we do."

"Well, would you mind tearing up that cheque and I'll bring you in apples for these goods the next time I come to town; I don't like to take the money out of the bank."

This is one of the unreasonable things which confront the grocer from time to

time, and it is unfair that the farmer should think he is dealing with a banker. The grocer has a perfect right to protest.

On the other hand there are many reasonable men who are ready to pay as they go and to recognize the fact that groceries have to be paid for by the dealer. In a dairying district such as surrounds Richmond, there ought not to be any difficulty in making reasonably prompt settlements.

Pleasing the Farmer

The McRae store is a large one, but the property on which it stands has a considerable vacant space at the side and rear. This has been enclosed by a high-board fence and the farmers are permitted to use this when they come in. Driving their sleighs or rigs in here, they are able to go about and do their trading, feeling that their teams will be safe and also convenient to reach when ready to return home.

Then again, "When the farmer comes into the store, we do not hurry him," said Mr. McRae. "He likes to look around and find out what we have. When he finds this he is more ready to buy and does not like to be hurried. We have followed this plan of letting him make his own selections."

Carries Hardware, Too

The turnover of this store runs around \$50,000 per year, and this is made up, in part, of hardware. A nice range of these goods is carried, and in normal times builders' hardware lines are prominent in the sales. Since 1914 they have been less in demand and this meant that greater effort had to be spent on the grocery department.

The arrangement of the store is suited to a farmer's trade in particular. That is to say, there is no definite division between the grocery and the hardware departments, although the stocks are quite decidedly separate. The store is of splendid width, and the farmer can roam around as he chooses, having ample room to select his wants. Tables and shelving are arranged on the floor and a good showing of enameled ware, crockery and dishes is thus afforded. Arrange-



The interior of the McRae Bros.' store, Richmond, Que., showing the arrangement of the grocery and hardware departments, that give a range of vision over the whole store.

ment has also been made for large storage capacity immediately at the back.

May Get Shoe Factory

As stated above, this is a dairying district. The country is well-populated. There is a big demand for shoes and cheap and abundant power is available through neighboring electric power. In view of this, plans have been under way to establish a shoe factory. The local council have already had a tentative plan under consideration from an outside concern wishing to establish here. Others

urge the formation of a company from among the citizens, favoring the plan of development from within. In any case, if this project goes through, it is believed that it will grow. Work would be afforded for a number from the outset and, as the industry developed, the payroll would grow materially. There is a good deal of interest in the project, for the material and power available are big factors that prompt many to take the suggestion seriously. It would doubtless mean more trade for the grocer.

demand is not brisk, however, probably because of the low cost of other feed materials, and it is probable that the removal of the Canadian restrictions will result in an evening of the prices between Canada and the United States.

Flour Mills Assured of Fair Business

Wheat Export Company Will Purchase 70,000 Tons Monthly For Some Months to Come—Will Give Mills 75 Per Cent. Production—Mill Feed Restrictions Removed

THE decision reached by the Wheat Export Company to purchase from the Canadian mills certain supplies of flour for the next few months, has relieved the very serious situation that was developing in the milling industry. This decision, while it will not provide for a capacity output, nor yet assure the same margin of profit as was in force before the embargo was imposed, will yet assure a substantial item of business for the mills that will enable them to operate at a modest profit, instead of having to face a deficit on their operations.

Mr. Stuart, of the Wheat Export Company, meeting with representatives of the millers and the Canada Food Board in Ottawa on Wednesday of last week, announced the willingness of the Wheat Export Company to make purchases of flour, of approximately 70,000 long tons monthly for the next few months. These shipments to be packed in 140-pound bags and delivered at the seaboard. The seaboard delivery price to be \$10.60. This price is somewhat below former purchase prices, but even at that the mills with this better business appearing are not in a mood to be critical on that point. There have been no export orders since December 17, and there is a holdover of 72,100 tons of flour at the seaboard awaiting shipment at the present time. It is this fact that caused the recent discontinuance of purchases, and it is expected that these stocks will be moved at once, and that orders will be available immediately. There is no definite assurance of there being any permanence to these conditions. Mr. Stuart would not give a definite assurance that orders would continue, but contented himself with the statement that they would be available "for some months."

Fair Amount of Business

The Canadian mill capacity is 150,000 tons per month, so that the export orders amount to less than half capacity output, the monthly domestic consumption, however, of 40,000 tons, will assure approximately a 75 per cent. output, which is generally conceded as very satisfactory to the mills.

The purchases will be made in standard flour so that the Wheat Export Company can market it anywhere that the Allied Governments may find a suitable market. The only grades purchased will be Ontario Spring flour and Manitoba flour.

Another thing accomplished at this conference was the removal of the restrictions on the price of mill feeds. This restriction has been a very considerable hardship to the mills in the past, as they were compelled to sell these products at a loss. Should there be any increase in price of mill feeds, now that the higher American market is available, it would be an influential factor in reducing the price of flour. The domestic

Rumor of Increased Tax on Tea

Trade Hears of Additional Tax of 5 Cents Per Pound—No Verification Possible—Would Yield Large Revenue

RUMORS are again afloat in regard to a further tax on tea. Some interests are inclined to think that the coming budget will contain an item providing for an additional tax on tea of at least 5c per pound, making the total tax 15c. Some versions of the rumor place the increase in tax as high even as 15c a pound. There are some, however, who feel that this move will most decidedly not be made. Others again point to the fact that Canada has an enormous burden of taxation to be met and she will need every dollar of revenue which they can secure to meet the interest on their bonds and provide for the payment of the principal at maturity.

One well-known handler on Front Street, Toronto, in discussing the question of a tax on tea, summed up the situation in this manner: "An import duty on goods of general consumption which are not produced in this country is a good, clean tax, all of which goes into the Government coffers with the exception of a small amount paid out for collection." This factor seemed to feel that with the coming of the day when perhaps

the protective tariff would be reduced to some extent, that it might be found necessary to increase the tax on goods not produced in this country.

Probably the annual importation of tea into Canada can be placed at around 40 million pounds, and were an additional 5c per pound added to the present tax of 10c, it would mean an additional two million dollars revenue to the country. Going still further, it might be said that the additional 5c tax, if such a figure is the one that may be named, would pay the interest on approximately forty million dollars' worth of bonds for which the Government is responsible. However, it is somewhat hard to determine what the Minister of Finance may have in mind for the raising of the necessary revenue to meet Canada's war debt. As yet word of an additional tax on tea is only a rumor, and whether it has any foundation in fact is problematical. Some handlers are just as certain that a tax on tea will not be put on as it is possible to be in reference to anything the Government may inaugurate, so it seems a case of choose your own opinion.

TO HOLD ANNUAL CONVENTION

The first annual convention of the Wholesale Grocers of Ontario is to be held next Wednesday and Thursday, February 26 and 27 at Toronto. Convention proceedings will take place at the King Edward Hotel, the opening session being due to start Wednesday morning February 26 at ten o'clock.

That evening a banquet is being tendered to the visiting delegates by the Toronto Wholesale Grocers and speakers who are expected will be present at the banquet to address the gathering are: Hon. A. K. MacLean, Acting Minister of Trade and Commerce; O. B. McGlasson, a leading wholesale grocer of Chicago, U.S., and past president of the National Wholesale Grocers' Association of the United States, and Henry Detchon, of Winnipeg, president of the Canadian Credit Men's Association.

The business sessions of the convention will be given over to discussions of vital importance to the trade, and it is hoped to have an address by W. C. McGillivray, of the Canned Goods Section of the Department of Agriculture. The wholesalers are planning on visiting some of the manufacturing plants in Toronto, the manufacturers having already extended invitations, and a large number of delegates from outside points are expected.

Canada's Sugar Consumption Six Hundred Million Pounds

How This Was Allocated to Different Trades—Interesting Figures of Amount Consumed by Various Manufacturies

By T. M. FRASER, Ottawa Representative of CANADIAN GROCER

CANADA may be said to have hardly felt the pinch of the food shortage. The nearest approach to rationing was in regard to sugar; and the sugar supply was one which gave the Allies most trouble during the war. Only during a few months was it strictly regulated. The Allies were in the position, so different from that of the enemy countries, that nearly all their raw sugar was imported, and they had to devise a way to distribute the available supply so that each should get a fair share.

An International Sugar Commission was established in New York, in September, 1917, and the Sugar Division of the Canada Food Board was also set up there, our representatives being J. R. Bruce, A. R. O'Neill, and H. Mark Tapley, to insure that we should get a fair share with other nations.

It was largely a question of ocean tonnage to secure the supply, which had been coming from Santo Domingo, Venezuela, Surinam, the British West Indies and British Guiana, Peru, Java, Formosa, Fiji, and various small Pacific islands.

The greatest pinch came in 1918; and during the year 319,000 long tons, valued at over \$37,000,000 were landed in Canada. There is now an ample supply arranged for the future.

Certain supplies were then allotted to Great Britain, France, Belgium and Italy; other quantities for the neutral nations; and the remainder went to Canada and the United States. This had to be divided among the six Canadian refiners on the basis of the 1917 supply. A weekly report was rendered by each refinery showing the amount of raw sugar received, as well as the balance of both raw and refined on hand.

The wholesale dealers were put on a coupon system, based on eighty per cent. of their average 1917 sales, and they also rendered a weekly statement of receipts and sales.

The Food Board had in view, in forming its regulations, the vital character of the use made of the sugar. The shortage in the homes had led to some criticism of the amount used in the making of candy and cakes, soft drinks, ice cream, and various other eatables which were regarded as semi-luxuries. At a meeting in April of the leading manufacturers of candy, cakes, ice cream, and such products the situation was put before them plainly. The complaints of the public were given consideration; but what was also of importance, an important industry was maintained in running order, though in reduced volume.

Consumption of Sugar in Manufacturies

It is interesting to note the consumption of sugar by these and other trades in Canada as based on the figures for 1917. The Figures are as follows:—

	Pounds
Candy	55,360,574
Biscuits	12,955,365
Chocolates	9,267,085
Gum	2,297,346
Syrups	567,897
Soft Drinks	13,573,224
Table Syrups	5,085,374
Jelly Powders	290,541
Pharmaceuticals	2,881,681
Tobacco	1,536,026
Fountain Syrups	325,852

Smaller quantities are divided up among about a dozen other trades; and on the whole list, an estimated saving of fifty per cent. was made. The total sugar imports of Canada in 1917 were over six hundred million pounds; and the saving effected on the classes of articles such as above was upward of four million pounds a month.

The first regulations, made in May, had to be radically revised in June. A shortage of over one million tons had developed; and on July 15th, 1918, an order was issued affecting all manufacturers using sugar in any way. The

Food Board took complete control of all sugar used for manufacturing purposes; the manufacture of icing sugar was prohibited; certificates were issued to every licensee with the allotment on a 75 per cent. basis. Rigorous control of manufacturers and eating-houses was begun, and a system of distribution to wholesalers and retailers instituted. The trade co-operated loyally with the Food Board; and although there was some grumbling from the patrons of public eating-places, the desired end was achieved with a minimum of friction.

It would be idle to say that there was not some chafing under the restrictions which the Board was obliged to impose from time to time; but it is a fact that the problem of sugar supply and control was one of the most difficult with which the Board was confronted.

CANDY AND BISCUIT MEN WILL GO OVERSEAS FOR BUSINESS

As a result of the meeting of the candy, biscuit, and confectionery men held in Montreal, the new association will send representatives overseas to seek export business. The matter was left with the new manager, C. J. Bodley, who was for some time in charge of the confectionery section of the Canada Food Board, and with the executive. It is understood that they will make appointments in the near future, and their appointees will go abroad to secure actual business for the various members of the association.

A. H. Milner & Co., Brampton, have sold their business to W. E. Coates.

Wholesale Grocers' Move Still Under Consideration

Need of Trackage Facilities a Strong Factor in Fostering a Desire to Move—Fact That Most Wholesalers Own Their Present Premises, However, Makes Any Present Move Unlikely

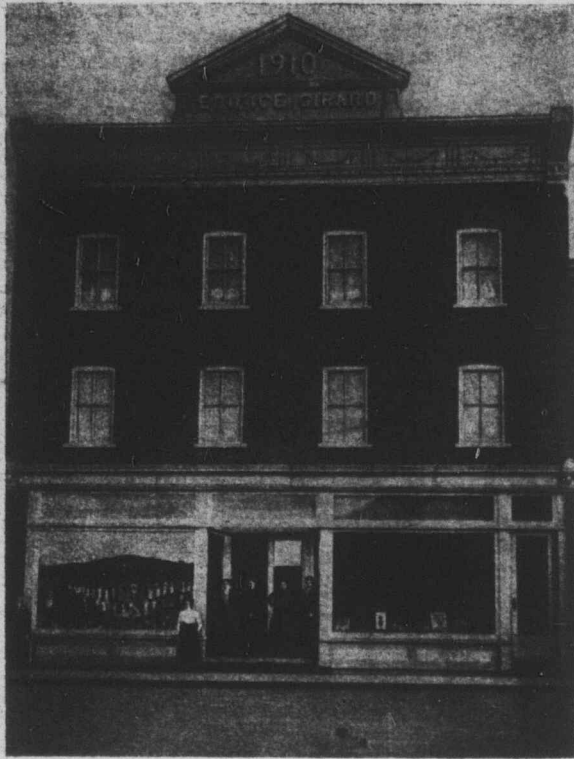
NO new developments have arisen in the proposal to move the wholesale grocery trade of Toronto from the Front street section to Dupont and Dufferin streets.

It is learned that there are 32 acres of land available there for such a purpose that could be readily provided with ample trackage facilities with little difficulty, and the site is purchasable at \$450,000, which is believed to be a reasonable figure in consideration of the property values in the vicinity.

There is no question but that the wholesale trade would, all things being equal, be disposed to move. Many of them have long outgrown their present quarters, and cannot enlarge their premises, while the inability to get trackage

to warehouses is a heavy handicap. The suggestion has been made that it might be possible to have tracks laid up the lane, which runs at the rear of most of these premises, but in view of the probable elevation of the tracks in the not so distant future, it is doubtful if the Harbor Commission would permit the laying of new track.

The real drawback to any definite action in regard to a united move is the fact that most of the wholesale grocers own their present properties, and do not see any way of using them were they to move to other quarters. Could this difficulty be removed, there is little doubt that the move would soon become a fact.



From Modest Store to Three-Storey Block

P. J. Girard Makes Progress at Richmond, Que., and Expands by Erecting Big Block—Buys Some Goods in Car Lots—Keeps Close Check on Markets—Light Delivery Truck Used For Town Trade—Has Seen Many Customers Return For Better Service and Goods—Gave Away 827 Toys at Opening.

ALTHOUGH it is some years since P. J. Girard began his grocery career in Richmond, Quebec, he has not marked time. His beginning was a modest undertaking and at that time, and until circumstances justified expansion, he was located near the Grand Trunk Station. Events changed the trend of traffic and as the town grew the pedestrian pathways were beaten farther away from the station. And so, some years ago, and after many interesting experiences in the first venture as a retail grocer, Mr. Girard moved into and took possession of the fine three-story building shown in the accompanying picture. He considered the matter from various angles, and, having made the big step toward expansion, he has continued to do business on an increasing scale. This has been possible through the greater accommodation for stock afforded in the larger building, display space, warehousing, etc.

Seeking Popularity

It may not be wisdom to seek popularity. Very often it leads to mischief for the principal. But when one seeks trade of the consuming public he must become known, and more or less favorably. Just how he would connect the opening of his new store with this big idea gave Mr. Girard some thought, and he soon found a solution.

He had made a purchase of toys for the Holiday trade during the earlier part of the season when he was to move. When he received the invoices for these, having selected the lines personally from samples, he was surprised to find that he had bought over \$1,500 worth. Ten years ago that much money would buy a big stock of toys. How would he sell so many? He had not thought

he was buying too many at the time. And then he hit on the idea of using some of these toys as an inducement to get the townfolk coming to the opening of the new store with their children. Briefly then, he gave away on opening night 827 toys, the only stipulation being that a purchase of 25c and upward must be made and a prize would be given each child, and this prize would depend in value upon whether the sale was a 25c, 50c, 75c, \$1, etc.

"It was a great success," said Mr. Girard. "Why, even my opposition called me up and said they were coming. And they did. The crowd gathered too and from the opening of the store at 7.30 p.m. to 9.30 p.m. we had a continual crowd. There was \$300 cash in the till that night, we had given out 827 prizes and there were few toys left at the end of the season. My opposition grocers came in and helped us attend to the big crowds.

Buys Heavily—Watches Markets

Mr. Girard buys heavily. He says that he believes it necessary to carry a big stock if one wants a big turnover. His inventory shows that he is carrying about \$22,000 stock and this is turned several times a year.

As an indication of what large buying Mr. Girard does on some lines he stated to CANADIAN GROCER that he would average about 1,000 cases of canned goods annually, and from 50 to 60 cases of macaroni, 50 to 60 cases olives and olive oil, etc. Of dried fruit his sales are large, and fresh fruit is a particularly large seller. Bringing forward large consignments of oranges, lemons, grapefruit, pineapples, etc. Mr. Girard claims that he has very often had supplies of these when others had not, and

that he has, as a matter of fact, been able to build up a considerable sale of various lines to others selling at retail. "The secret of the fruit trade is in having this always on hand when others are out." For instance, he sold nearly three straight carloads of apples, in barrels mostly, between the opening of the apple season last fall and the 15th of January. He had bought these right. This he has been able to do by watching markets closely. Checking up prices from week to week in his trade paper he has been in a position to know what was a fair price, and if he needed goods of a certain kind he would know whether the price was O.K. This has enabled Mr. Girard to stick to his ideal: "I do not believe in turning over stock without a profit."

Service—Delivery

"We use a light delivery truck for town purposes," said Mr. Girard. This enables prompt delivery to be made and the customer needing an article quickly may obtain it. But, of course, it has been the effort of the store to make regular deliveries at stated intervals, the sending of a car out on a small order being too costly and altogether out of proportion to the profit gained.

"I have seen a number of customers come back to trade with me who have left for some reason unexplained," said Mr. Girard. "They have told me that they came back to get better service and goods that they considered of better quality too. I believe that people will pay for the service and the grade of goods they want. I do not intimate that my prices are always the lowest."

Mr. Girard has added various lines from time to time. His sale of tobaccos is very good and of cigars he sells many.

This is partly the result of his representing a cigar maker doing some distributing for him, but he also has developed considerable retail business.

Patent medicines have been a satisfactory seller, and among other lines added from time to time, and in which a fairly good business has been done, are crockery, enamelled ware, tinware, etc.

Mr. Girard has given of his time to municipal affairs and has been a member of the Town Council for some time.

One of the notable comments he made to CANADIAN GROCER was that he was able, without difficulty, to sell any particular line he got behind. If he were convinced that the line was dependable, he had little or no difficulty in selling it.

VISCOUNT, SASK. MERCHANTS FORM LOCAL BRANCH OF R. M. A.

The retail merchants of Viscount, Sask., on Thursday, showed their appreciation of the excellent work of the Retail Merchants' Association by forming a local branch, which promises to be a live force in that district. F. E. Raymond, the Provincial Secretary of the association, together with W. L. McQuarrie, the organizer for the northern portion of the province, went out and met the merchants, only one of whom was absent through business engagements in Saskatoon. Mr. Raymond explained the extension of the work of the association which the Provincial Executive had in view by the formation in

the place of purely local branches, of dividing the Province into districts and thus organizing district branches, each district to include approximately 250 members, with a district secretary in charge, giving his full time and attention to the work.

The interest shown in this extension of the work of the association was illustrated by the fact that on the following morning every merchant who was not already a member of the Provincial Association applied for membership. A good live secretary of the local branch has been appointed in J. J. Whittaker, Manager of the Beaver Lumber Co., who is deeply interested in the work and is keenly alive to the possibilities which lie before it.

Some Basic Principles Governing Credits

THE young man about to start in business on his own account has a certain amount of cash to invest. Upon investigation he learns that this will not go very far in purchasing a stock that will meet the requirements of the trade he hopes to serve. However, having decided upon his course he sets out to see the wholesaler from whom he contemplates buying and is directed to the office of the Credit Manager. Just what shall he say and what collateral will be required of him?

Because of the fact that more men enter into business with limited capital than those who have an abundance, it has been necessary to evolve, in recent years, an important and extensive department in the jobbing house and over the functions of this department to place a very keen and clever man known as the Credit Manager. So important a role has this man to fill, that, upon his decision must rest, not the success of his own company only, but very probably the success or failure, in a broad sense, of the many clients served by his house and with whom accounts have been opened.

A Young Merchant's Assets

In addition to the capital possessed by the young man going into business, and which is sometimes the least important asset, he must primarily be honest. He will require to possess a large measure of good judgment, plenty of ambition, unbounded energy, and more or less training and schooling in some business principles at least. In other words, having asked for a line of credit, the prospective merchant must be willing and ready to establish with the wholesaler, through his Credit Manager, good and sufficient reasons that will entitle him to the stock he requires. Frankly, freely and fully, he must tell this Credit man his entire plans and withhold no details of his affairs. If he does so, in a very short time, the Credit man will secure the information which has

been withheld. By training and experience, and even to a greater extent by that intuition peculiar to the modern credit man, he is able to discern the marks of a man and to size him up accurately. Gifted indeed is the Credit Manager and this is why he is so vital a factor in the conduct of a large business to-day.

The Far Seeing Credit Man

It may be that the Credit Manager of the jobbing house of whom the young merchant is buying has never seen him. How does he know whether, and to what extent he is entitled to credit? Apparently he does know, and it is unquestionably a fact in most cases that he does. He may be a thousand miles away, and yet he has means of judging you at that distance. In a great majority of cases it will be revealed to him through his own intuition, to what extent you should be permitted credit, and when he ought to be asked for settlement.

The Credit Manager is closely in touch with the travelling staff of his "house." These men are calling upon the trade constantly and are aware of the conditions in the territory they cover from week to week. They think well of the merchant and, other things being equal, the traveller is one of the merchant's best friends. Taken into the confidence of the real factor at the home office, the credit man,—the traveller will continue to be a source of help and advice to his own house, and to its customers also.

If asked to differentiate as between the importance of the expert salesman and the Credit Manager of a large jobbing house, and to designate which of them is most vital, many keen business men would unhesitatingly say, the latter. He it is who opens all accounts, and who lays down the policy to be followed in connection with each and every account. Upon him rests the important

The facts and observations herewith given are recognized by many well-informed merchants as being vital when the extension of credits are under consideration. The "principles" herewith outlined are based on the expressed views of a large wholesaler and are adapted for the benefit of the retail grocer.—EDITOR'S NOTE.

responsibility of continuing or of closing all individual accounts.

Sometimes the Credit Manager will be called upon to grant favors to clients. This may be in the matter of granting renewals or of exercising tolerance. He has great decisions to make. These may be made in a manner favorable to the customer or otherwise as his intuitive judgment may determine. This is why, very often, it is considered necessary to vest this office in a member of the firm.

A Good Friend of the Retailer

It is obvious, from what has been said, that the credit man can be a good friend to the retailer. But he must be treated with frankness at all times. If there is one thing above others that he will value more than another it is that frankness and straightforward honesty.

Therefore, be willing to take the Credit Manager into your own confidence. Write him, if there are any problems confronting you, or if you are within reach, call and speak with him. He will be fair with you and can very often give you good advice which will help you greatly.

MANAGER OF INGERSOLL PACKING COMPANY DIES

C. C. L. Wilson, vice-president and managing director of the Ingersoll Packing Company, Ingersoll, Ont., died recently after a brief illness from pneumonia. His sudden death came as a great surprise to his multitude of friends throughout the trade who, in the years which he has been connected with the company have learned to know and respect him. His death will be felt as a distinct and personal loss to many who knew him.

Dealers Introduce Goods to Customer

Third article of the series.

Can Turn Customer From One Brand to Another With Little Trouble

J. L. WYCKOFF, grocer on Dundas Street, London, Ont., had quite an attractive display of a certain brand of jam on his counter. This was the brand he was selling most of to his customers. In fact he stated he sold more of this brand than all others put together.

"How did you come to select that one?" he was asked.

"I used to push another brand," he said in telling the story, "but I figured the company did not use me right in connection with a shipment of goods which was delayed and on which the price was raised when it did come, so I determined to cut it out and take on another. I decided on this one because I knew the line was pure stuff and was made by a good firm. I had no difficulty whatever in introducing it to my customers, and now I am selling more of it than all other lines. Very seldom do I find that a customer asks me for the line I used to push. This will demonstrate to you that a retailer who has the confidence of his customers can sell any good line he gets behind."

Encouraging the Interest of the Manufacturer

Mr. Wyckoff feels that when the retailer can show the manufacturer that he has the confidence of his customers and can sell them any good line, the retailer is then more inclined to get a square deal from the manufacturer in the matter of profits and good service. He spoke of a manufacturer of marmalade who had been unable to send him a certain shipment of goods he had ordered the middle of last year on account of priority in orders. When he did send them there was no change in the price, and he was given new season's marmalade. Accompanying was a very nice letter from the firm stating their regret there was such a delay in the order but pointing out they could not do otherwise on account of the general shortage of raw materials and so many orders ahead.

"A letter like that," said Mr. Wyckoff, "undoubtedly cements the relationship between manufacturer and retailer. I shall always take a greater interest in the goods of a firm of that kind than in those of one which does not treat the retailer as he should be treated."

George Reeks, of Reeks & Co., Talbot Street, St. Thomas, was found to be pushing the sale of a certain brand of jam and marmalade. He said that this year was the first in which he had got behind this line. He was convinced that it was a splendid jam and marmalade and for this reason he had got behind it

"Is the merchant a real salesman of the goods he handles, or does he just supply the goods for which the customer asks?" asked a prominent Canadian dealer recently.

"If he does, he is merely a more or less domesticated warehouseman and is worthy a warehouseman's salary. If he actually sells the goods, he is the most vital element in the chain of distribution, for he is the one who actually places the goods."

In this series of articles CANADIAN GROCER is showing by definite instances in the case of definite merchants, that the dealer is the most important link in the problem of distribution.

and introduced it to a large number of his customers.

The Customer's Confidence the Great Factor

"We can sell any good brand of jam," he said. "Our customers have confidence in us and we have little or no difficulty in selling them the goods we get behind. In a large number of cases we have customers coming back and asking us for that brand since we introduced it to them in the first place. We have educated them up to the point of asking for a line of goods which we in the first place have sold them."

An Instance of Salesmanship

A customer entered the store of A. G. Bain & Co., Hamilton, and among other things asked for a jar of apricot jam, specifying a small jar of a certain brand, whereupon Mr. Bain called her attention to a large display of another brand on a table in the centre of the store. The jam was in tins, and judging by the customer's first glance at the display she did not seem infatuated with the idea of buying jam in tins.

"Is it good?" she asked.

"It is as fine a jam as you could get anywhere," said Mr. Bain. "We have tried it, and believe it to be as good an article as can be made. We will guarantee that it is everything we say."

The customer raised no further arguments but announced her willingness to take a small tin of this apricot jam. Before Mr. Bain was through with that item, however, he had taken her order for a five-pound tin of apricot jam, and three two-pound tins of other varieties of the same brand.

Sells Brand That is Most Profitable

E. Davey, Dundas Street, West Toronto, reports a very good business in jams. He carries three generally known brands, but some other well-known brands he has not stocked at all.

One Merchant Builds Trade For Line Formerly Unknown to Him or His Trade.

A customer came to the store recently and asked for a four-pound pail of a certain well-known jam. It was one of the brands that he did not stock. He at once opened a pail of another brand, telling her that it was of equal quality, that they had proved this to their satisfaction by using it in their own home, and that he would personally guarantee that it would satisfy her. The customer took the pail with hardly a remembrance of the fact that she had come in to buy an entirely different brand. What brand do you sell most of?" Mr. Davey was asked. He named the brand of a certain manufacturer.

"Do you think it is the best brand?"

"I think it is as good as any other or I would not sell it."

"Why do you give it the preference in selling?"

"Because I bought it at a favorable price and am making more money in selling it than in the sale of any other brand I carry."

"Do you find your customers unwilling to buy this brand of goods?"

"No. The merchant can sell anything he wants if there is a reason, and if the quality is satisfactory. I rarely let a customer go out of the store without buying, no matter what she asks for. We have always something we can sell in every line with perfect confidence, and we find our customers ready in every case to take our word for the quality of the goods. They believe we are considering their interest as well as our own."

Neighboring Merchant Sells Other Line

It is an interesting fact to note that A. Durie, who is on Bloor Street West, only a matter of two blocks or so from Mr. Davey's store, and who serves identically the same territory, gives quite another variety of jam the preference. When he gave his order to the wholesaler the wholesaler had suggested a certain brand of jam.

"Don't send me stuff I don't know anything about," he had protested, but on the wholesaler's assurance that there was nothing better on the market he accented the goods.

Shortly after the arrival of the goods a customer entered the store and asked for some jam; the same brand that the customer in the case of Mr. Davey had requested. Mr. Durie informed her that he did not carry the line, but that he had another that was its equal in every particular, and that he would like her to try it, and that he would be glad to take all the risk, and would gladly receive it back if she was not satisfied. The satis-

faction that this customer later expressed in the product increased his confidence in the article that previously had been practically unknown to him, and while he carries several different lines of jam he puts his special effort into building a sale for this line, so that now his customers rarely ask for jam by name, or if they do it is most often by the name

of the jam which he has been instrumental in popularizing in the locality.

"It's merely a matter of salesmanship," concluded Mr. Durie. "You can sell anything that you have thorough confidence in yourself, and the great bulk of your customers will never question you but will be quite willing to accept the suggestion offered."

The Importance of Quebec Fisheries

By J. A. Paulhus

EDITOR'S NOTE.—Mr. Paulhus here speaks in reminiscent manner of the beginning of the fishing industry in Quebec Province and of its growth. Spending the greater part of his lifetime in handling fish, and making a close study of the various species of fish, their haunts and habits, he is at home with a subject of this kind and the observations made are alike of interest and of informative value.

THE Province of Quebec fisheries are mostly interesting both from an economic and a historical standpoint.

The first attempt to develop fishing industry in this country was made as early as 1640, when a party of French explorers set foot on Borachois, in Bonaventure County, a few yards from the famous Perce Rock. Borachois is the corruption of the French Bar-a-choi, or, Spot to Land, and was, according to the historian, comparatively prosperous, when the settlement was ruined and pillaged by the Kerks Brothers when on their way to invest Quebec City. Under the French regime many fish concessions were given to people of rank and even of nobility, all along the Gaspé coast and even on the north shore. The Mingan Estate is on the shore, a relic of the old regime.

Still, in spite of the wealth of the waters contiguous to Magdalen Islands, to the shores of the Gaspé Peninsula and north shores the fisheries of this Province have not developed and have not contributed to the wealth of Canada in the same proportion as the newer Provinces of Nova Scotia, New Brunswick, and later still, the Province of British Columbia. This is due to two distinct conditions and considerations. First, the change in the habits of the consuming classes, which prefer fresh or frozen fish to cured or prepared fish, and secondly, the lack of transportation facilities. Quick and effective transportation is essential to the fish industry; in fact it is the life-blood of the industry.

Before the completion of the I.C.R., most of the fresh fish that came to this market was shipped from Portland and

Boston. But as soon as the seaboard fishing centres of the Provinces of Nova Scotia and New Brunswick were in direct communication with interior markets, a big change took place. A large development of the fisheries by the Provinces from the seas was started and kept until it has reached the wonderful stage of progress where it is to-day.

By comparison, last year's catch of fish in Nova Scotia was valued at \$14,168,319; in New Brunswick at \$6,143,088, while in Quebec it was valued only at \$3,144,378, or exactly half of the Province of New Brunswick and not quite one-quarter of value of the fisheries of Nova Scotia.

Province of Quebec fisheries are isolated from the best markets. The best fishing grounds of the Province, though not farther situated from Montreal than the fishing banks running east and west of Nova Scotia, have no direct communication by rail to consumers of the large interior cities. For instance it is adequately impossible to expedite fresh fish delivery from the Magdalen Islands and the same conditions would apply to many fishing grounds of the Gaspé coast and to the entire coast of the north shore.

Some years ago, when the demand for fresh and frozen fish was yet in a stage of development, more cured and salted fish was distributed to the inland markets with a seaport, and Quebec would then produce a few schooner loads of salted codfish and herrings which always secured a ready market, though the product, due to ignorance and lack of proper care, was not always of good quality. But it helped otherwise to keep the industry existing.

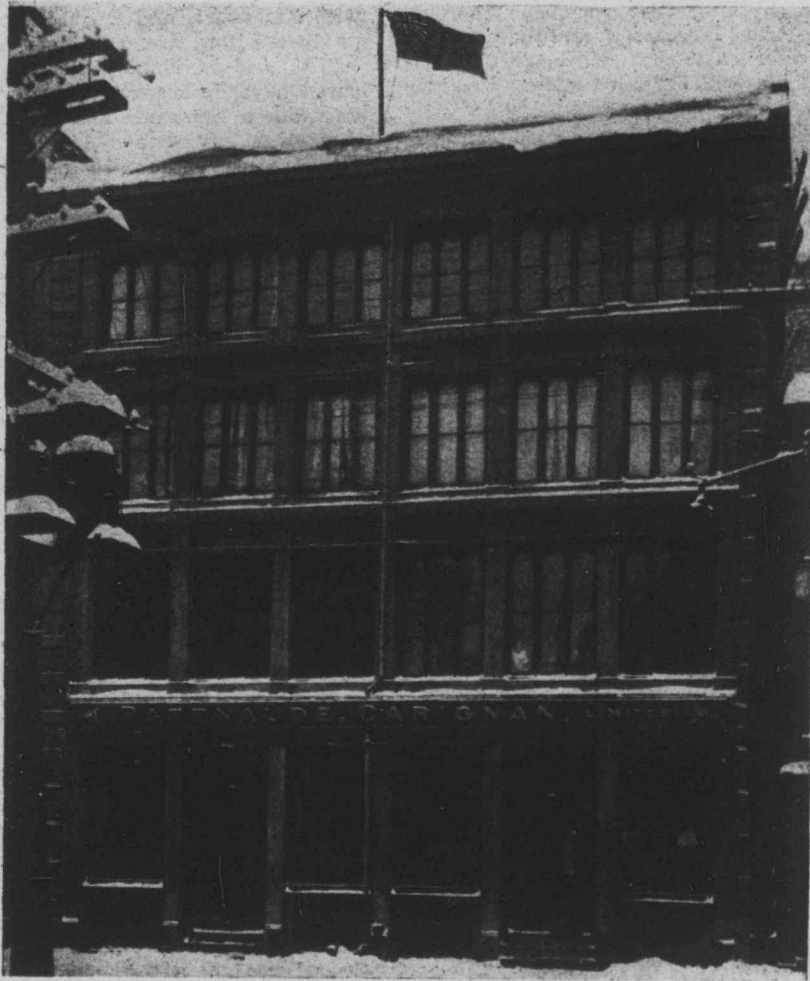
Of late, some progress in transportation and curing has been noted, but not by any means to the extent of the possibilities of the fishing grounds possessed by the Province, particularly the sea fisheries. Nowhere in the country is codfish more abundant than in the Bay des Chaleurs around the Magdalen Islands, Anticosti Islands and the North Shore. In this last-named region, codfishing is only of the amateur sort. In fact, fishing is done in the most primitive way, in small boats manned by one or two fishermen who will venture out to sea only by calm weather and not far out. Often, bait is unobtainable due to lack of provision, while the fishing season, due to early severe weather in this part of the Gulf, lasts only a few months.

Not only codfish, but haddock, mackerel, herrings, lobsters, and even halibut are plentiful in some or mostly all of these shores. Every season, U. S. halibuters during June, July and August fare a few schooner loads of this valuable fish around Egg Island and this part of the Gulf that extends as far as Seven Islands and Moisie. Into this bay of Seven Islands, herrings enter at a certain time of the year, so that millions of pounds can be collected in a very short time. And about these big streams like the Moisie, the Natashquan, the St. Augustin, enormous quantities of salmon, sea-trout, eels, sturgeon, frequent these rivers, all fish of the most valuable species which could be marketed at any time if proper means to conserve them and facilities for transportation could be given the product.

Besides these most valuable fish, the province has also large streams like the St. Lawrence, the Ottawa, and their tributaries, which produce several varieties of fresh-water fish much appreciated by a certain class of consumers. The Laurentian Range lakes furnish to the markets of the epicurean temperament the brook trout, which has no rival where beauty of form and brilliancy of dress and delicateness of the flesh are concerned. Of course, these last-named rivers and lakes are in close touch with the best markets of the country, and the danger is not that fish be not marketed, but that the supplies become exhausted by over-fishing. We should turn our attention more to sea fishing and improve conditions there, if we want the Province of Quebec to occupy the position which she deserves, taking into consideration the wealth of fish that it has in store for us to exploit.



J. A. PAULHUS
President of the D. Hatton Co., Montreal.



OFFICES AND SAMPLE ROOM



OUR ITALIAN PASTE

J. LEON PATENAUDE

President

J. B. REMI CA

Treasurer-Secr

OUR BR**Frontenac Brand**

- | | |
|--|----------------------|
| Tomatoes | Peanuts |
| Catsup | Vinegar, White Wine |
| Corn | Prunes |
| Peas, Petit Pois | Pure Jams |
| Butter in Tubs and Prints | 12-oz. Bottles |
| Beans | 16-oz. " |
| Peaches, Pears | 4-lb. Pails |
| Strawberry Jam | 30-lb. " |
| Raspberry Jam | Raisins |
| Spices of all kinds | Currants in packages |
| Asparagus | Muscatel Raisins |
| Sardines | Sultana Raisins |
| Coffee, 1-lb., 5-lb., 10-lb., 50-lb. cartons | Olives |
| Japan Teas, 3, 5, 25, 40, 80-lb. | In Bottles |

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er-Secretary

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CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager

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PARCEL POST AND THE CATALOGUES.

SOME days ago, a whole baggage carload of catalogues of a Toronto Mail Order House left Toronto for Newmarket, Allandale, Barrie, Orillia and Midland. This is but one of many instances. From now on the postal authorities in these communities will be busily engaged in distributing these catalogues at the local zone rate. The Government will of course lose money heavily on this service, and the people will be taxed to make up the deficit. The Government does not challenge them, but contents itself with wailing over the failure of the parcel post system to produce revenue.

The parcel post has not failed. It has hardly been tried, and while such manifest infringements of the spirit of the postal regulations are permitted, it is unreasonable to call it a failure, and worse than unreasonable to make the general postal service cover the deficit.

A FURTHER TAX ON TEA POSSIBLE

WHILE nothing definite is known of the particulars of the next budget, there is a rumor going the rounds among the trade that there is a possibility of a further tax on tea. The rumor takes various forms, some placing the added tax at 5 cents per pound and some at 15 cents per pound. Such a tax would mean at the least a retention of the present price of tea, and very probably a sharp advance.

Tea prices have shown a marked advance since pre-war days, and the present tax in conjunction with difficulties of transportation and other factors, has rendered the price almost a prohibitive one as far as the poor man is concerned. A further advance would be a very serious factor. The present tax seems to be about all that the commodity will reasonably stand. With that tax unchanged there is a probability that there may be declines in package tea prices and possibly also in bulk teas. Any increase in the tax would in all probability mean a reversal of these conditions, a thing to be deprecated at the present time.

There seem to be many other commodities that can better stand further taxation than tea.

A CAUSE FOR SATISFACTION

THE fear expressed in some quarters that there would be much unemployment as a result of the transition from the works of war to the works of peace, seems hardly justifiable in the light of the recent address delivered in Toronto by the Hon. Gideon Robertson, Minister of Labor.

It is evident that the department is not waiting for such conditions to present themselves, but is starting a campaign to forestall any such possibility. The Federal Government has committed itself to an aggressive policy of construction and improvement that, as well as being of material benefit to the people as a whole, will assure employment to those who otherwise might have found themselves out of work in the period of readjustment.

"The Government's policy," stated the Minister, "so far as the Public Works Department is concerned, for the coming year is to confine work as nearly as possible to centres where there is likely to be much unemployment."

Improved highways are regarded as a good investment. The Federal Government has committed itself to a substantial contribution to good roads, which will equal, it not exceed, \$25,000,000.

With relief for the immediate future in mind, continued the minister, fourteen contracts had been let since the armistice, and "if I mistake not, a few more will be let, of which the city of Toronto will get its share."

In summarizing, he said that the work of the Government would take care of the 134,000 workers for six months at an average wage of \$4 a day, and warned "that if you make too drastic demands, with a surplus of labor and a falling market, the result will be opposite to what you anticipate."

This Governmental policy will no doubt be followed by a host of private individuals, in smaller ways of course, but none the less important in their collective strength. With these conditions faced and discounted by energetic action there is little need to fear any set back in the days to come.

Fisheries Association Banquet H. B. Thomson Food Controller Given Rousing Reception at Banquet Tendered By Canadian Fisheries Association

Reported by T. M. FRASER, CANADIAN GROCER representative

THE Canadian Fisheries Association honored H. B. Thomson at a banquet at the Windsor Hotel in Montreal on Saturday night, when a good many very kindly things were said about him, and to the representative of CANADIAN GROCER, who was among the few outside guests, they sounded genuine. He was given a memento of the occasion in the shape of an engraved silver cigarette case. It will be of interest to friends of the trade technical press to know that the fishing interests represented, both wholesale and retail, expressed their appreciation of the value of the association which they propose to show in practical form by an energetic and systematic advertising campaign of Canadian fish.

A. H. Brittain presided and set the pace for a most convivial evening. Although the dried fish interests were represented, it was not exclusively a dry fish banquet. Mr. Brittain expressed the belief that, in his new position, Mr. Thomson would help to develop the export market as he had done the home market in putting fish before the Canadian people.

Develop the Home Market

The key-note of Mr. Thomson's address was that the home market should be developed to the utmost, and it may be noted that in his new position as a member of the Canadian Trade Commission, he is laying great stress on the necessity of this, at a time when prospects for building up an export trade immediately are not too favorable. He said that education and transportation were two great essentials for the industry. The transportation question is still far from satisfactorily solved, but there was manifested a desire on the part of both the transportation and fish interests to work together for a satisfactory solution. The wholesale and distributing trade had worked very amicably with the retail men—a point which Mr. O'Connor, who was present as a representative of the retail trade, emphasized in his remarks.

Proper Fish Store in Every Centre

Mr. Thomson said that the retail fish business was fast getting on the map of Canada; it was in better condition than ever in the past, and there should be no cessation of effort until every place in Canada had a properly conducted fish store. He emphasized the cultivation of the home market. The export market should be the place for disposing of the surplus. For the proper building up of the export trade there should be great attention paid to the standardization of packages, to quality of the product, and to Government inspection. The frozen fish trade would develop fast, but quality would have to be established and maintained.

Canada was now in a somewhat trying position in some respects in regard to her trade. In the balance of trade before the war we were "minus" three hundred million dollars. We are now "plus" five hundred millions—a difference in position of eight hundred millions. Our effort should be to maintain or better this position. We must deal with a heavy debt and meet our Victory

time, owing to lack of transportation, we could not ship a pound of fish direct to the great South American market. It all had to go through New York, which left our trade secrets open to our keenest competitors. We could never hope to build up a trade in this way. He instanced a shipment which he had made to Cuba on October 15, and on December 5 it was still in the United States awaiting transportation. If all Government departments were handled as the Canada Food Board had been, there would be less complaint from the public. In 1911 the Dominion Government had started off with a flourish and established a Fisheries Board, but it had amounted to nothing.



H. B. Thomson, Chairman of the Canada Food Board.

Bonds. In speaking of shipping, which was a matter of great moment to the export trade, he pointed out that while we have considered Germany as the greatest ship-subsidizing country in the world, she actually paid out less in this way than Canada. The difference was that Germany's subsidies were apportioned on a practical basis, while Canada's had too often been on a political and a rotten basis.

Too Much Variation in Canadian Fish Products

Standardization of products, and the providing of proper transportation facilities were the points made by nearly every speaker. Mr. Short, a leading exporter of Nova Scotia, spoke at length on the subject. He said there had been too much variation in the quality of Canadian fish exports, and there should be a basis on which the world could depend. Like several other speakers he urged that there should be a distinct Government department dealing with the industry, with a separate deputy minister, thoroughly conversant with the trade, and interested in its development.

He pointed out that at the present

Canadian Ships for Canadian Products

A point made by several speakers was that the new ships being constructed by the Government should be used in the development of Canadian trade.

Captain Fred Wallace, a member of the staff of the Food Board, whose intimate connection with the trade, both as fisherman and writer, has been responsible for much of the good relations prevailing between the trade and the Food Board, gave some interesting particulars, showing the actual efforts which Germany was already making to capture the export fish trade, and urged that we should "beat Fritz to it." Mr. O'Connor, of Montreal, spoke for the retailers, dwelling humorously on the consternation of the trade when the first orders of the Board were promulgated; "but," he said, "it has taught us a lot, and I thank Mr. Thomson for making us do the right thing even if we did not know enough to do it before. There are a lot of us who now know better where we stand than we did before the Food Board got after us."

Richard Gray of the Whyte Packing Co., Montreal, was in attendance at the Produce Convention at Toronto.

Make Use of Lent to Boost Fish Sales

Grocer May Get in on Good Business by Making Early Bid For It—Coming Early This Year an Advantage—Grocery Trade Selling More Fish Each Year—Is Profitable Line and Can Be Kept Odorless

THE Lenten season soon will be here again. That it will afford the grocer a big opportunity as a basis for the development of fish selling is a matter of decided interest to those who contemplate handling the line or increasing the importance of this department.

This year, the Lenten season opens early in March. It is high time to make preparations for the inauguration of a sales campaign by those who sell fish. It is unquestionable that there will be a great deal of continued publicity from the various producers and from the Federal Government. The latter has been giving much publicity to the desirability of fish as a food and here is an opportunity for those who serve the consumer to supply the demand being created. Someone is going to get the cream of the profit—why not the grocer?

Early Supplies Needed

That the producers and jobbers are ready to supply a big demand this year is indicated by a survey of the situation. But there will be a big selling campaign very shortly and supplies of many varieties will grow less. There is just this to say about deferring an order for the requirements of fish that one can dispose of, and that is that the putting off of buying, or of placing an order will not benefit. The order may be placed with a specified shipping date, and if in early, a good selection will be possible and prompt shipment likely than if one waits until the last minute.

In any case, the man who expects to sell fish this year will do his arranging early. There may be odd hours in February that one could profitably use in this way. Is there a real demand for fish and if it be already sold, can the demand be stimulated and sales doubled or trebled by the introduction of new methods. Is the ice box cleaned out or can you perhaps double the size of this and carry a greater variety? All these questions are timely and vital, and an early inspection of one's stocks and a survey of the whole matter early will repay one.

This to be Big Year

This bids fair to be an active selling season. Greater interest is being manifested on all sides in the development of Canada's big fishing industry. Money will be spent on new equipment to get big catches and the Government will spend money still to popularize this estimable article of diet. Several grocers recently interviewed by CANADIAN GROCER reported a growth in this department. Methods were being improved, and because of the greater attention paid to the care of fish when received and while held

in stock, profits have been better and interest in the sale of fish naturally has deepened.

One man recently told the writer that his sales were nearly 2,000 pounds of fish per week. This same provisioner stated that when he took the business over the policy was that of hanging a fish out at the door. If a customer wanted any a piece was chopped off and the fish again hung out. Is it any wonder some storekeepers have said they cannot sell fish?

Found Money—Cleanliness

Among Canada's basic resources there is probably none of greater real importance than that of its fisheries. It might even be said that the substance of this important industry is 'found' money, for the fish grow apace with no attention from the fisherman. Therefore in these days when money is so needed, and when the burden resting upon Canada's shoulders is, and will continue to be so great, it is safe to say, in a broad way, that every pound of fish produced and sold at home is the reallest of assets. It means real tribute to the reduction of debt when one sells a pound of fish.

The matter of keeping fish clean and attractive at all times, and in that con-

dition which will invite the customer to buy, even against her preconceived wishes when she enters the store, is all-important. And this can be taken up and disposed of satisfactorily.

The ice supply must be constant. The ice-box should be built to permit of all drip passing away and where the fish are placed directly on the ice it is well to have the ice crushed. This ice-compartment should be kept clean. CLEANLINESS seems to be the word writ LARGE in several displays seen recently by the writer. The ice compartment must be cleaned out at stated periods and thoroughly cleansed. This may be done with various washing compounds and a brush, a large proportion of elbow grease added. The care taken in this way will repay one, for there is no smell around when the matter of cleansing the refrigerator has received attention regularly.

This ought to be a bumper season in fish selling. Get hooked up early. Let the LENTEN DISPLAY be the best yet. And accompany your displays with some neat cards. One might read: Plan Fish Twice a Week; It Will Make a Difference in The Doctor's Bill. Another—Let's Keep Our Money at Home to Build Houses; Eat More Fish.

All Merchants Can Feature Canned Fish

Some Merchants Are Not Equipped to Handle Fresh and Frozen Fish, and Consequently Lose Their Share of This Profitable Lenten Business

THE scarcity of many lines of food products has resulted in a material increase in the demand for many lines of goods that are obtainable. Notably among these might be noted the increasing sales in canned fish. There has been a very considerable improvement in this demand of late, many dealers report. This is possibly partially the result of the shortage of the familiar canned salmon and the natural search for something to take its place, but whatever it may be, it is a marked factor.

There are many new lines being placed on the market at the moment, and these are finding an unusually ready sale.

Marked Improvement in Demand

In connection with the present campaign for improved fish consumption, as one of the best ways of conserving necessary food products, there has been a marked increase in the sale of canned fish. A comparatively limited number of grocers are in a position to handle

fresh or frozen fish, and they are at a disadvantage during the Lenten season unless they have something to take the place of this popular food.

It is possible for every merchant to feature the sale of canned fish in window display and store arrangement. In this way the merchant will probably obtain some of the trade that would otherwise go by his door, will obtain a nice item of profit for himself, and will be co-operating with the Government in the conservation of other food products.

TORONTO MANUFACTURER ON HOUSING COMMISSION

J. Allan Ross, vice-president and Canadian manager of the Wm. Wrigley Company, Toronto, gum manufacturers, has been appointed one of the five members of the Civic Housing Commission. He joined the Wm. Wrigley Co. in 1909. He was a member of the Canadian War Mission to Washington in charge of munition work.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

MARITIME

Dougal McLachlan of McLachlan & Saunders, general merchants, Marble Mountain, N.S., died recently.

At the annual meeting of the Campbellton branch of the Retail Merchants Association, officers for the year were elected as follows: president, George S. McKenzie; vice-president, F. E. Shepherd; second vice-president, M. P. Moores; secretary, H. P. Alston.

George A. Dawes and Ernest Wright, both of St. John, have taken over the long established general store of A. Steeves & Company, Hillsboro, Albert county, one of the largest commercial establishments in the county. Since the death of Mr. Steeves the business had been carried on by his estate.

Conditions point to a slump in potato prices in New Brunswick this spring. Although \$3 a barrel, wholesale, still is quoted in St. John, the accumulation of stocks up the river has led to offerings at as low as \$1.75. The difficulty in shipping during freezing weather prevents this tendency being felt as widely as it might just yet.

J. A. Marven, Limited, biscuit manufacturers, Moncton, report a very satisfactory year. At the annual meeting, held this week, directors were elected as follows: J. A. Marven, E. A. Reilly, J. E. Masters, L. H. Higgins, and W. F. Ferguson. Officers were elected by the directors as follows: president and general manager, J. A. Marven; vice-president, L. H. Higgins, and secretary-treasurer, S. L. Holder.

The New Brunswick provincial branch of the Retail Merchants' Association is undertaking to extend the scope of the credit reporting bureaus operated in connection with the association. Branches already are in existence in St. John, Moncton and Woodstock and these are to be enlarged. It is the intention to establish such a bureau in connection with each branch in the province and steps in this direction will be taken in Fredericton, St. Stephen, Newcastle and Chatham immediately. In those places where the work has been carried on it has been found to be of great value to the merchants, and this usefulness will be greatly augmented as the number of bureaus is increased, since each co-operates with the other, thus multiplying the value of each unit.

QUEBEC

Francis Richer, Lachine, has sold his stock.

Payette & Freres, Montreal, have sold their assets.

E. Cartier & E. Choiniere, Rock Island, have sold out.

L. Ledoux, 4614 Notre Dame St. East, Montreal, has succeeded I. Miller.

O. Beauvais, 800 Lagachetiere St. E., Montreal, has succeeded O. Diotte.

A. Desroches, 2214 St. Hubert Street, Montreal, has bought out A. Ferracio.

Mrs. J. A. Corbeil has purchased the grocery store of J. Perreault, Montreal. R. Senecal, 286 Gault St., Verdun, Montreal, has bought out Raymond Gatién.

J. F. Bell, grocer, 3343 Lanoraie St., Montreal, has sold out to L. E. Bell.

J. A. Dagenais has opened a branch grocery store at 401 Drolet St. East, Montreal.

J. Beauregarde has bought the grocery business of Z. Legare, 2275 St. Andre St., Montreal.

C. M. Thacker of the Wm. Davis Co., Ltd., Montreal, is this week at Winnipeg.

Major John T. McBride returned on Saturday to Montreal from a trip to New York.

A. Doutre, 264 Garnier St., Montreal, has disposed of his grocery to L. Boisvert.

Arthur P. Tippet, manufacturers' representative, Montreal, is out of the city this week.

E. Pelland, groceries and liquors, 180 Famille St., Montreal, has disposed of his business to Hermas Gariépy.

George A. MacDonald, sales manager for the Quaker Oats Co., Peterborough, was in Montreal last week.

Henry B. Thomson, member of the Trade Commission, Ottawa, was in Montreal on Saturday last.

Pierre Lapointe has purchased the grocery business of G. Morel, Amite and Iberville streets, Montreal.

E. C. Locas, accountant for Z. Limoges, Enreg'd, Montreal, was laid up for a few days but returned this week to his desk.

George Silcox of the Matthews-Blackwell Co., Montreal, attended the Produce Convention last week, held in Toronto.

J. L. Freeman, of J. L. Freeman and Co., Montreal, grocery brokers, spent part of the week in the Eastern Townships.

A. Limoges of Z. Limoges, Enreg'd, Montreal, attended the convention of the Canadian Produce Association at Toronto last week.

Henry Lapointe, traveller for the Salada Tea Co. in Quebec territory, has been laid up for some time. It is expected that Mr. Lapointe will have to undergo an operation. Leo Robert will cover his territory in the meantime.

A. M. Derrick has joined the travelling staff of Kearney Bros., wholesale teas, Montreal. Mr. Derrick was associated

for over 15 years with the Salada Tea Co., and will represent Kearney Bros. in Eastern Ontario and the Quebec Eastern townships.

Mr. Cameron of T. G. Coyle and Co., Ltd., wholesale produce, Montreal, was in Toronto last week.

G. B. MacCallum, Canadian manager for Thos. J. Lipton, Toronto, was in Montreal and other points last week.

Jos. Laporte, of Laporte Martin, Ltee, wholesale grocers, Montreal, visited Quebec and Three Rivers this week.

Mr. Murray, representing P. Poulin and Co., Montreal, attended the Canadian Produce Convention at Toronto last week.

E. H. Hodgson, of Hodgson Bros., wholesale produce, Montreal, went to Winnipeg for the Produce Convention this week.

W. J. Joyce, representing Herron-Leblanc, Montreal, wholesale spices, left on Saturday to cover the Gaspé Peninsula grocery trade.

Archie McKergow, of the A. A. Ayer Co., wholesale produce, Montreal, is attending the Winnipeg Produce Men's Convention this week.

J. A. Paulhus, proprietor of D. Hatton Co., wholesale fish, Montreal, was elected last week as a member of the council of the Montreal Chambre de Commerce.

Z. Langevin, sales manager of Laporte, Martin and Co. Ltee, Montreal, and who has been absent on a two months vacation to California and other south-western States, returned last week to Montreal.

Sir Hormisdas Laporte of the War Purchasing Commission, head of the wholesale grocery firm of Laporte, Martin & Co., and a member of the Canadian Railway Board, was in Montreal over the week-end.

Among the firms who have recently been registered in the province are: Thomas Tomy, Delson P. Chicoine, tea merchant; Mrs. J. U. Delorme, H. M. Cote, L. Archambault, I. Trudeau & Co., Chamberland & Barcelo, Montreal.

Laporte, Martin and Co., Ltee, wholesale grocers, Montreal, have just installed two electrically-operated bookkeeping machines in their office. These will be used for making direct entries and for the issuance of statements, being one of the newest and most approved type.

There is a considerable interest manifest in bowling in Montreal this winter upon the part of various wholesale grocers, and several games have already been played with representatives from the flour mills, banks, etc. One large jobber stated to CANADIAN GROCER that this idea gave promise of creating and furthering a better spirit among the various houses.

May and Houlahan, Sherbrooke, Que., have dissolved partnership and have been succeeded by F. P. Houlahan & Co.

La Compagnie Lafond, Weedon, has dissolved partnership, Joseph Donat Lafond continuing business under the same style.

Montreal wholesale houses have shown much interest in the newly-opened National Athletic Association. Some of them are anxious that members of the staffs in their employ should be accorded the privileges of membership and have accordingly agreed to bear one-half the cost of the annual membership fees.

At the meeting of the Chambre de Commerce held in Montreal last week, Joseph Quintal, of Quintal and Lynch, hay exporters, was elected president. In his opening remarks, acknowledging the honor done him, Mr. Quintal expressed his conviction that the biggest phase of Canada's future lay in the development of her agriculture.

ONTARIO

John Plewes, Toronto, has sold to F. H. Pollard.

D. A. Leitch, Ridgetown, has sold to J. Laing.

Morris Stein, Sarnia, has sold to Harry Rotsky.

R. L. Malick, grocer, Delhi, has sold to S. H. Hickling.

J. P. Lapensee, Ottawa, has been succeeded by Jos Shore.

R. C. Soules, Toronto, has sold to the Thornton Grocery Company.

George Webb, Port Elgin, has bought out the business of George McMurray.

Gibbons & Co., groceries and meats, Toronto, have been damaged by fire.

T. F. Boyle, London, has sold to D. D. Yorke, who will take possession on the 19th inst.

Jos. Sabourin, grocer and meats, Alexandria, is offering his business for sale.

Hochman, Kroch & Co., Iroquois Falls, have dissolved partnership, S. Kroch succeeding.

S. McCandless & Sons, Strathroy, have purchased the business formerly conducted by Wm. Cross.

Jos. McCauley is going into the grocery business in Gananoque, and on Saturday will open up with a complete line of everything in that line. This is in addition to his present tobacco and confectionery business.

W. A. Kerr, a prominent merchant of Bright, died there Sunday night last from influenza, at the age of 46 years. The whole family was stricken down with the epidemic, which also claimed Mr. Kerr's eldest son on Saturday last.

George E. Jackson, one of the pioneers of the Seaforth district, died this morning at his residence in Egmondville, Ont., after an illness of nearly two months. He was born in Dublin, Ireland, in 1834, and came to Bayfield when he was seven years old. He carried on a general store business.

W. J. Chambers, representing the American Steel Wool Co., in Canada with headquarters in Toronto was in Hamilton and Brantford this week on a business trip.

W. F. Morley of W. F. Morley & Co., wholesale grocery brokers, Toronto, left Monday night for Montreal where he will spend a couple of days in the interests of the firm.

A. H. Graham, a general merchant in Moffat, Ont., for the past five years, died recently. Levi Elsley of Nassagaweya, Ont., has purchased the business which will in all probability be operated by his son.

WESTERN

R. S. McIndoe, grocery broker and manufacturer's agent, Toronto, left on Saturday for a three week's trip to New York city.

W. W. McRae has sold out his general store business at Benalto, Alta., to Arthur Kinna and V. B. Buchanan, the latter of the Bank of Commerce staff, Eckville.

The Grenfell Trading Co., Wolseley, Sask., of which Jno. Freidman is the owner, has disposed of its stock to Claxton Bros. & Co., who took possession on Monday.

The Imperial Grocery, Regina, was closed for two days recently, owing to the proprietors, Price Hughes and E. J. Butler, both being confined to their homes with Spanish influenza. Mr. Hughes and Mr. Butler are both back at the old stand once more and doing business as usual.

A. F. Little, manager of the Regina Trading Company and S. N. Johnson, have left for the coast where they will spend three weeks partly on business and partly on pleasure.

The first annual meeting of the North Battleford Co-Operative Creamery was held recently, when it was announced that the output of butter for 1918 was 111,743 pounds, an increase of 20 per cent. over 1917. There are 650 patrons and shareholders. Geo. C. Vessey is manager.

Gordon Ironside and Fares Packers, Limited, Moose Jaw, following a conference with officials of the Government Employment offices have agreed to throw open to returned men who are capable of filling them any positions in their plant at present held by aliens.

H. J. Crowe, official butter grader of the dairy branch of the Department of Agriculture, Saskatchewan, is attending sessions of the Dominion Produce Dealers Association convention being held in Toronto. Mr. Crowe is also looking into dairy conditions in the east.

M. Scott of Drinkwater, general merchant, is going out of business to devote all his time to the placing on the market of an invention of his that promises good results. The invention is in the form of a weed killer harrow tooth. He intends to place the article on the market himself, though he has had a number of proposals from different manufacturers.

Regina is definitely assured of stockyards, according to Pat Burns who vis-

ited the city on February 10, and took the matter up with the city council, board of trade and other organizations interested. The P. Burns already have large interests in Regina, in the form of wholesale grocery and produce business, and abattoirs. Definite announcement as to plans is expected in about one month's time.

Regina Retail Merchants are meeting with the bakers of the city to see if a revision of bread prices is not desirable at the present time, in view of the fact that Regina heads the list for Canada in so far as bread prices are concerned. The merchants contend that bread prices should be capable of reduction without loss of reasonable profit to the producer. Some stores are being favored by bakers with a reduced cost price which enables the dealer to retail at the rate of twelve loaves for one dollar. The association claims that such discrimination is wrong and the baker should sell to all stores at the lower price. Some stores sell three loaves for 25 cents and others two loaves for the same figure. A conference of grocers and bakers will be held in the near future when as a result it is hoped lower prices for bread will be announced.

STEVENS-HEPNER CAPITAL INCREASED

Stevens-Hepner Company, Limited, of Port Elgin, Ontario, have recently taken out supplementary letters patent increasing the capitalization of their company from one hundred and fifty thousand dollars to five hundred thousand dollars. Their business now extends from coast to coast.

The goods manufactured by this firm include household and stable brushes, brooms, also ebony and French ivory toilet brushes.

New Goods Department

White Swan Spices & Cereals Limited, Toronto, have placed on the market a new package of "Wheat Kernels." This is a breakfast food made from wheat and



is put up in a cardboard package. The accompanying illustration shows the package in which Wheat Kernels are packed.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

COFFEE continues to form one of the strongest points in the markets to-day, and were primary basis carried through to spot stocks a general advance of about 4c per pound would be made. The War Trade Board of the United States announces the removal of coffee from the export conservation list, effective February 14.

It is understood actual export business on canned goods for January amounted to 218 cars, principally peas, tomatoes and 4-lb. jam, with tomatoes forming a big total. It is further indicated that there is still business in sight for the present month. This heavy movement should tend to clean up stocks pretty well and steady the markets.

MONTREAL—There are numerous changes this week, and the same are pretty well divided as declines and advances. There has been a better feeling in trade circles, and business on an improved scale is looked for in the next few weeks.

Among the lines which are higher in price are bran and shorts. Bran advanced to \$40.25 per ton for mixed car lots, while a price of \$43-\$45 per ton applies for straight car lots. Shorts, while the same price as heretofore for mixed car lots, are higher for straight cars, at \$44.50 to \$47 per ton. Feed oats, too, and various other mill feeds, are up in price, and for these there is a fair sale.

Marmalade in glass and tin is higher in price, and owing to a stimulated demand for export, there is a firming of the evaporated apple market. Other lines of dried fruits and raisins are also in a firmer position. Cassias and nutmegs are much higher in price, and various grades of coffee have advanced half a cent to one cent per pound. Rolled oats, notwithstanding the easier feeling which developed a week ago, are up again, and the market is much steadier. Wooden pails and tubs are up, and one line of grapes—Almeria—is much higher.

The declines in this market are important in some respects. Flour is down 15c per barrel for standard grade. This is due to a lower price for the jute bags. Pot and pearl barley are ruling easier at lower quotations, while molasses, in definite accord with the tendencies forecast in CANADIAN GROCER last week, has declined. Corn flour is down considerably,

and some of the cheaper grades of teas are shaded somewhat, although Japans are very firm. One line of rice was reduced somewhat in one quarter, and citrus fruits are down in price. Peanuts are inclined to lower levels.

TORONTO—Cereals carry perhaps more changes than any other class of goods this week. Rolled oats are steady and show some slight advances. Cornmeal has sagged, however, and a 50c drop in linseed meal has been recorded. Barley flour, corn flour and oat flour are all lower, and prices on pearl hominy and hominy grits have been revised downward.

The flour situation is better, and the early resumption of milling activities is looked on with pleasure by the millers. The situation to derive the most direct benefit will be that of mill feeds, which should soon be available in quantities more nearly resembling the requirements of the trade. Bran has advanced \$3 per ton this week, and some interests note a \$2 advance in shorts, but this is not general.

Live hogs are very strong, but little change has been made in fresh or cured meats this week. Eggs are down again; butter has firmed up slightly.

WINNIPEG—The market in dried fruits continues very firm. An advance of from 3½ to 4c per lb. on prunes has been made within the past week. This advance is the direct result of the shortage of fruit now prevailing.

Some advances may soon be made on package teas. The Customs report covering tea importations during seven months, from April to October, 1918, shows a decrease of over 20,000,000 pounds of tea imported into Canada, compared with the previous year. With tea consumption increasing, a shortage would not come as a surprise, and in view of the fact that higher prices can be obtained for tea in Europe, it is felt that present stocks of tea should be protected at least market prices.

With the approach of the Lenten season, more activity in the canned fish market is expected. A scarcity of Sockeye salmon has increased sales of Red Cohoe, Chums and Pinks. Canned Pilchards are popular on the market owing to reasonable prices.

QUEBEC MARKETS

MONTREAL, Feb. 19.—Evidences are not lacking that there is an improvement due for business in a general way. Already some new business has been developing in a larger sense and this, it is hoped, is the forerunner of better things. The markets have recorded a considerable number of changes, many of them advances and many declines. These are definitely referred to in the market summary.

Woodenware Higher; Marmalade, Too

Montreal.
WOODENWARE, MARMALADE.—The price of wooden pails and tubs has been advanced here. Common pails two-hoop style, are advanced from \$3.30 to \$3.45, and common tubs, No. 0 from \$19.80 to \$20.80; No. 1 from \$17.60 to \$18.50; No. 2, \$15.40 to \$16.20, and No. 3, \$13.20 to \$13.85. Orange marmalade of E. D. S. make, in glass jars, is quoted at \$3.35 per dozen; 22-oz. at \$4, and 4-lb. pails at 84c. The respective prices ruling before were \$2.95, \$3.75 and 77c.

Sugar Market Steady; in Good Supply

Montreal.
SUGAR.—The supply is good and the undertone steady and firm. Those who are looking for lower prices will not get them, several of the refineries have stated, and they base this attitude on the fixed prices for raw sugar and also on the fact that there is no decline in coast-wise shipping rates. There has been a better delivery of raw sugars of late, and the supply of refined sugar is quite ample to take care of all requirements.

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 95
Aecadia Sugar Refinery, extra granulated	9 95
St. Lawrence Sugar Refinery	9 95
Canada Sugar Refinery	9 95
Dominion Sugar Co., Ltd., crystal granulated	9 95
Iceing, barrels	10 15-10 30
Iceing (25-lb. boxes)	10 55-10 70
Iceing (50-lb. boxes)	10 35-10 50
Do., 1-lb.	11 05
Yellow, No. 1	9 75-9 55
Yellow, No. 2 (Golden)	9 45-9 55
Yellow, No. 3	9 35-9 45
Powdered, barrels	10 05-10 20
Powdered, 50s	10 15-10 50
Powdered, 25s	10 35-10 60
Cubes and Dice (asst tea), 100-lb. bxs	10 55-10 65
Do., 50-lb. boxes	10 65-10 75
Do., 25-lb. boxes	18 85-10 95
Do., 2-lb. pack	11 95-12 05
Paris lumps, barrels	10 55
Paris lumps (100 lbs.)	10 65
Paris lumps (50-lb. boxes)	10 75
Paris lumps (25-lb. boxes)	10 95
Paris lumps (cartons, 5-lb.)	11 70
Do., (cartons, 2-lb.)	12 45
Crystal diamonds, barrels	10 55
Crystal diamonds (boxes 100 lbs.)	10 65
Crystal diamonds (50-lb. boxes)	10 75
Crystal diamonds (25-lb. boxes)	10 95

Canned Goods Steady; Some Wish Sales

Montreal.
CANNED GOODS.—There has been some movement toward the seaboard and supplies of various canned vegetables and of canned apples have been sent forward. The latter are quite firm, particularly as the evaporated stocks are

becoming depleted considerably. In view of the lack of business for certain vegetables, some operators have shown a certain anxiety to induce sales, but change of price has not been announced on any line yet.

"Clover Leaf," 1/2-lb. flats	2 45	2 80
Sovereign, 1-lb. flats	4 62 1/2	
Do., 1/2-lb. flats	2 30	
1 lb. talls, cases 4 doz., per doz.	4 50	4 80
1/2 flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	2 05	2 17 1/2
Do., 1/2s. flat	1 17 1/2	1 25
Pinks, 1-lb. flat		2 25
Pinks, 1-lb. talls	2 60	2 75
Paie, 1/2-lb. doz.		1 37 1/2
Pinks, 1/2-lb. doz.		1 62 1/2
Cohoes, 1-lb. talls		3 75
Cohoes, 1-lb. flats		2 25
Cohoes, 1/2 lbs., flat		1 75
Herrings (tomato sauce), doz.	2 25	2 50
Haddies (lunch) (1/2-lb.)		1 00
Red Springs, 1-lb. talls	4 00	4 60
Red Springs, 1/2 lb.		2 45
White Springs (1s)		2 30
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Labrador salmon, 1-lb. flat		3 60
Pilehards, 1-lb. talls	1 90	2 00
Whale Steak, 1-lb. flat		1 90
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 (1/4s)	22 00	20 00
Lobsters, 1/4-lb. doz.		2 25
Do., 1/2-lb. tins, doz.	3 60	3 75
Do., 1-lb. talls	6 90	7 00
Do., 3/4-lb. doz.		6 00
Do., 1-lb. flats		7 00
Sardines (Amer. Norweg'n style)		14 50
Sardines—Canadian brands (as to quality), case	6 40	16 50
Sardines, French		32 00
Scallops, 1-lb., doz.		3 25
Scotch Snack, No. 1, dz., Montreal		2 50
Do., Eastern trade		2 65
Do., Winnipeg and Western		2 85
Scotch Snack, No. 2, doz.		4 50
Shrimps, No. 1	2 25	2 50
Crabs, No. 1 (es 4 doz.)		6 75
Canned Vegetables and Fruits—		
Asparagus (Amer.) mammoth green, doz.		4 00
Corn (2s)	2 10	2 35
Corn (2 1/2s)		2 45
Corn (on cob), gallons		7 50
Tomatoes, 1s	0 95	1 00
Tomatoes, 2s		1 25
Tomatoes, 2 1/2s	1 75	1 80
Tomatoes, 3s	1 85	1 90
Tomatoes, U.S. pack, 2s	1 40	1 50
Tomatoes, 2 1/4s	1 90	1 92 1/2
Tomatoes, gallons	6 00	7 02 1/2
Peas, standards	1 40	1 47 1/2
Peas, early June	1 57 1/2	1 60
Peas, extra fine, 2s	2 30	2 35
Do., fancy, 20 oz.		1 57 1/2
Specialties		Per gal.
Olive oil (pure), 1 gal. tins		7 50
Do., 1/2 gal. tins		8 00
Do., 5 gal. tins		7 00
Tomato Paste, 100 tins (case)		32 00
Do., 200 tins (case)		33 00
Do., 12-10 lbs.		39 00
Salad oil (bbls. 50 gals.), gal.		2 50
Olives (in bis, 49 wine gals.), gal.		1 85
Olives, Queen, gal.		1 45

Uncertain Basis For Peas and Beans

Montreal.
BEANS, PEAS.—There is a good buying basis for any who want beans in quantity. The market is very undefined and many prices are being quoted, with

sales restricted to present needs, for the most part. There is a strictly nominal market for both beans and peas, while pot and pearl barleys are selling for less.

Peas—		
Canadian, hand-picked, bush.	5 00	5 40
British Columbia	5 50	6 10
Brown Beans		5 50
Japanese	6 00	6 50
Yellow Eyes	6 50	7 00
Rangoon beans, per bushel	5 50	6 00
Lima, per lb.	0 17	0 19
Kidney beans	7 50	8 00
Peas, white soup, per bushel	3 00	3 50
Peas, split, new crop (98 lbs.)		6 00
Peas (blue)	0 08	0 09
Barley (pot), per bag 98 lbs.		3 75
Barley, pearl, per bag 98 lbs.		5 25

Molasses Loses 2c; Syrups Steady

Montreal.
MOLASSES, SYRUPS.—The molasses market is easier this week, and as definitely forecast in last week's CANADIAN GROCER, lower prices have been made effective. For Island of Montreal the quotation in puncheons is \$1.03 per gallon, and the usual differentials apply. There has been no change in syrups, and the same are selling in small volume.

Corn Syrup—		
Barrels, about 700 lbs.		0 06 3/4
Half bbls.		0 07
Kegs		0 07 1/2
2-lb. tins, 2 doz. in case, case		4 55
5-lb. tins, 1 doz. in case, case		5 15
10-lb. tins, 1/2 doz. in case, case		5 85
20-lb. tins, 1/4 doz. in case, case		5 80
2-gal. 25-lb. pails, each		2 00
3-gal. 38 1/2-lb. pails, each		3 15
5-gal. 66-lb. pails, each		5 25
White Corn Syrup—		
2-lb. tins, 2 doz. in case, case		5 05
5-lb. tins, 1 doz. in case, case		5 65
10-lb. tins, 1/2 doz. in case, case		5 35
20-lb. tins, 1/4 doz. in case, case		5 30
Cane Syrup (Crystal Diamond)—		
2-lb. tins, 2 doz. in case, per case		7 00
Barrels, per 100 lbs.		9 75
Half barrels, per 100 lbs.		10 00
Glucose, 5-lb. cans (case)		4 80
Barbadoes Molasses—		Prices for
		Island of Montreal
Puncheons		1 03
Barrels		1 06
Half barrels		1 08

For outside territories prices range about 3c lower.

No Rice Activity; One Grade Down

Montreal.
RICE, TAPIOCA.—While there is no greater activity in the rice market, there is a seasonable sale in small lots. One jobber has readjusted prices on Siam grade and this is selling at \$8.50 to \$9 per 100 pounds. The tapioca market is unchanged and demand quiet.

Ice Drips—Japan (per 100 lbs.)		11 25
Carolina	12 50	15 00
Siam, No. 2	8 50	9 00
Siam (fancy)	10 50	11 00
Rangoon "B"	8 70	9 25
Rangoon CC	8 40	8 85
Mandarin		10 00
Pakling	8 60	8 70
Tapioca, per lb. (seed)	0 13	0 14
Tapioca (Pearl)	0 13	0 14
Tapioca (flake)		0 12 1/2

Almonds, Walnuts Firm; Peanuts Easy

Montreal.
NUTS.—There is a firm undertone for almonds and walnuts, and this is the condition at import points, too, according to latest advices. The peanut basis is inclined to be easier although definite reductions have not been effected.

Almonds (Tara), per lb.	0 28	0 33
Almonds (shelled)	0 50	0 55
Almonds (Jordan)	0 70	0 75
Brazil nuts (new)	0 25	0 30
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 20	0 25
Filberts, Barcelona	0 24	0 25
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Extra large	0 20	0 21
Large	0 16	0 20
Medium	0 14	0 16
Shelled, No. 1 Spanish	0 16	0 16½
Salted Spanish, per lb.	0 23	0 24
Shelled, No. 1 Virginia	0 15	0 15½
Do., No. 2	0 14	
Peanuts (salted)—		
Fancy wholes, per lb.	0 40	
Fancy splits, per lb.	0 35	
Salted Spanish, per lb.	0 25	0 27
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, large, No. 2, polished ..	0 28	0 32
Pecans, New Orleans, No. 2 ..	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 60
Walnuts (Grenoble)	0 29	0 35
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 80-0 85-0 95	
Walnuts (Spanish)	0 30	0 33

**Evaporated Apples
Firmer; Raisins, Too**

Montreal.
DRIED FRUITS.—There has been considerable activity here this week in evaporated apples, the same being bought for export, and quite a number of cars being disposed of. Some of these sold at nearly 16c per pound for standard grade, it is stated. There is a consequent steadiness of undertone to other dried fruits and raisins are firming. This is due to the somewhat greater activity manifest in an export sense.

Apricots—		
Choice	0 26	0 28
Slabs	0 24½	0 25
Fancy	0 30	
Apples (evaporated)	0 17	0 19
Peaches (fancy)	0 21	0 23
Faced	0 19	0 19
Choice	0 20	0 24
Extra choice	0 21	0 24
12 oz., per pkge.	0 16	0 18
Pears	0 24	0 25
Drained Peels (old)—		
Citron	0 46	
Lemon	0 40	
Orange	0 41	0 43
Drained Peels (new)—		
Lemon	0 40	0 41
Orange	0 42	0 43
Citron	0 47	0 48
Cut mixed (1-lb. cartons), doz.	4 10	4 30
In 36 lb. case	12 75	
Cut, 10-lb. boxes (lb.)	0 48	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$8.75.		
crown, \$7.50; 6 crown cluster, \$7.00—		
Cal. seedless, cartons, 16 oz.	0 14½	0 15½
Malaga Raisins (5½-lb. box), 3 cr.	1 75	
Do., 5 cr.	2 25	
Muscatels, loose, 3-crown, lb.	0 15	
Do., 4 cr.	2 00	
Muscatels, loose, 2-crown	0 14	
Do., 6 cr.	2 75	
Choice seeded, 12 oz.	0 10½	
Fancy seeded, 16 oz. pkgs.	0 14	0 16
Choice seeded, 16 oz. pkgs.	0 13	0 17
\$5.50; 4-crown cluster, \$6.50-\$6.75; 5		
Valencias, selected	0 11½	
Valencias, 4-crown layers	0 11½	
Sultanas (bleached) 50-lb. boxes ..	0 16½	0 20
Currants, old pack., 15 oz.	0 29	0 31
12 oz.	0 23	0 24
50-lb. boxes, loose	0 28	
Cartons	0 32	
15 oz. pkgs.	0 23	0 24
Pkgs. 8 oz. (20 pkgs.)	2 90	2 60
Pkgs. 6 oz. (50 pkgs.)	3 40	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Muscatels, 4-crown, lb.	0 13	
50 lb. Atlas	0 28	
12 oz.	0 26	
Do., new	0 32	
Cal. currants (loose)	0 18	0 22
Cal. "Kurrants," 15 oz. pkge ..	0 20	0 22
Dates, Excelisior, per case (36-10s) ..	7 50	7 92
Do., Dromedary (36-10 oz.) ..	8 00-8 50-8 64	
Packages only, Excelisior	0 20	

Packages only	0 19	0 20
Do., Dromedary	0 19	0 22
Figs (new), 100 to case	11 00	
Figs (layer), 10-lb. boxes	1 90	2 75
Figs (mets)	0 16	0 18
Prunes—		
Santa Clara	0 80-0 90-0 15	
California, 40-50s	0 19	0 25
50-lb. boxes, 80-90s	0 14	0 14½
90-100s	0 13	0 14
20-30s	0 25	
30-40s	0 20	
25-lb. cases, 50-60s	0 18	0 20
60-70s	0 16	0 17
70-80s	0 15	0 16
80-90s	0 14	0 15½
90-100s	0 13	
100-120s	0 10½	
Oregon, 30-40s	0 15½	
50-60s	0 18½	
60-70s	0 17½	
70-80s	0 16½	

**Cassias Are Higher;
Nutmegs Up, Too**

Montreal.
SPICES.—China cassias are higher in price, and the range in this market, as to grade, is from 40c to 50c per pound. There also has been a firming of nutmeg prices, the quotations now ranging from 70c to 80c, according to size. There is not much movement of spices generally.

5 and 10-lb. boxes		
Allspice	0 20	0 22
Cassia (pure)	0 40	0 50
Cloves	0 75	0 77
Cream of tartar	0 95	1 00
Ginger	0 30	0 40
Ginger (Cochin or Jamaica)	0 30	
Mace	0 80	1 00
Mixed spice	0 30	0 32
Nutmegs	0 70	0 80
Pepper, black	0 42	0 45
Pepper, white	0 48	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 27
Paprika	0 65	0 70
Turmeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)	1 30	
Cardamom seed, per lb., bulk	2 00	
Carraway, Dutch, nominal	0 80	0 90
Cinnamon, China, lb.	0 30	
Cinnamon, per lb.	0 35	0 40
Mustard seed, bulk	0 35	0 40
Celery seed, bulk (nominal)	0 85	0 90
Shredded cocoonut, in palls	0 21	0 23
Pimento, whole	0 20	0 22

For spices packed in cartons add 3¼ cents a lb. and for spices packed in tin containers add 10 cents per lb.

**Some Maple Sugar
Sold; Tone Easier**

Montreal.
MAPLE PRODUCTS, HONEY.—As the maple season draws nearer there is an apparent and manifest desire to clean up old stocks, and while no change in the price basis of either syrup or sugar is announced, there is a tendency to seek buyers more anxiously. Honey sales are maintained on a fairly steady basis, this being a large consuming district.

Maple Syrup—		
10-lb. cans, 6 in case, per case	\$15 10	
5-lb. cans, 12 in case, per case	17 10	
2½-lb. cans, 24 in case, per case	18 50	
Maple Sugar (nominal)	0 28	0 30
Honey, Clover—		
Comb (fancy)	0 30	
Comb (No. 1)	0 28	
In tins, 60 lbs.	0 26	
30-lb. pails	0 27	
10-lb. pails	0 28	
5-lb. pails	0 28	
Honey—Buckwheat, tins or bbls.	0 23	

**Half to One Cent
Added to Coffee**

Montreal.
COFFEE, COCOA.—The firmness of the spot coffee situation is indicated this week by an advance of from ½c to

1c per pound for Jamaicas, Maracaibos and Santos grades. There is not a heavy stock on spot and this is true of the United States market. Having to buy at the enhanced rates obtaining in Brazil the importers claim that they cannot do other than advance prices to take care of their increased costs.

Coffee, Roasted—		
Bogotas, lb.	0 38	0 41
Jamaica, lb.	0 32	0 35
Maracaibo, lb.	0 34	0 36½
Mocha (types)	0 37	0 41
Mexican, lb.	0 37	0 39
Rio, lb.	0 30	0 32
Santos, Bourbon, lb.	0 35	0 37
Santos, lb.	0 34	0 36
Cocoa—		
Bulk cocoa, 200-lb. bbls. (lb.) ..	0 24	
Do., 100-lb. bbls. (lb.)	0 25	
Do., 50-lb. cans (lb.)	0 26	

**Japan Teas Strong;
Some Others Less**

Montreal.
TEAS.—The better grades of teas are still holding firm and the market will, it is stated, continue to be high for Japans in particular. A slightly better basis is obtainable for some of the Java, Ceylon and India teas, but as the imports of tea have materially lessened into Canada during the past year stocks are not so excessive as they were. Business in a general way is improving.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 45	0 47
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Japan Teas—		
Choice	0 65	0 70
Early Picking	0 53	0 58
Javas—		
Pekoes	0 39	0 41
Orange Pekoes	0 44	0 47
Broken Orange Pekoes	0 41	0 43
Small lots	11 20	

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

**Rolled Oats Firmer;
Cornflour Tumbled**

Montreal.
CEREALS.—While rolled oats have been selling on a nominal basis this has been somewhat changed over the week and the market is stronger. In 90-lb. bags the price is given at \$4.30 to \$4.35. There is a fairly steady movement, the consumption of this cereal always being more or less heavy. Corn flour is lower, and the reduction has been made, partly owing to the dearth of actual business. Graham flour also is down, as are split peas, and also pot and pearl barley.

3-lb. pkgs., doz.	2 85	
5-lb. pkgs., doz.	5 60	
Cornmeal, Gold Dust	5 00	5 40
Cornmeal	3 20	4 15
Barley, pearl	5 25	5 50
Barley, pot, 98 lbs.	3 75	4 00
Barley (roasted)	7 50	
Buckwheat flour, 98 lbs.	6 75	7 00
(As to grade)		
Cornflour, white	4 50	4 60
Rice flour	8 75	9 00
Hominy grits, 98 lbs.	5 75	6 50
Hominy, pearl, 98 lbs.	6 75	7 00
Graham flour	5 50	5 60
Oatmeal (standard-granulated and fine)	4 75	4 90
Oatmeal (packages) fine cut	5 70	
Peas, Canadian, boiling, bush.	4 00	5 50
Split peas (per 98 lbs.)	6 00	6 50
Rolled oats, 90-lb. bags	4 30	4 35
Rolled oats (family pack.), case ..	5 00	5 60
Rolled oats (small size), case ..	1 90	2 00
Rolled wheat (100-lb. bbls.)	7 10	8 00
Rolled Wheat—		
Packages, 36 in case	6 00	
Packages, 20 in case (family pack.)	5 80	
Rye flour (Can.), 98 lbs.	5 75	6 05
Tapioca flour, lb.	0 15	0 16

**Flour Down 15c;
Jute Bags Less**

Montreal.
FLOUR.—The price of standard grade flour has been reduced this week, but this is purely the result of lower prices for bags. The change is one of 5c per barrel and prices are as follows, according to quality:

Wheat Flours—	
Mixed car lots on track	\$11 00
Straight car lots on track (minimum 50,000 lbs.), to bakers	11 10
Small lots	11 20

**Bran is Higher;
Crushed Oats, Too**

Montreal.
FEEDS.—The removal of all restrictions as to price for bran and shorts have served to make changed prices. Shorts in mixed car lots are selling now at \$42.25 per ton, and in straight car lots the range of price is from \$44.50 to \$47 per ton. Bran prices are up to \$40.25 per ton in mixed car lots and to \$43 to \$45 per ton in straight cars. Crushed oats are firmer at \$54 to \$60 per ton. There is a fairly steady sale for feeds just now.

FEEDS

Shorts—	
Mixed cars	\$42 25
Straight cars	\$44 50 47 00
Bran—	
Mixed cars	40 25
Straight cars	43 00 45 00
Crushed oats	54 00 60 00
Barley chop	47 00 55 00
Gluten Feed (22% Protein)—	
F.O.B. Cardinal	60 00
F.O.B. Fort William	55 00

**Much Hay Exported;
Feed Oats Firmer**

Montreal.
HAY, STRAW, FEEDS.—The hay market is steady and quite active for regular car lots. Prices are ranging from \$20 to \$25 per ton, according to quantity, f.o.b. Montreal. Feed oats are somewhat higher in price this week.

**HAY, STRAW, GRAIN
(Wholesale prices on car lots)
F.o.b. Montreal**

Good No. 2, per ton (2,000 lbs.)	\$24 00	\$25 00
No. 2	22 00	23 00
No. 3	20 00	21 00
Oats—		
No. 2 C.W. (34 lbs.)	0 83	
No. 3 C.W.	0 77	
Extra feed	0 78	
No. 1 feed	0 75	
No. 2 feed	0 70 1/2	
Barley—		
No. 3 Ontario (48 lbs.)	0 96	
No. 3 Extra	0 97	

**Potatoes May Lower;
Green Stuff Sells**

Montreal.
VEGETABLES.—It has been very evident this winter that many householders had supplies of vegetables to last them for a long time. The coarser vegetables have sold fairly well, but there has been no decided stimulus to demand. Potatoes are still plentiful, and with the return of March prices may be expected to become more favorable. Green vegetables are fairly active.

Artichokes (bag)	2 25
Beans, new string (American) basket	5 00
Beets, bag	0 75 1 00
Brussels Sprouts, quarts	0 20
Brussels Sprouts (doz.)	1 00
Cucumbers, Boston (doz.)	6 00

Cauliflower (imported), doz.	3 50
Cabbage, bbl.	1 50
Cabbage, doz.	1 00
Carrots, bag	0 75 1 00
Celery (Montreal), doz.	1 00
Celery, California (6-7 doz.)	11 00 12 00
Horseradish, lb.	0 20
Lettuce (curly), box (3-4 doz.)	2 50
Celery, California (6-7 doz.)	13 00
Lettuce, Boston, box	4 00
Leeks	3 50
Mint	0 60
Mushrooms, lb.	1 25
Basket (about 3 lbs.)	3 00
Onions, Can., bag (75 lbs.)	1 50 2 00
No. 1 Yellow (75 lbs.)	1 50 1 75
No. 1 Red (75 lbs.), crate	1 50 1 75
Onions, Spring (Imported), doz.	0 40 0 50
Oyster Plant	0 50
Parsnips, bag	1 50
Parsley (Canadian)	0 50
Potatoes, Montreal new (90-lb. bag)	1 60 1 75
Potatoes (New Brunswick), bag	1 90
Potatoes (sweet), hamper	3 50
Romane	0 50
Spinach, box	1 00
Spinach, bbls.	4 00
Turnips, per bag, Montreal	1 50
Turnips, Quebec	1 75
Tomatoes (hothouse), lb.	0 40
Tomatoes, crates	10 00
Watercress (Can.)	0 50

**Grapefruit, Oranges
Less; Grapes Up**

Montreal.
FRUITS.—The markets this week are

characterized by lower prices for oranges and grapefruit, while imported Almeria grapes are much higher for the heavy weights. There is an active demand for and use of citrus fruits, and the basis is lower for these lines.

Ben Davis	9 00
Baldwins	9 50
Baldwins, No. 1	8 00 10 00
Blenheims	5 00 5 50
Greenings	8 00 10 00
McIntosh Reds (best)	8 50 10 00
Gravensteins, No. 1	4 50 5 50
Spys	8 00 10 00
Russets	8 00
Kings, No. 1	8 00 10 00
Do., No. 2	8 00
Wagners	8 00
Apples (in boxes)	3 50 3 75
Winesaps (box)	4 75
Bananas (fancy large), bunch	4 50 6 00
Cranberries, bbl.	20 00 25 00
Do., gal.	1 00 1 25
Grapes—	
Spanish Almeria, keg (heavy)	16 00
Do., (med.)	7 50 8 00
Emperor, keg	7 50
Grapefruit (fancy Porto Rico)	4 75 5 00
Lemons (fancy new Malagas)	6 00
Lemons (California)	5 25 5 50
Pears, Cal., eating, small box	4 00
Pears, California (110 size)	5 50
Oranges, Porto Rico	4 50 5 00
Oranges, Florida	5 00
Oranges, Calif. (200 size)	6 00
Oranges, Calif. (100-126)	5 25
Oranges (Mexican)	5 00

ONTARIO MARKETS

TORONTO, Feb. 19—Some shading of prices on pork and beans has been noted this week. A heavy export on canned goods is reported and this, if continued, will tend to clean up stocks pretty well. A car of Porto Rico bitter oranges is expected this week. Navel oranges are firm and tending towards higher levels. The removal of coffee from the export conservation list in the United States is reported, effective February 14.

**Firm Prices Seem
Outlook For Sugar**

Toronto.
SUGAR.—Refiners report a somewhat improved demand and this in view of the larger supplies coming to hand will now be welcomed. Some retailers mention the fact that they are not selling as much sugar as might be expected following the supposed period of shortage and they attribute it to the fact that many householders had hoarded sugar and that these supplies are now being used up.

There seems to be every indication that there will be lots of sugar throughout the year, but that much, if any, lower prices will be reached is problematical. The Canadian refiners through the Canada Food Board have purchased about 120,000 tons of San Domingo crop sugars and taken an option on the balance at fixed prices for delivery between January 1 and October 1. British West Indian sugar to the amount of about 100,000 tons has also been contracted for at fixed prices for delivery up until Fall and this being the fact it does not look as though the householder will get sugar at much lower than to-day's prevailing prices. Factors which may result in a slight reduction are keen competition and a slight lowering of the freight rates, but as yet these factors are not sufficient to bring about a material change.

Atlantic, extra granulated	\$10 27
St. Lawrence, extra granulated	10 27
Acadia Sugar Refinery, extra granulated	10 27
Can. Sugar Refinery, extra granulated	10 27
Dom. Sugar Refinery, extra granulated	10 27
Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.	
Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.	
Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 70c. Yellows same as above.	

**Prices Named on
Baking Powder**

Toronto.
BAKING POWDER, ETC.—The following prices have been named on Dalley's baking powder in some quarters: 4 oz., in cases of 3 dozen, \$1.15 per doz.; 6 oz., in cases of 3 dozen, \$1.60; 8 oz., in cases of 3 dozen, \$2.15; 12 oz., in cases of 2 dozen, \$2.75; 16 oz., in cases of 2 doz., \$3.50. Dalley's Pure Extracts, 1 oz., cases of 3 dozen, are quoted at \$1.35 per dozen; 2 oz., in cases of 3 dozen, \$2.35 per dozen.

X-Ray Stove Polish No. 6 is slightly easier, the 10-cent size now selling to the trade at 90 cents per dozen.

**Molasses Easier;
Syrups Steady**

Toronto.
MOLASSES, SYRUPS.—There is, gen-

erally speaking, a slightly easier feeling in molasses, but what the new prices are is just a little indefinite at the present time. The period of readjustment is rather slow in coming and it may be some time before the actual prices are worked out.

Nothing of interest is doing in the market on syrups and the trade is holding its own. Sales are within a rather narrow circle at the present time.

Corn Syrups—		
Barrels, about 700 lbs., yellow, per lb.		\$0 06 3/4
Half barrels, 1/4 c over bbls.; 1/4 bbls., 1/2 c over bbls.		
Cases, 2-lb. tins, white, 2 doz. in case	5 05	
Cases, 5-lb. tins, white, 1 doz. in case	5 65	
Cases, 10-lb. tins, white, 1/2 doz. in case	5 35	
Cases, 2-lb. tins, yellow, 2 doz. in case	4 55	
Cases, 5-lb. tins, yellow, 1 doz. in case	5 15	
Cases, 10-lb. tins, yellow, 1/2 dz. in case	4 85	
Cane Syrups—		
Barrels and half barrels, lb.	0 08	
Half barrels, 1/4 c over bbls.; 1/4 bbls., 1/2 c over bbls.		
Cases, 2-lb. tins, 2 doz. in case	7 00	
Molasses—		
Fancy, Barbadoes, barrels	1 05	1 10
Choice Barbadoes, barrels	0 95	1 00
West India, bbls., gal.		0 44
West India, No. 10, kegs		6 50
West India, No. 5, kegs		3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90	
Tins, 3-lb. table grade, case 2 doz., Barbadoes	6 75	
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30	
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20	
Tins, 2-lb., baking grade, case 2 doz.	5 50	
Tins, 3-lb., baking grade, case of 2 doz.	7 40	
Tins, 5-lb., baking grade, case of 1 doz.		
Tins, 10-lb., baking grade, case of 1/2 doz.		
West Indies, 1 1/2s, 48s	6 95	

Pork and Beans Easier; Big Export

Toronto.
CANNED GOODS.—A somewhat easier feeling is noticed in the price of Simcoe Pork and Beans in cs., which are quoted in some quarters for the 48/1s at \$1.10 per dozen and 24/2s at \$1.65 per dozen. Clark's Pork and Beans, 3s, flat, in cs. are being quoted at \$2.95 per dozen. What it is indicated are the correct prices in Shiriff's marmalade are the following: 8 oz., \$1.90 per doz.; 10 oz., \$2.30; 12 oz., \$2.55; 16 oz., \$3.25; 22 oz., \$4.40; 2 lb. jars, \$5.75; 4 lb. tins, \$9.85.

It is understood that there have been 218 cars of canned goods, including peas, tomatoes, and 4-lb. jams go overseas during the month of January, and that there is still big business in sight for the present month.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, 1/2s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., 1/2s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 35	1 00
Cohoos, 1-lb. tins	3 45	3 75
Red Springs, 1-lb. talls	3 65	3 95
White Springs, 1s, dozen	2 30	2 35
Lobsters, 1/2-lb. doz.		3 75
Whale Steak, 1s flat, doz.	1 75	1 90
Pilehards, 1-lb. talls, doz.	1 90	2 15

Canned Vegetables—		
Beets, 2s.	1 90	2 30
Tomatoes, 2 1/2s		1 75
Peas, standard	1 50	1 95
Peas, early June	1 67 1/2	2 25
Beans, golden wax, doz.	2 00	2 10
Asparagus tips, doz.	3 42 1/2	3 45
Asparagus butts	2 00	2 02 1/2
Corn, 2s, doz.	2 40	2 60
Pumpkins, 2 1/2s		
Spinach, 2s, doz.	1 90	
Do., 2 1/2s, doz.	2 52 1/2	2 55
Do., 10s, doz.		10 00
Succotash, 2s, doz.	2 30	2 35
Pineapples, s'iced, 2s, doz.	3 20	3 50
Do., shredded, 2s, doz.	3 00	3 02 1/2
Rhubarb, preserved, 2s, doz.	2 07 1/2	2 10
Do., preserved, 2 1/2s, doz.	2 65	2 67 1/2
Do., standard, 10s, doz.	4 50	4 52 1/2
Peaches, 2s	2 87 1/2	
Pears, 2s	2 35	2 37 1/2
Plums, Lombard, 2s	1 97 1/2	2 22 1/2
Plums, Green Gage	2 17 1/2	2 37 1/2
Raspberries, 2s, H.S.	4 50	
Strawberries, 2s, H.S.	4 50	
Blueberries, 2s	2 10	2 35
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Jams—		
Apricot, 4s, each		0 84
Black currants, 16 oz., doz.	3 40	3 90
Do., 4s, each		0 98
Gooseberry, 4s, each		0 84
Peach, 4s, each		0 82
Red currants, 16 oz., doz.		3 45
Raspberries, 16 oz., doz.	3 90	4 25
Do., 4s, each		0 98
Strawberries, 16 oz., doz.	3 90	4 25
Do., 4s, each	1 08	1 10

More Activity in Dried Fruits

Toronto.
DRIED FRUITS.—Jobbers report a somewhat improved demand for dried fruits. This is not yet a big factor, but it would appear that stocks throughout the country are becoming cleaned up somewhat. There is no quotable change in the prices and conditions generally are much as they have been for the past two or three weeks. Reports on the United States market indicate that there is a big export inquiry which is running very largely to prunes.

Apples, evaporated, Ontario	0 16 1/2	0 17
Apricots, unpitted		0 16 3/4
Do., fancy, 25s		0 30
Do., choice, 25s	0 23	0 27
Do., standard, 25s	0 22 1/2	0 26
Candied Peels, American—		
Lemon	0 42 1/2	
Orange	0 45 1/2	
Citron	0 53	
Currants—		
Grecian, per lb.	0 26	0 28
Australians, re-cleaned, lb.		0 30
Cherries, 2s	2 75	2 90
Dates—		
Excelsior, kgs., 3 doz. in case		7 00
Dromedary dates, 3 doz. in case		8 00
Figs—		
Tans, lb.		
Malagas, lb.		
Comadre figs, mata, lb.	0 18	0 14
Cal., 4 oz. pkgs., 70s, case		5 00
Cal., 3 oz., 20s, case		3 25
Cal., 10 oz., 12s, case		2 25
Prunes—		
30-40s, per lb.		0 18
40-50s, per lb.		0 19
50-60s, per lb.	0 16 1/2	0 18
60-70s, per lb.	0 16	0 17
70-80s, per lb.	0 14 1/2	0 16
80-90s, per lb.	0 13 1/2	0 14 1/2
90-100s, per lb.	0 11 1/2	0 12 1/2
100-120s, per lb.	0 09 1/2	0 10 1/2
Peaches—		
Standard, 25-lb. box, peeled		0 24
Choice, 25-lb. box, peeled		0 25
Fancy, 25-lb. boxes		0 22
Practically peeled, 25-lb. boxes		0 22 1/2
Extra choice, 25-lb. box, peeled		0 25
Raisins—		
California bleached, lb.	0 17	0 18
Extra fancy sulphur bleached, 25s		0 17
Seedless, 15 oz. packets	0 14 1/2	0 14 1/2
Seeded, fancy, 1-lb. packets	0 15 1/2	0 16
Seeded, 15 oz. packets	0 13	0 15
Seedless, Thompson's, 25s	0 14	0 16
Seeded, 16-oz. packets	0 15	0 16
Do., Bakers, Thompsons	0 16	0 17 1/2
Do., Bakers, Thompsons, 50s	0 15	0 16
1 Crown Muscatels, 25s		0 18

Tea Situation Generally Same

Toronto.
TEAS.—There have been no new developments in regard to teas during the week. Prices are held without any quotable change and there seems to be a fair movement in progress.

Pekoe Souchongs	0 46	0 48
Pekoes	0 43	0 56
Broken Pekoes	0 56	0 59
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 49
Japans and Chinas—		
Early pickings, Japans		0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., Seconds	0 50	0 55
Do., sifted	0 50	0 62

Strong Position Noted in Coffee

Toronto.
COFFEE.—The market rules with a very strong undertone and in some quarters prices have advanced 2 cents per pound during the week. Primary markets report a very strong position and there does not seem to be any indication that prices for the immediate future at least will show any recession from their present levels. Advices from New York indicate that the War Trade Board of the United States has announced the removal of coffee from the export conservation list, effective February 14. The feeling exists that prices here must advance about 4c a pound higher to be in line with the market.

Coffee—		
Java, Private Estate		0 45
Java, Old Government, lb.	0 33	0 40
Bogotas, lb.	0 37	0 38
Guatemala, lb.	0 36	0 37
Maracaibo, lb.	0 34	0 35
Mexican, lb.	0 33	0 39
Jamaica, lb.	0 33	0 34
Blue Mountain Jamaica		0 48
Mocha, lb.	0 38	0 39
Mocha, Arabian, lb.		0 40
Rio, lb.	0 27	0 32
Santos, lb.	0 32	0 33
Santos, Bourbon, lb.	0 34	0 36
Ceylon, Plantation, lb.	0 38	0 39
Chicory, lb.	0 30	0 33
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 20	0 24

Spice Markets Maintain Steadiness

Toronto.
SPICES.—Little change is noted in the position of prices generally this week. The trade is exercising caution and only buying from land to mouth. There is little importing being done, import stocks being higher than spot. Stocks are being reduced and with little coming the market maintains a very fair amount of steadiness. Pepper to import is well above spot prices, but there is a tendency to favor the buyer in quotations.

Allspice	0 18	0 25
Cassia	0 33	0 45
Cinnamon	0 45	0 60
Cayenne	0 30	0 35
Cloves	0 65	0 80
Ginger	0 30	0 45
Herbs — sage, thyme, parsley,		
mint, savcry, Marjoram	0 40	0 70
Pastry	0 28	0 40
Pickling spice	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 42	0 44

Brazils Now Loading; Markets Firm

Toronto.
NUTS.—Advices from primary points indicate that producers are already loading new Brazils on to the ships and this means that this nut for the Canadian market should be offering probably around the middle of March or first of April. All other lines are holding quite steadily with supplies for the immediate requirements of the trade considered ample and the outlook for a fairly well maintained basis of prices.

Little Firmer Feeling in Rice

Toronto.
RICES. — A slightly firmer tone is noted in regard to this market, wholesalers having cleaned up on their stocks fairly well and being satisfied to hold their prices in line with conditions at producing points. No price changes are recorded for the week, the figures ruling at the following levels:—

Bean Market Continues Weak

Toronto.
BEANS. — Weakness continues to be manifest in the market on beans. Little business is being done, but outlook is considered fair.

Ontario, 1-lb. to 2-lb. pickers, bu. \$....	\$4 00
Do., hand-picked	4 50
Japanese Kotosashi, per bush.....	5 50
Rangoons, per bushel	3 75 3 90
Limas, per pound	0 14 0 14 1/2

Honey Market Hard to Determine

Toronto.
HONEY, MAPLE SYRUP. — It is pretty hard to determine what the market on honey is to-day. There is plenty of honey and the demand is comparatively light. One dealer stated that he doubted if a man could be found who would pay 28 cents per pound for clover honey in 10-lb. tins. He stated that he would sell at 26 cents and probably if he had an offer on a good block he would let go of it at 25 cents. This is just an indication of what the market really is or is not and until dealers' stocks are substantially reduced or a demand is created from a source unknown at present, it may be expected that prices will be in favor of the buyer. There is nothing new in regard to Maple Syrup whatever and indications are that stocks are pretty well cleaned up.

Honey—	
Clover, 2 1/2-lb. tins	0 29
5-lb. tins	0 27
10-lb. tins	0 25 0 26
60-lb. tins	0 25 0 26
Buckwheat, 60-lb. tin, lb.	0 21
Comb. No. 1, fancy, doz.....	3 75 4 25
Do., No. 2, doz.	3 00
Maple Syrup—	
No. 1, 10-lb. tins, 6 to case ...	15 10
No. 2, 5-lb. tins, 12 to case ..	17 10
No. 3, 2 1/2-lb. tins, 24 to case ..	18 50
No. 3, 32-oz. bottles, 24 to case	16 70
Gallon tins, Imperial, per gal.	2 25
5-gallon tins, Imperial, per tin	10 50
Barrels, 25 or 40 Imp. gals., gal.	2 00

Oranges Stiffer; Apples Move Up

Toronto.
FRUITS. — Oranges are stiffer and prices show a tendency towards higher levels. A car of Porto Rico bitters is due in this week and will be marketed through the wholesalers. Apples have soared this week and No. 1 Spys are being quoted at \$10 per barrel. A car of Cuban grapefruit is being offered, prices ranging as follows: 64s, \$5 per box; 70s, \$5.25; 80s, 96s and 112s, \$5.50.

Apples—		
Do., Rome Beauty, box	3 25	3 50
Do., Winesaps, box	3 50	4 25
Do., Spys, box	2 25	3 25
Do., Greenings, box	2 15	2 25
Do., Baldwins, box	2 00
Do., in Barrels. No. 1 No. 2 No. 3		
Greenings	8 00	7 00
Baldwins	7 50	7 00
Spys	10 00	9 00
Bananas, per lb.	0 07
Grapes—		
Do., Malagas, bbl.	13 00	14 00
Grapefruit—		
Florida, 46s	5 00	5 50
Do., 54s	5 25	5 50
Do., 64s	5 50	6 00
Do., 70s, 80s, 96s, 126s	5 75	6 00
Oranges—		
California navels, 100s	5 00
Do., 126s	5 00	5 25
Do., 150s	5 00	5 50
Do., 176s	5 50
Do., 200s, 216s, 250s	5 50
Do., 288s	5 50
Lemons, Cal., case	4 00	5 00
Pears, Cal.	5 50

Beets, Carrots, Turnips Lower

Toronto.
VEGETABLES. — Lower prices have been established this week on beets, carrots, parsnips and turnips, a straight price of 65c per bag for each now ruling. There is little new to report in other lines, California vegetables coming along fairly well and moving out quite satisfactorily.

Beets, bag	0 65
Cabbage, Can., bbl.	\$1 75
Do., Cal., crates	2 50
Carrots, bag	0 65
Cauliflower, Cal., case	5 00 5 50
Celery—	
Do., California, 6 to 9 doz.
Do., California, 6 to 8 doz.
Cucumbers, doz.	4 00
Endives, dozen	0 85
Lettuce, head
Do., Do., Florida, large hampers	7 00
Do., leaf, dozen	0 30 0 35
Onions, Can. Yellow, 100-lb. bag	2 25
Do., green Shailots, doz.	1 00
Parsley, jumbo bunches, doz....	0 65 0 75
Parsnips, bag	0 65
Peppers, green, dozen	1 00
Potatoes, sweet kiln dried, hamper	3 25 3 50
Potatoes, Ontario, bag	1 25 1 35
Do., N.B., Delawares, bag	1 75

Spinach, Louisiana, bush, hamp's	3 00
Turnips, bag	0 65

Better Feeling Noted in Flour

Toronto.
FLOUR.—A better feeling in respect to flour is noted this week, the promise of an early resumption of export business tending to help out a situation which was anything but encouraging to the millers.

FLOUR	
Government Standard, 74% Extraction.	
Manitoba Wheat Flour, in carload shipments, on track, bbl.	\$11 25

Bran Moves Up \$3.00 Per Ton

Toronto.
MILL FEEDS.—Higher prices have been named on bran this week, and whereas some interests have advanced shorts this is not general. The resumption of milling activities at an early date is looked on with great pleasure as it means mill feeds will be available in quantities more in line with requirements of the trade.

In carlots, track	
Bran, per ton	\$40 00 \$40 25
Shorts, per ton	42 00 44 00

Rolled Oats Steady; Cornmeal Easier

Toronto.
CEREALS.—A steady tone is noted in rolled-oats with quotations on 90's ranging from \$4.25 to \$4.45. Cornmeal is easier, being quoted down to \$4 to \$4.25 for 98-lb. bags. Barley flour, corn flour and oat flour have sagged, and lower prices are named on pearl hominy and hominy grits. Linseed meal is down 50c to \$8 in 98-lb. bags.

Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	\$6 00 \$6 25
Barley, pot. 98s	4 50 4 75
Barley Flour, 98s	4 50
Buckwheat Flour, 98s	7 25 6 00
Cornmeal, Golden, 98s	4 00 4 25
Do., fancy yellow, 98s	3 50 3 75
Corn flour, white, 98s	4 50
Do., Government standard, 98s	4 25
Hominy grits, 98s	4 50
Hominy, pearl, 98s	4 25
Oatmeal, 98s	4 70 4 90
Oat Flour	4 50
Rolled Oats, 90s	4 25 4 45
Rolled wheat, 100-lb. bbl.	6 50 7 00
Rice Flour, per 100 lbs.	8 00
Rye Flour, 98s	6 50 7 25
Peas, split, 98s	5 50
Blue peas, lb.	0 10
Linseed Meal, 98s	8 00 8 50

Above prices give range of quotations to the retail trade.

WINNIPEG MARKETS

WINNIPEG, Feb. 19.—Steadiness marks the situation in the markets this week, with coffee showing strength and tea tending to stiffen slightly. Canned goods are quiet, with greater activity in canned fish looked for with the approach of the Lenten season. Beans are weak. Oranges and grapefruit may advance.

Maintained Sugar Prices Likely

Winnipeg.
SUGAR.—Sugar prices are not expected to be lower for some months, as

present quotations are based on the price for raws agreed upon between the U. S. Sugar Commission and the Government of Cuba, which will rule for the period of the present crop season. With a firm market, sugar prices may therefore

be expected to continue high for some time. Supplies are none too plentiful, but shortage is soon expected to be remedied by larger receipts of raws coming into this country.

SUGAR		Per 100 lbs.
Granulated—		
Best, in barrels		\$11 00
Best, in 100-lb. bags		10 95
Best, in 50-lb. bags		11 05
Best, in bales of 5x20-lb. bags		11 20
Best, in bales, 10x10-lb. bags		11 35
Best, 5-lb. packages, 20 in case		11 40
Best, 2-lb. packages, 50 in case		11 50
Light Yellow—		
In barrels		10 50
In 100-lb. bags		10 45
In 50-lb. bags		10 55
Lump Sugar—		
Hard, 100-lb. cases		11 90
Hard, 25-lb. boxes		12 15
Tea Cubes, 25-lb. boxes		11 90
Tea Cubes, 100-lb. boxes		11 60

Supplies Syrup Considered Scarce

Winnipeg.
SYRUP.—There is a marked scarcity of sugar syrup on the local market, and this scarcity may shortly extend to maple syrup. Jobbers are advising an early covering of reasonable requirements.

Syrup—		
24 by 2 lb. tins, case		\$6 00
12 by 5 lb. tins, case		7 00
6 by 10 lb. tins, case		6 60
3 by 20 lb. tins, case		6 50
Quart sealers, 1 doz. case		5 10

Quiet Prevails in Canned Goods

Winnipeg.
CANNED GOODS.—The quiet season in canned goods continues, and until the trade demand becomes more pronounced, no advance in price is expected.

With the approach of the Lenten season, more activity in the canned fish market is expected. A scarcity of Sockeye salmon has increased sales of Red Cohoe, Chums, and Pinks. Canned Pilchards are popular on this market owing to reasonable prices.

Corn—		
Maple Leaf, 24 x 2's		\$4 45
Burford, 24 x 2's		4 45
Simcoe, 24 x 2's		4 55
Donalco, 24 x 2's		4 60
Peas—		
Standard, 24 x 2's		3 25
Tomatoes—		
Burford, 24 x 2 1/2's, Can.		3 80
Maple Leaf, 24 x 2 1/2's, Can.		3 95
Donalco, fancy solid pack		4 05
Peaches—		
Heavy Syrup, 24 x 2's		5 65
Maple Leaf, 24 x 2's		5 60
Donalco, 24 x 2's		5 55
Pears—		
Burford, light syrup, 24 x 2's		3 90
Globe, 24 x 2's		4 15
Plums—		
Lombard, light syrup, 24 x 2's		3 70
Lombard, heavy syrup, 24 x 2's		3 80
Maple Leaf, light syrup, 24 x 2's		4 55
Strawberries—		
Burford, 24 x 2's		8 15
Donalco, heavy syrup, 24 x 2's		8 40
Salmon—		
Chums, Cute, 48 x 1-lb. talls		\$8 40
Pinks, Nth. Star, 48 x 1-lb. talls		10 25
Red, Cohoes, Target, 48 x 1-lb. talls		13 75
Red Sockeye, superlative lasquetti, 48 x 1-lb. talls		16 25
Sunflower, Pinks, 48 x 1-lb.		10 40
Sardines—		
Brunswick, 100 x 1 1/4's		7 05
Do. less than case lots of 100 tins		0 07 1/2

Jams Holding Steadily, Unchanged

Winnipeg.
JAM.—Present prices on jams are ex-

pected to be maintained for some time. Owing to the higher prices of sugar now prevailing, no decline in jam prices can be predicted, and British jam will not figure largely in Canadian trade this season. The present market for jams is very firm at following quotations:

Climax Jam—		
Apple and strawberry, 4s. tins,		
1 doz. case, case	\$8 25	
Apple and raspberry, 4s. tins,		
1 doz. case, case	8 25	
Apple and assorted, 4s. tins,		
1 doz. case, case	8 25	
L. & B. Jam—		
Apple and raspberry, 4s, 12 to case, per tin		0 62
Apple and assorted, 4's, 12 to case, per tin		0 62
Apple and black currant, 4s, 12 to case, per tin		0 62
St. Williams Pure Jam—		
Raspberry, 4s, 12 to cs, per tin		0 95
Black currant, 4s, 12 to case, per tin		0 95
Gooseberry, 4s, 12 to case, per tin		0 90
Raspberry and red currant, 4s, 12 to case, per tin		0 90
Red currant, 4s, 12 to case, per tin		0 90
Peach, 4s, 12 to case, per tin		0 82
Plum, 4s, 12 to case, per tin		0 82
Cherry, 4s, 12 to case, per tin		0 88
Assorted, 4s, 12 to case, per tin		0 85

Prunes Make Sharp Advance

Winnipeg.
DRIED FRUITS.—The market is dried fruits continues very firm. An advance of from 3 1/2 to 4c per lb. on prunes has been made within the past week. This advance is the direct result of the shortage of fruit now prevailing.

California new crop prunes are quoted at figures shown below. A notable scarcity of peaches exists, and the outlook is for higher prices on this fruit. Demand is good for all lines and no declines are expected.

Prunes—		
40-50s, 25-lb. boxes, per lb.		0 18 1/4
50-60s, 25-lb. boxes, per lb.		0 16 3/4
60-70s, 25-lb. boxes, per lb.		0 15 3/4
70-80s, 10-lb. boxes, per lb.		0 16
80-90s, 25-lb. boxes, per lb.		0 14 1/2
70-80s, 25-lb. boxes, per lb.		0 15 1/2
Pears, choice, 10-lb. boxes, faced, lb.		
		0 20
Evaporated Apples, Ontario, 50's		
		0 16 3/4
Peaches, choice, 10-lb. boxes		
		0 21 1/2
Apricots, choice, 10-lb. boxes		
		0 26
Do., standard, 10-lb. boxes		
		0 28
Muscatels—		
1 Crown, 25-lb. boxes		0 12 3/4
Seeded—Bulk, 25-lb. boxes		0 12 1/4

Coffee Shows Firm Tendencies

Winnipeg.
COFFEE.—Higher prices on coffee may be expected, as recent small advances have not put local quotations in line with figures at New York. Present prices are therefore based on lower costs than rule to-day. This condition is not expected to last, as spot stocks are being rapidly bought up.

The enormous European demand is a big factor in the situation, and it may be therefore established that prices will not be lower for some time. One large importer has advised the withdrawal of all firm prices and states quotations will be governed by market prices from month to month.

Green Coffee—		
Rio, No. 7	0 21 1/2	0 23
Santos, fine old crop	0 28	0 30

Bourbon	0 29
Mexican	0 34
Bogota A	0 34
Costa Rica	0 38

Package Teas May React

Winnipeg.
PACKAGE TEAS.—Some advances may soon be made on package teas. The Customs report covering tea importations during seven months, from April to October, 1918, shows a decrease of over 20,000,000 lbs. of tea imported into Canada, compared with the previous year. With tea consumption increasing during the next few months, owing to the return of large numbers of troops from overseas, a shortage is expected, especially in view of the fact that higher prices can be obtained for tea in Europe. For this reason present stocks of tea should be protected at current prices.

Bean Market Shows Weakness

Winnipeg.
BEANS.—The bean market is very weak. Fancy Kotasabi beans are being quoted at \$10.00 per 100-lb. bag. Manchurian hand-picked white beans are quoted at \$8.25 per 100-lb. bag.

Peas Steady; Little Change

Winnipeg.
PEAS.—Dried whole peas (yellow) are quoted at .08 1/2 per lb. in 60-lb. lots. Other lines as follows:—

Whole Green Peas—		
Bushel, 60 lbs., lb.		0 09 1/2
Split Peas—		
98-lb. sack, sack		8 00
49-lb. sack, sack		4 10

Oranges, Grape Fruit to Move Up?

Winnipeg.
FRUITS AND VEGETABLES.—Heavy receipts of California oranges and grapefruits are expected within the next two weeks on this market, and dealers predict advances in price on these lines. During the past week the fruit and vegetable market has been firm, and prices unchanged.

Fruits—			
Apples, box	\$3 25	\$4 25	
Strawberries, Florida, quart.		0 90	
Oranges	5 50	7 00	
Lemons, Cal.		7 00	
Bananas, lb.		0 09	
Grapefruit, case	6 50	7 50	
Oranges (marmalade)	5 50	6 00	
Vegetables—			
Cucumbers, doz.		4 50	
Cabbage, lb., local		0 04	
Potatoes, Alberta		1 00	
Beets, with heads on, hampers.		4 00	
Carrots, with heads, hampers.		4 00	
Head Lettuce, per doz.		3 50	
Turnips, cwt.		2 00	
Onions, silvers and yellows, lb.		0 03 1/2	
Radishes, doz.		0 30	
Parsley, imported, doz.		0 90	
Shallots, doz.		1 00	
Tomatoes, Florida, case		12 00	
Celery, lb.		0 16	
Cauliflower, doz.		3 50	

Deachman & Weir have sold their grocery business at Carleton Place to Calvin W. Moore, of Smiths Falls, who takes possession at once and will continue the business.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Feb. 17.—The Japanese Government is apparently attempting to corner the rice market, buying Rangoon and Siam. The latter is up forty dollars per ton in primary markets. During the last few days American Government has bought seventy-five per cent. domestic rice for overseas relief shipments. The American embargo on imports held in stores in Canada is likely to be lifted on the twenty-first instant. Shelled peanuts higher in primary markets than can be bought spot. Vancouver lifting embargo will strengthen both rice and nuts.

BRITISH COLUMBIA:

Sugar, granulated	\$10 05
Do., yellow	9 40
Do., icing	10 45
Rolled oats, 80s, each	4 40
Cornflour, 98s, per bbl.	13 50
Cornmeal, 98s	11 50
Barley, pot, 98s	0 05½
Do., pearl	0 06½
Beans, lima, Manchurian, 100s	0 13½
Do., lima, California	0 18
Do., white, 100s	0 08
Do., Kootenashi, 100s	0 08
Rice, Siam, No. 1, per ton	160 00
Do., Do., No. 2, per ton	160 00
Do., China, No. 1, per 40 mats	135 00
Do., Do., No. 2, per 40 mats	135 00
Tapioca, 140s	0 10½
Sago, 140s	0 10½
Canned tomatoes, 2½s, doz.	2 00
Do., peas, stand., 2s, doz.	1 80
Do., early June, 2s, doz.	1 95
Do., corn, 2s, doz.	2 45
Do., beans, green, doz.	2 25
Do., Do., yellow	2 25
Do., raspberries, 2s, doz.	4 10
Do., strawberries, 2s, doz.	4 25
Do., peaches, 2½s, doz.	3 75
Do., plums, 2s, doz.	2 10
Do., pineapple, 2s, doz.	3 25
Do., pumpkin, 2½s, doz.	1 40
Do., salmon, sockeye, 1s, tall, per case	17 60
Do., cohoes	14 00
Do., pinks	10 00
Do., chums	9 50
Do., richards	8 25
Dried Fruits—	
Choice peaches, 25s	0 25
Do., apricots	0 22
Do., apples	0 21
Do., prunes, 70-80, 55s	0 17½
Oranges, run, per case	6 00
Lemons, per case	5 50
Grapefruit, per case	4 25
Bananas, lb.	0 09
Apples—Yellow Newtons, per box	2 25
Do., Winesaps, per box	3 50

PRODUCE

Dressed hogs	0 18	0 20
Breakfast bacon, medium	0 44	0 47½
Hams, medium	0 34	0 38
Pure lard, tierce basis	0 32	0 32
Do., compound	0 25	0 25
Butter, New Zealand prints	0 54	0 54
Do., Alberta Cr., prints	0 52	0 52
Margarine, prints	0 36	0 36
Eggs, fresh		
Do., storage		
Cheese, large	0 31	0 31
Do., twins	0 31½	0 31½
Potatoes, Lillooet, per ton	36 00	36 00
Fish—		
Frozen Halibut, per lb.	0 16	0 16
Salmon, Qualla, per lb.	0 10	0 10
Salmon, Cohoe, per lb.	0 16	0 16
Salmon, Spring, per lb.	0 17	0 17

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Feb. 17.—Corn starch is down three-quarters cent. Mill feeds are higher and still scarce. Kootenashi beans can now be bought at ten cents pound. New laid eggs quite plentiful, to-day's quotations are \$12.15 to \$14.00. New car of Washington eggs expected to-morrow, price around \$15.00. Sago and tapioca, \$10.50 to \$12.50. Cheese, \$29.00 to \$31.00. Prunes are firm. Blueberries, twos, have advanced, are quoted to-day at \$4.50 case. Grapefruit, \$7.00 to \$7.50. Japanese bitter marmalade oranges, \$6.00 fifty pound case gross.

Beans, Kootenashi	10 00
Beans, Calif. Lima, med.	0 15½
Beans, B.C.	10 00
Flour, 98s, per bbl.	10 50
Rye flour, 48s, per bbl.	11 20
Cornmeal, 24s, per bbl.	11 00
Rolled oats, 80s	3 80
Rice, Siam, cwt.	8 00
Rice, China mat, No. 1	4 80
Do., No. 2	4 10
Tapioca, lb.	0 10½
Sago, lb.	0 10½
Sugar, pure cane, granulated, cwt.	11 02
Cheese, No. 1, Ontario, large	0 29
Butter, creamery, lb.	0 60
Do., dairy, lb.	0 35
Lard, pure, 3s, per case	17 60
Compound, 3s	14 70
Eggs, new-laid, case	12 15
Eggs, No. 1 storage, case	15 00
Eggs, fresh, Washington, case	0 84½
Candied peel, lemon, lb.	0 26½
Do., orange, lb.	0 39½
Do., citron, lb.	0 39½
Tomatoes, 2½s, stand. case, spot.	3 60
Tomatoes, 2s	2 90
Corn, 2s, case	4 80
Peas, 2s, standard case	3 40
Apples, gals., Ontario, case	2 85
Strawberries, 2s, Ontario, case	8 10
Raspberries, 2s, Ontario, case	8 40
Cherries, 2s, red, pitted	6 40
Apples, evaporated, 50s, lb.	0 18
25s, lb.	0 18½
Apricots, evaporated, lb.	0 26
Peaches, evaporated, lb.	0 18
Peaches, 2s, Ontario, case	4 75
Salmon, pink, tall, case	9 00
Salmon, Sockeye, tall, case	16 50
Do., halves	18 50
Potatoes, per ton	33 00
Oranges, navel, 50 pd.	5 00
Oranges, Florida	6 50
Oranges, bitter, Japanese, 50 pd. case	6 00
Lemons, case	6 00
Grapefruit	7 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Feb. 17.—Saskatchewan creamery butter has dropped 3 cents per pound and is now quoted at 50 cents to the trade. This announcement follows on a decline of the market at Montreal and Winnipeg, and also the sensational

drop of 26 cents on the American market within the past two weeks. Heavier receipts of eggs have also resulted in a decline in the market price of eggs, which are now selling to the consumer at 60 cents for the real fresh article. Other staples remain unchanged on the local market.

Beans, small white Japans, bu.	5 60
Beans, Lima, per lb.	0 14
Flour, standard, 98s	5 45
Rolled oats, balls	4 35
Rice, Siam, cwt.	8 75
Sago, lb.	0 12
Tapioca, lb.	0 13
Sugar, pure cane, gran., cwt.	10 99
Cheese, No. 1 Ontario, large	0 30
Butter, creamery	0 50
Lard, pure, 3s, per case	18 75
Bacon, lb.	0 47
Eggs, new-laid	0 60
Eggs, storage	0 65
Pineapples, case	5 75
Tomatoes, 3s, standard case	4 25
Corn, 2s, standard case	4 85
Peas, 2s, standard case	3 45
Apples, gal., Ontario	2 85
Apples, evaporated, per lb.	0 18½
Strawberries, 2s, Ont., case	8 50
Raspberries, 2s, Ont., case	8 70
Peaches, 2s, Ontario, case	5 60
Plums, 2s, case	4 00
Salmon, finest Sockeye, tall, case	10 25
Salmon, pink, tall, case	41 00
Pork, American clear, per bbl.	59 00
Onions, ton	1 15
Potatoes, bushel	2 90
Apples, Washington, box	4 00
Pears, Washington, box	7 80
Grapefruit	15 00
Cranberries, bbl.	6 50
Florida oranges	6 50
California oranges	5 75
Pineapples	8 00
Lemons	8 00

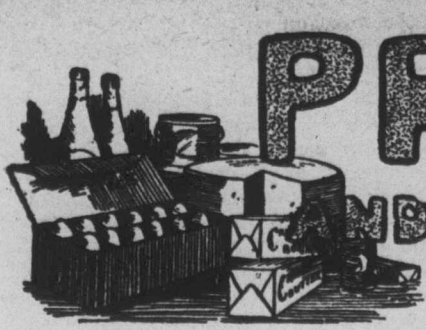
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Feb. 17.—Changes again this week are practically all downward. Flour dropped 15 cents and is now quoted \$12.50. Cornmeal is off also and is now quoted \$3.25 to \$3.30. Molasses down 92 to 95c. Eggs lower, fresh, 50 to 55c. Case, 50c. Breakfast bacon, 30 to 38c. Potatoes easier at \$3.00. Lemons higher, \$7 to \$7.50.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	\$12 50
Cornmeal, gran., bags	6 50
Cornmeal, ordinary, bags	3 25
Rice, Siam, per 100	9 00
Molasses	0 92
Sugar—	
Standard, granulated	10 25
No. 1, yellow	9 75
Cheese, N.B., twins	0 29
Eggs, fresh, doz.	0 60
Eggs, case	0 50
Breakfast bacon	0 30
Butter, creamery, per lb.	0 50
Butter, dairy, per lb.	0 45
Butter, tub	0 42
Margarine	0 33
Lard, pure, lb.	0 30
Lard, compound	0 27
American clear pork	55 00
Beef, corned, 1s	4 90
Tomatoes, 3s, standard case	4 40
Raspberries, 2s, Ont., case	8 80
Peaches, 2s, standard case	6 00
Corn, 2s, standard case	4 90



PRODUCE AND PROVISIONS

Restrictions in Trading Removed

st—Action Forecast at Canadian Produce Orders Nos. 26 and 45 a Thing of the Past—Association Convention—Further Report of Proceedings

AT the Wednesday session of the Canadian Produce Association Convention held in Toronto last week, R. M. Ballantyne advised the members that within the course of a day or so Orders No. 26 and 45 would be withdrawn. This announcement was received with enthusiasm as these two orders have done much in the past year to make the produce dealer's life anything but a bed of roses.

The day following the convention the official announcement of their actual withdrawal was made public.

Order No. 26 limits the holding of produce to the requirements of the dealers in the Canadian trade during the months of light production and fifteen days supply thereafter in the case of butter and eggs, and thirty days supply in the case of cheese.

Order No. 45 limited the amount of profits that the dealer might take to 10 per cent. on the costs of goods delivered to warehouse, and permitted a small amount for candling and carrying in addition. In a discussion of this latter item, F. F. Whyte, Toronto, a little later in the convention session proved that this item did not cover the cost and that consequently in the case of eggs at least the order meant practically doing business without profit.

Mr. Ballantyne in his address dealt with the various regulations of the Food Board as they affected the produce trade.

"Is the dealings report annulled?" Mr. Ballantyne was asked at the conclusion of his address.

"So far as the Canada Food Board is concerned," he replied, "you will be asked for no further reports." There will be some regulations but I would rather that Dr. McFall spoke to you regarding these."

"Will the purchasing commission for cheese be withdrawn?" he was asked.

"That I do not know," he replied, "the question has not yet been decided."

Dr. McFall, Cost of Living Commissioner, and chief of the Internal Trade Statistics Department, was the next speaker.

"There have been various forms re-

questing information to which my name has been signed, he stated, with which I have not been familiar. There are two forms however that will probably be especially familiar to you. 1. The Dealings Report Form and 2, The Stock Report Form. The first was originated to check up accurately, dealings in produce, while the second showed the stock on hand and the stocks necessary to each dealer. It is my opinion that the Dealings Report Form is no longer necessary, indeed it has been discontinued already.

"It is my opinion that the cold storage report, is the quickest way we have of finding the visible supplies of stock, and therefore I think that this form should be continued. There are two ways of getting a record of these visible supplies, the first is to get the manager of the cold storage to report actual stocks on hand whether owned or not, and the second is to get the manager of businesses to report stocks no matter where situated, but only such stocks as are actually owned. These are two different points of view, and there is a difference of opinion as to which is the best method. Suppose you take grain as an illustration. If we asked every holder of grain to report stocks it would be a very difficult matter to get a complete list of holdings yet we can by 17 wired reports get statistics that cover the bulk of the visible supply.

"So the Cost of Living Department is asking the manager of each Cold Storage Warehouse, to report what butter and eggs and cheese he has in storage, whether he owns it or not. But the actual owner is not now being asked to send in his stock.

Cold Storage Report to be Retained

"The Cold Storage Report will continue though the Cost of Living Report of the Food Board may not. In regard to the Cold Storage report, in fairness to those who have been sending in their reports promptly, I am asking the Minister to impose severer conditions and to require the return of these reports not later than the fourth business day of the month."

In closing his remarks Dr. McFall expressed himself as ready to answer any

questions dealing with the matter discussed.

W. A. Brown: "If stock reports are to be given why not quote varieties instead of bulking different items together under the head 'poultry' for instance?"

R. M. Ballantyne: "Will the merchants be able to give this information?"

A. E. Silverwood: "We have made a point of keeping such records in our storage and have found it quite feasible."

J. F. Fraser: "If you have to get these reports from the Cold Storages, you would have some difficulty. They would grade all as poultry."

H. B. Clemes: "I think that these reports are beneficial, and should be made as complete as possible. Let us have the stock classes, as ducks, geese, chicken, etc. Not necessarily the varieties in each class."

Dr. McFall: "If you find out what classifications of poultry you want we will enforce the publication of these details. You have only to adopt the classification that you think best and we will do the rest. There was some discussion at this point as to whether those present who were not directly interested in the question should be permitted to vote upon it."

J. F. Fraser: "I think it would be possible to give stocks, as ducks, geese, chickens, etc., but that is all that I think is practicable."

A. E. Silverwood: "I would move that the Association put itself on record as favoring the continuance of the report, giving grades if the Department found it feasible."

The motion was seconded by H. B. Clemes, and was put and carried.

F. M. Moffat, of Gunns, Limited, Toronto, in speaking of the Export situation said: "Our business is necessarily of a speculative nature but I surely have a speculative subject this morning when I am asked to speak to you on the subject, 'The Probable Condition for Export of Canadian Eggs, Butter, Cheese and Poultry during 1919.'"

"Looking forward into 1919 and taking a summary of conditions at the moment, we find that stocks of eggs and but-

ter have been cleared. Stocks of cheese are either cleaned or in the hands of the Dairy Commission. Poultry stocks on the other hand are larger, and the situation is a little anxious for the holder. We have paid in our liberality, a long price to the farmer, and I fancy that we have all been somewhat surprised at the stocks sent in. For this situation however there is relief in sight. Ottawa advises that poultry will get preference in respect to refrigerator space next to beef. This is surely as it should be. Canadian goods should get the preference on Canadian boats out of Canadian ports.

"The 1919 export business presents many new problems that we are fortunate in having time to consider. In looking forward into the new year we are face to face with depleted food supplies, and disorganized sources of production in Great Britain and Europe, and are reasonably assured of a market for whatever we can produce. It is understood that there is a cheese and butter shortage that cannot be made up though it may be affected by the manufacture of margarine which according to present indications will be produced much more cheaply than formerly. There are huge stocks of edible oils in Oriental countries that will now reach the market.

Tonnage will be available, and the situation in that regard will certainly be much improved.

"It is idle for us to speculate on the question of Government control. The powers that be have given us no understanding in the matter. In Australia the British Government has purchased the entire production of cheese and butter till 1920, which looks to be one indication of a similar control over these products in Canada. Eggs and poultry on the other hand I am led to believe will be unrestricted.

Now as to the factors affecting production. In the case of eggs and poultry, feeds are more plentiful and cheaper. In regard to labor the same thing is true, if not cheaper in the rate per hour, it is so in the fact that more efficient help will be obtainable.

"Thrift will more than ever be a factor to be encouraged, because of the prospective loss of war prices. I believe that we will see a big change in ocean freight rates during the present year. Competition is springing up and lower prices are assured. War risks will be eliminated or largely so, only the small element of danger from floating mines remaining. Rates of exchange are however likely to be a factor in our selling plans for this year.

Other Modifying Conditions

"The export produce business is necessarily of a speculative nature. We have to purchase and store stocks for three or four months till the shipping season arrives. I believe too that we are facing different conditions of value this year. Dealers have had courage to operate in the past because they believed that conditions warranted the prices, and that these would probably be higher. Now the stimulus of war has been withdrawn, and with it the urgency of demand. In

Britain and France the fear of famine is passed, and Great Britain our principal customer will be open to receive the surplus of the world's production from sources where large accumulations have been developed because war conditions prevented their delivery.

"We are losing too some of the advantages of our close proximity to Britain and the European countries. The lessening urgency of demand opens farther markets, and Great Britain is able to discriminate in cost and quality as she has not been able to do in the past. There is no doubt but that they will encourage intensive production, no doubt either that they will curtail foreign buying for financial reasons.



HARPER R. GRAY

Joint manager of Gunn, Langlois & Co., Montreal, and recently elected first vice-president of the Canadian Produce Association. Through a typographical error the name of Mr. Gray, appearing under his photo in last week's issue was misspelled. It is therefore reproduced this week, giving the name as it should have appeared.

"Moreover there are other conditions to be considered. The army buying which has been a vital factor, in cheese particularly, will not be as large as in the past. It is possible too that social conditions will bring about some curtailment of buying power. I am not speaking in a bearish spirit of the future, but a consideration of the subject would not be fair without taking these factors into account.

"In this connection the following figures giving the buying prices of former times might be of interest and moment. The buying price for eggs for April and May, 1914, was 20c to 21c, country store; creamery butter, May and June, 23c to 24c at the factory; cheese, May and June, 13c; live hogs, July, 1914, \$8.38 per cwt.; December, 1914, \$17.72 per cwt. Dressed hogs during this period ranged from \$11.32 to \$25.50 per lb.; dressed cattle, from \$7.45 to \$10.34.

"While I do not suggest a return to these levels. Sooner or later we must return to approximately these levels, and I believe that from now onward the tendency will be downward rather than upward. In conclusion I trust that the

export season will be found to be a satisfactory and profitable one to all engaged in it."

J. A. Ruddick in speaking on the question of a central cheese board, strongly urged the wisdom of the appointment of a central, selling board for cheese. "Auction selling," he stated, is dependent on a matter of grade and the grade therefore comes first. Grading was undertaken originally as a scheme of instruction to let the maker know what the qualities were. It became evident later however that these certificates were useful as commercial documents and were largely used as such. The first attempt at grading dairy products was in the City of Cork. New Zealand began grading 25 years ago for educational purposes and five years later they developed it on a commercial basis, and now every box for export must be graded. In Quebec The Quebec Co-operative Agricultural Association has adopted a grading system. In the prairie provinces this is also the case, and there is no doubt that this is the reason for the very excellent showing of these provinces.

"We have a sort of auction selling at the various cheese Boards but I don't hesitate to condemn the methods of most of these. With few exceptions they are a farce. The Quebec Corporation has 600 factories. Their product is shipped to Montreal, graded and sold twice a week, sold on its merits without any come-back. The trouble with the cheese Boards is that there is a single price, and the real adjustment comes later as a matter of dicker between buyer and seller, when allowance is made for goods of poor quality.

"I believe that soon cheese and butter destined for export will be shipped to warehouses in Montreal where it will be graded by a disinterested grader. This would eliminate the buyer going to the Cheese Board. It would eliminate the country buyer also. There would be no expenses in connection with the central grading and auction selling. But the main advantage would be that the factory would be paid the price for exactly the quality it produced, and if that price was low there would be an incentive to improve the quality that does not now exist. I do not know whether this would be a practical scheme for Toronto or not, for the market might easily be overstocked, not having export facilities. a possibility."

"Where would dealers who are accustomed to ship to the West get their supplies," asked Mr. Johnson at the conclusion of the address.

F. F. Whyte, of the William Davies Co., Toronto, spoke on the question of limitation of profits as inaugurated by the Canada Food Board and proved by definite instance that the allowance for handling were not sufficient to cover the actual charges and that dealings in eggs during the past year had been done at an actual loss.

Question of Local Credits

In the absence of C. M. Thacker of the William Davies Company, Montreal,

who was in Winnipeg, a paper prepared by him dealing with local credits was read by F. F. Whyte. He urged the necessity for more strict regulation of credits for the produce trade, pointing out that retailers transactions were mostly covered by a week's time. They bought supplies by the week and should have their credits limited on that basis. The packers had put their customers on a weekly credit basis successfully and he urged the wisdom of a similar course being adopted by the produce wholesalers.

J. A. Law, of the Matthews-Blackwell Company, Toronto, dealt with the Terms of Sale for Export Shipment, urging that in export shipments, especially of eggs, the following points should be carefully considered and safeguarded. 1. The form in which offers are to be made. 2. The time within which offers may be accepted. 3. Forms of contract. 4. Bills of lading and insurance. 5. Shipment. 6. Tender and delivery. 7. Quality and grading. 8. Payment. 9. Commission. 10. Claims and Arbitration. The consideration of these various points by the Association, and the settling of some basis of procedure would, he

thought obviate many difficulties that arise at the present time.

John Scott, the Government grocer at Toronto, spoke of the success of the movement for the grading of butter in Ontario and pointed out that the success achieved justified further expansion in this direction.

H. J. Crow, Government grader at Regina and Wm. Newman, Lorneville, spoke of the benefits of grading from the maker's standpoint, stating that such a system aided materially in improving the standard of the product manufactured.

The question of the standardization of butter boxes was introduced by H. Johnston, Flavelles Limited, Lindsay, who spoke of the advantages his firm had found in using a certain type of box and of the benefit that might be expected from standardization in this direction.

H. B. Clemen, Gunn's Limited, Toronto, seconded Mr. Johnston in an appreciation of the form of box suggested.

With the election of officers reported in last week's issue the convention adjourned to meet next year in Hamilton at the invitation of H. H. Fearman.

Standards for Interprovincial Trading

Produce Convention Considers Question of Grades For Trading in Eggs Between Provinces—A Brisk Discussion

"I would like," stated Mr. Gray in introducing the question of egg standards for interprovincial trading, "to have a very full discussion."

Mr. Johnson asked whether it would not be as well to have the question of making cases for interprovincial trading left optional.

Mr. Pomeroy stated that they had discussed the question of making cases at a meeting of the Prince Edward Island Association and had felt that it would be better to have the cases stamped "Canadian eggs" on only one end.

"What advantage is the branding of cases for interprovincial trade? If the cases are late to be used for local trading the case had to be stamped," asked Mr. McLean.

C. F. Rhodes felt that the loss-off system had been of great value and that efforts should be made to have it incorporated in the standards. He believed that standards in interprovincial trade should be made compulsory.

W. L. Haight, of Gordon Ironsides & Sons, Winnipeg, stated that everyone was in favor of the loss-off basis, but on the compulsory standards of interprovincial trading he was not quite as much at one in opinion. He thought that there should be more leeway given to the man who was trying to put up a high-grade egg. He thought that 10 per cent. allowance in the extras would mean a fairer regulation. "We make more allowance in the extras than on the poorer eggs," he stated. "It did not work out on a two per cent. basis."

Mr. Cameron, of D. J. Coyle & Co., Winnipeg.—"I have no mandate from the trade in Winnipeg. I can say, however, that we favor the loss-off, and would be glad to see it in force."

R. Gray, Montreal.—"I don't think that the Dominion Government could legislate in regard to the matter of interprovincial shipments. The important point, I think is whether we are to get the loss-off basis or not."

Developing a Standard of Quality

W. A. Brown.—"I would like to say that I don't think that the trade east and west appreciate even yet the idea that underlies the departmental effort represented by these regulations. You are all familiar with the loss-off buying as a step to quality payment. Every disappointed consumer means a reduced consumption. True, Canadians are eating more eggs than before the war, but they are yet only eating an average of two-thirds of an egg a day, and these regulations are tending toward a hundred per cent. perfection—that will mean an increased domestic consumption. I was interested in the action of the shippers in endeavoring to get together to get some relief. The shippers complain of the loss-off charged back on candled eggs. We cannot get inspection on small lots, but it is a point to be aimed at, and we will not get the best results till everyone gets the idea of giving the best their brains can give in fostering quality. Why don't you demand a Government inspection if you find fault with the treatment you receive?"

"The only way to achieve quality is through the matter of price. Mr. Jackson urged the difficulty of disposing of poorer quality eggs," continued Mr. Brown. "Why does he pay as much? It is possible to get quality by paying for it, but only so. We must establish this quality, and if we do we will get the best and biggest markets not only in Canada, but the world at large."

Mr. Brown, in speaking on the resolutions, stated: "I think one of the things the association could do would be to have a committee to meet with the department when it comes to a definite decision in these standards."

W. L. Haight.—"I would like to see a committee appointed representing the interests of the east and west. I think this would do away with the feeling that Eastern handlers are getting things their own way."

E. M. Ham.—"We are heartily in favor of the Government restrictions, though we found the two per cent. variation too drastic. It is not commercially feasible."

"If we make the regulations too elastic," stated R. J. McLean, "we are defeating the objects that the Government has in view. The quicker eggs go to market, and the better and more carefully they are inspected, the better, and if you make 200 cases free from inspection it would tend away from the aims as set by the Department; it would be loosening up to where you could ship an indifferent grade of eggs. The only way to maintain quality is to keep the grade as tight as possible. It is a patriotic duty to improve the quality of all the goods produced on the farm, and we should be willing to improve that quality even at a loss to ourselves for a while. I think Mr. Brown's stand is a good one and the right one, and I would like to see him supported."

R. Gray stated that in Montreal every egg is sold on a quality basis and the consumers were getting what they paid for. "Our eggs are bought and sold on a quality basis and it is the only place where this is so," he stated.

Mr. McLean challenged the superiority of Montreal, and stated that Toronto eggs also were sold on a quality basis.

J. F. Fraser.—"Those of us who had anything to do with the regulations consider them too drastic. We are all in favor of regulation; all we want is to have them economically sound and commercially practical. If a quality standard is set and eggs are fairly graded, we will achieve what we are after. The shippers evidently feel that there is too great a shrinkage, and it seems only fair that we should have a Government inspector somewhere in between in whom the shipper would feel confidence. This would ultimately produce quality, for the shipper would get less for poor quality stock."

"I think it would be a mistake for the Government representative here present to get the impression that we are satisfied with the standard for storage eggs, but we should set our standard for storage eggs sufficiently below that of fresh eggs to really make it a standard." The

question was finally referred to the resolution committee supplemented by R. Gray, Montreal, J. F. Fraser and H. R. Gray, Montreal.

H. Garrett, of Marshalls, Limited, speaking on the question of "Redress for Goods Bought on Government Grade Certificate and not Being up to Grade When Delivered," stated that there were many instances where shipments from the West did not come up to the standard expected, a serious factor that would tend to discountenance interprovincial trading.

"We cannot see these goods before buying, and the shippers present the Government certificate as a defence against all complaints. The Government is ready to investigate when asked, but meanwhile we are trying to work off the goods and pocketing our loss.

"There does not appear to be much profit to anyone in such transactions. The Western dealer can do this once, but he can only do it once

"We have seen eggs shipped as No. 1 promptly delivered and properly handled inside of two weeks running two or three dozen rots to the case. The Government regulations are all right, but they do not protect, and we surely are entitled to protection.

"We should be in a position to get a further unbiased inspection by an inspector who did not feel that he had to back up the report of the original inspector."

R. Whyte, of the Whyte Packing Company, in continuing the discussion, asked whether other dealers had had the same experience, and stated that any experience he had had been fairly satisfactory. If such a condition arose he believed that there was no remedy unless evidence could be produced sufficient to defend the case in law. He asked Mr. Brown for his opinion in the matter.

Mr. Brown stated that the Government examination must be as good as possible. One case had been drawn to their attention and they had at once wired to double the number of cases inspected. They also kept a check against the inspector, trying to keep a record of each inspector's work, and by so doing to bring the inspection up to as near perfection as was humanly possible. He looked forward to the time when the voluntary requests for inspection would swamp the Department.

R. J. McLean.—"There is no wish to raise any controversy, but there should be some way of finding out where the fault is when goods, on arrival, do not measure up to the inspection record. This is not a question of going after the Department or the inspectors, but of going after those responsible for the loss and holding them responsible. I think that the Government should assist us in getting some means of redress. It might be referred to the arbitration committee of this association, who might obtain the co-operation of the Government in obtaining some means of redress in such instances."

R. Whyte contended that the only way was to prove the quality of the goods to

be below the Government grade and to prosecute if necessary.

J. J. Fee did not think that it was possible to go beyond the Government inspection, that it was the final word.

W. L. Haight did not think that the discussion was fair to Western shipments that were mainly beyond question.

W. H. Auld stated that they had inspected 135,000 cases of eggs, and that everything had been done to protect both buyer and seller. The inspector did not look for anything but off-grade eggs, and if these come within two per cent. they could not do anything but pass the shipment. We have had numerous instances where we have been complimented in the quality of the examination. Moreover, there were the conditions of travel that would have a material effect on lowering the quality of the eggs. We hope to be able to better our present methods, and if any light can be thrown on the matter the Department of Agriculture will be glad to co-operate.

SUGGESTED STANDARDS FOR EXPORT TRADING

(Continued from last week's issue.)

Export eggs are mostly storage eggs and grading that will suit fresh eggs will not necessarily suit storage.

It must not be forgotten that the British market is thousands of miles from our shores. This means three or four weeks transportation before our eggs are placed on that market. And this means more or less deterioration. It is impossible for us to deliver the finest quality of eggs on that market. Ireland and Holland are closer and can deliver eggs to the British market within a few days and they must therefore get the best market. Our market in Britain is not for the finest quality of fresh eggs but for eggs of good quality, wholesome and reasonable in price. This was most strikingly illustrated by the prices fixed by the Allied Buying Commission last year. These men, who knew the business, wanted good, general quality, but not fancy eggs. Only one cent per dozen difference in price between grades. It is also emphasized by the demand last year for pickled eggs. It is well known that pickled eggs will hold up longer and under more adverse conditions than storage eggs. They are not of as fine flavor and quality when taken out of storage, but if subjected to long periods of handling and transportation before being consumed they will hold up better and be of better quality than the cold storage eggs. That is why some wanted pickled eggs last year. It is because the British market wants value rather than fancy quality.

It cannot be successfully argued that the "Undergrades" are unfit for food. It is very well known that those who exported eggs this fall sold the "Undergrades" for as much as their "Extras." And they were sold on the Canadian market and in competition with the best fresh eggs that can be produced. They were sold on merit for just what they were worth and they would have sold as well in the British market if transported under ordinary conditions.

Again, when most commodities are graded the sample is submitted to the inspector who determines the grade the sample comes within. Take butter, for instance, the sample of the lot or churning is sent to the grader and he determines the grade of the butter. But under our system the packer must put up his eggs and state the grade and then the inspector comes along and approves his work, or, if he is not so lucky,

"turns them down," with the result that the entire lot must be recandled and regraded at considerable expense to the exporter and at a considerable sacrifice in the quality of the eggs.

Again, any system of inspection is good or bad according to the ability, integrity and good judgment of the inspector. I think the exporters of eggs will unanimously agree that we were very fortunate this year in having splendid men as inspectors. But we may not always be so fortunate. And with our present system any inspector could turn down almost any car of eggs and the exporter could not effectively protest. I believe that any practical egg man can go through any average case of storage extras exported last year and by careful candling pick out 8 eggs that might be considered under grade according to the present standards. It is commercially impossible to get such a high state of perfection in storage eggs. And I think every one will agree that it is unfair to ask an industry to comply with regulations without the right to appeal to a higher authority in case of dispute and to do so without the cards being stacked against it.

I believe that the general opinion of the exporters of eggs is that the grades for export should be made wider and I have much pleasure in submitting the following schedule of grades to replace those at present in force:

Grade (a) Extra Eggs of good size, to average 24 ounces to the dozen or 45 lbs. net to the 30-dozen case; reasonably clean; sound in shell; air cell less than $\frac{3}{8}$ inch in depth; white of egg to be firm and yolk slightly visible; maximum allowance at time of inspection not to exceed three bad eggs and twelve under-grade eggs.

Grade (b) Extra Firsts—Eggs to average 23½ ounces to the dozen or 44 pounds net to the 30-dozen case; reasonably clean; sound in shell; air cell less than $\frac{3}{8}$ inch in depth; white of egg to be firm; yolk may be moderately visible, but mobile; air cell stationary; maximum allowance at time of inspection not to exceed four bad eggs and eighteen under-grade eggs.

Grade (c) No. 1 or Firsts—Eggs to average 23 ounces to the dozen or 43 pounds net to the 30-dozen case; reasonably clean; sound in shell; air cell less than $\frac{1}{2}$ inch in depth; white of egg to be firm; yolk may be distinctly visible, but mobile; air cell stationary; maximum allowance at time of inspection not to exceed five eggs bad and twenty-four under-grade eggs.

Under-Grade Eggs—stale, weak, heavy yolks, checks, dirties and extra small eggs.

Standing Committees

Transportation: H. R. Gray, Montreal (chairman); J. T. Madden, Toronto; J. F. Fraser, Halifax; C. P. Rhodes, Calgary; H. Johnston, Lindsay; F. F. White, Toronto; Richard Gray, Montreal; T. J. Coyle, Winnipeg.

Arbitration: H. B. Clemes, Toronto (chairman); C. M. Thacker, Montreal; M. Lemon, Owen Sound; B. W. Suires, Peterboro; Jas. T. Madden, Toronto; A. W. Bayman, Ottawa; R. B. Colwell, Halifax.

Resolutions: R. J. McLean, Toronto (chairman); A. E. Silverwood, London; I. W. Steinhoff, Toronto; J. A. McLean, Toronto; H. B. Clemes, Toronto; E. J. Smith, Brockville.

Nominating: J. R. McNab (chairman), Dunganon; E. M. Raney, Toronto; H. H. Fearman, Hamilton; F. F. White, Toronto; R. J. McLean, Toronto; E. J. Smith, Brockville; W. Champagne, Montreal; G. C. Silcox, Montreal; J. Edmond, Quebec.

Executive: A. E. Silverwood, London; R. J. McLean, Toronto; C. M. Thacker, Montreal; J. P. Madden, Toronto; H. H. Fearman, Hamilton; J. R. McNab, Dunganon; A. E. Bailey, Belleville; R. B. Colwell, Halifax; A. N. Wilson, Winnipeg.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Feb. 18.—The features of outstanding interest this week are those of another decline for new-laid eggs and of a bigger one for storage grades. This latter decline is from 5 to 7c per dozen. There also has been a firming hog market, both live and dressed being up, while cured meats are steady and firm, though quiet. Lard is lower, and so much scrambling is made for business that the market may be called only a nominal one. Butter is steady and active, and fish, poultry and cheese are unchanged.

Fresh Meats Firmer, Better Sale Here

Montreal.

FRESH MEATS.—There has been a firmer feeling this week, induced by more activity in selling. Live hogs are quoted at \$18, and dressed are moved up somewhat also. Legs of pork and loins are higher. The market for cattle has been firmer this week, and fresh beef spreads are from two to four cents per pound above the quotations of last week. There is no change for calves or sheep.

Hogs, Dressed—			
Abattoir killed, small	\$25 00	\$26 00	
Sows		22 00	
Hogs (country dressed)	19 00	21 00	
Hogs, live		18 00	
Fresh Pork—			
Leg of pork		0 32	
Loins		0 34	0 36
Tenderloin, lb.		0 42	0 44½
Spare ribs		0 20	
Trimmed shoulders		0 24½	0 25
Fresh Beef—			
(Steers and Heifers)			
\$0 22	\$0 30	.Hind quarters	\$0 20 \$0 25
0 15	0 19	.Front quarters	0 14 0 16
0 30	0 35	Loins	0 25 0 28
0 20	0 28	Ribs	0 20 0 26
0 15	0 17	Chucks	0 14 0 16
0 22	0 26	Hips	0 17 0 22
Calves (as to grade)			0 27 0 26
Lambs—fresh killed			0 26 0 28
Do., frozen			0 26 0 27
Sheep			0 20

Firm Position on Cured Meats

Montreal.

CURED MEATS.—The undertone is a steady one but no changes are made for bacon, backs, or hams. There has been an easing tendency on barrel pork but the firmer tendencies noted for live and dressed hogs again tend to offset this.

Hams—			
Medium, smoked, per lb.			
(Weights) 10-16 lbs.		0 36	
16-20 lbs.		0 36	
20-35 lbs.		0 34	
Backs—			
Plain	0 43	0 44	
Boneless, per lb.	0 46	0 47	
Bacon—			
Breakfast, per lb. (as to qual.)	0 38	0 45	
Roll, per lb.	0 33½	0 34½	
Dry Salt Meats—			
Long clear bacon, ton lots	0 28	0 28½	
Long clear bacon, small lots	0 28½	0 29	
Fat backs, lb.	0 29½	0 30	
Barrel Pork—			
Canadian short cut (bbl.)	52 00	54 00	
Clear fat backs (bbl.)	56 00	58 00	
Short cut clear pork (bbl.)	50 00	52 00	
Heavy mess pork (bbl.)		49 00	
Bean pork (bbl.)		47 00	

Hams Quiet, Little Moving

Montreal.

COOKED MEATS.—There is very little demand for cooked meats of any kind, sales being of a light nature through the retail channels. The general tendency is, if anything, firmer than that prevailing last week.

Head cheese	0 15
Meat loaf with macaroni and cheese, lb.	0 20
Choice jellied ox tongue	0 48
Ham and tongue, lb.	0 32
Veal and tongue	0 25
Hams, roast	0 50 0 54
Shoulders, roast	0 46 0 52
Shoulders, boiled	0 44

Nominal Position Lard, Down to 26c

Montreal.

LARD.—While, as stated last week, the lard market might react, this has not developed and quotations, tierce basis, are as low as 26c per pound. There are indications that even this low price has been shaded. In any event, the position is a nominal one, and some heavy sales appear to have been made, the price being quite an inducement.

Lard, Pure—	
Tierces, 400 lbs., per lb.	\$0 26
Tubs, 50 lbs., per lb.	0 26¼
Pails, 20 lbs., per lb.	0 26½
Bricks, 1 lb., per lb.	0 27½

Low Lard Price Slows Shortening

Montreal.

SHORTENING.—So long as the favorable basis obtaining on lard remains, the produce men do not anticipate a big sale for shortening. The price is down ½ cent. under that for lard, but this is not much of an inducement to the buyer. Supplies are said to be adequate.

Tierces, 400 lbs., per lb.	0 25½
Tubs, 50 lbs., per lb.	0 25¾
Pails, 20 lbs., per lb.	0 26
Bricks, 1 lb., per lb.	0 27

Best Margarine in Fair Favor; Held

Montreal.

MARGARINE.—While there is not much to report on margarine, sales of best grades are in favor, and these are most preferred by those using the product. The market is held steady.

Margarine—		
Prints, according to quality, lb.	0 32	0 34
Tubs, according to quality, lb.		0 30

Butter Sale Good; Unchanged

Montreal.

BUTTER.—Demand from the consumer for best butter is still active and the selling goes forward merrily for best creamery on which the price is maintained at 53c. The jobbers fully expect that there will be a general using up of stocks within the next few months, and it is just a bit difficult to estimate if the holdings will see the trade through until spring arrives and fresh-made grass butter is available. Reports just to hand indicate that Quebec has made much advance in butter making and the value of production is high.

Butter—	
Creamery 1 ints (storage)	0 53
Creamery solids (storage)	0 52
Dairy prints, choice	0 44
Dairy, in tubs, choice	0 42

Cheese is Steady, Selling Well

Montreal.

CHEESE.—No price changes are made this week for cheese, but the market is steadily held and a fair trade in a domestic way is maintained. This will even improve during coming weeks in all probability. Little export has been made.

Cheese—	
Large, per lb.	\$0 28½
Twins, per lb.	0 29
Triplets, per lb.	0 30
Stilton, per lb.	0 30
Fancy, old cheese, per lb.	0 30

Canadian Eggs 54c, Storage Down 5-7c

Montreal.

EGGS.—The market for new-laid eggs has declined a little, being one cent. less at 54c. The continual lowering of the new-laid basis has had the effect of lowering storage prices and a substantial decline amounting to 5c for selects and to 7c per dozen for No. 1 is effective. It is noteworthy that the Canadian production of new-laid is equal to the demand, at least this is the statement of several large handlers.

New-laid	0 54	0 55
Selects		0 45
No. 1		0 40

Chickens Are Held, Poultry Selling

Montreal.

POULTRY.—There is a steady and good demand for chickens, and many are bound to have these regardless of price. The whole line is firmly held and the markets will be good, some assert, owing to the possibilities of large export developing. Some live birds have come to hand during the mild winter weather.

Dressed	
Chickens, roast (3-5 lbs.)	\$0 38
Chickens, roast (milk fed)	0 43
Broilers (3-4 lb. pr.)	0 45

DUCKS—

Brome Lake	0 47
Young Domestic	0 40
Turkeys (old toms), lb.	0 43
Turkeys (young)	0 45
Geese	0 30
Old fowls	0 36
Large	0 32
Small	0 30

*Coast Fish Firmer,
Good Supplies*

Montreal.
FISH.—The markets are without much change this week excepting for a firmer condition on halibut, salmon, etc., from the West Coast. The same firmness applies to lake fish such as pike and tulibeas. Cold weather would soon make a big impression on the present supplies in dealers' hands, these being rather large of some varieties.

FRESH FISH	
Haddock	0 09 0 10
Steak Cod	0 10 0 12
Market Cod	0 08 0 09
Flounders	0 09 0 10
Prawns	0 20 0 22
Live lobsters	0 65 0 70
FROZEN FISH	
Halibut, large and chicken	0 22 0 23
Halibut, medium	0 23 0 24
Haddock	0 07½ 0 08
Mackerel	0 16 0 17
Dore	0 15 0 16
Salmon Cohoes, Hd. and Dd.	0 21 0 22
Salmon Cohoes, round	0 17½ 0 18
Salmon, Qualla, Hd. and Dd.	0 14 0 15
Gaspe Salmon, per lb.	0 24 0 25

ONTARIO MARKETS

TORONTO, Feb. 19.—Lower prices on eggs have been named again this week, and the market seems as though it may go even lower. Live hogs are higher, and the market is strong. Little change in quotations on fresh or cured meats has been noted. Butter has firmed up, though price is unchanged.

*Live Hogs Up;
Beef Strong*

Toronto.
FRESH MEATS.—Live hogs are very strong again this week, the movement to higher levels starting towards the middle of last week continuing, until to-day \$18 per cwt. fed and watered basis is being paid. There seems to be a stronger possibility of export business developing, and this is affecting all lines to some extent. There is nothing definite yet, but it is reported there are two buyers now on the way out to Canada and that there may be some orders placed. Quotations range as follows:

FRESH MEATS	
Hogs—	
Dressed, 70-100 lbs., per cwt.	\$22 50 \$24 00
Live, off cars, per cwt.	17 75
Live, fed and watered, per cwt.	18 00
Live, f.o.b., per cwt.	16 75
Fresh Pork—	
Legs of pork, up to 18-lbs.	0 28 0 32
Loins of pork, lb.	0 34 0 37
Tenderloins, lb.	0 40 0 43
Spare Ribs, lb.	0 18 0 21
Picnics, lb.	0 19 0 21
New York shoulders, lb.	0 24 0 25
Montreal shoulders, lb.	0 25 0 26
Boston butts, lb.	0 31 0 32
Fresh Beef—From Steers and Heifers—	
Hind quarters, lb.	0 22 0 23
Front quarters, lb.	0 17 0 18
Ribs, lb.	0 22 0 23
Chucks, lb.	0 13 0 16
Loins, whole, lb.	0 28 0 30
Do., short, lb.	0 32 0 35
Hips, lb.	0 22

Whitefish	0 15
Whitefish, small	0 12 0 12½
Pike, Headless and Dressed	0 12 0 13
Market Cod	0 07 0 08
Sea Herrings	0 17½ 0 08
Steak Cod	0 09 0 09½
Smelts, No. 1, per lb.	0 16 0 17
Smelts, No. 2, per lb.	0 13 0 14
Smelts, extra large	0 24 0 24
Lake Trout	0 18 0 19
Tom Cods, per bbl.	5 00
Lake Herrings, bag, 100 lbs.	6 00
Alewives	0 07 0 07½

SALTED FISH

Codfish—	
Codfish, large brl., 200 lbs.	\$22 00
Codfish, No. 1, medium, brl., 200 lbs.	20 00
Codfish, No. 2, 200 lb. barrel	18 00
Pollock, No. 1, 200 lb. barrel	15 00
Codfish, strip boneless (30-lb. boxes) lb.	0 20
Codfish (boneless) (24 1-lb. cartons)	0 20
Codfish (Ivory) (2-lb. blocks, 20-lb. bx)	0 18

PICKLED FISH

Herrings (Scotia) barrel	13 00
Mackerel, barrel	34 00
Salmon, Labrador	27 50
Salmon, B.C. (200 lbs.)	26 00
Sea Trout	24 50
Turbot (200 lbs.)	18 00
Codfish, tongues and sound, lb.	0 15
Eels, lb.	0 16

OYSTERS

Cape Cod, per barrel	\$15 00
Batouche, per barrel	15 00
Scallops, gallon	4 00
Can No. 1 (Solids)	2 60 2 60
Can No. 3 (Solids)	7 25 7 50
Can No. 5 (Solids)	12 00
Can No. 1 (Selects)	3 00
Can No. 3 (Selects)	8 40

SUNDRIES

Crushed Oysters Shell, 100-lbs.	\$1 60
Paper Oyster Pails, ¼-lb. per 100	2 25
Paper Oyster Pails, ½ per 100	1 75

Cow beef quotations about 2c per lb. below above quotations.
Calves, lb. 0 25 0 26
Lambs, whole, lb. 0 27
Sheep, whole, lb. 0 18 0 20
Above prices subject to daily fluctuations of the market.

*Hams Easier in
Some Quarters*

Toronto.
PROVISIONS.—Hams are slightly lower in some quarters this week. Business in all lines seems a little brisker the past few days and outlook is considered very fair. Bacon or backs show little change.

Hams—	
Medium	\$0 31 \$0 33
Large, per lb.	0 29 0 31
Backs—	
Skinned, rib in	0 45 0 46
Boneless, per lb.	0 48 0 49
Bacon—	
Breakfast, ordinary, per lb.	0 38 0 40
Breakfast, fancy, per lb.	0 44 0 46
Roll, per lb.	0 29 0 31
Wiltshire (smoked sides), lb.	0 34 0 35
Dry Salt Meats—	
Long, clear bacon, av. 50-70 lbs.	0 27 0 28
Do., aver. 70-100 lbs.	0 25 0 26½
Fat backs, 16-20, lb.	0 30
Out of pickle, prices range about 2c per pound below corresponding cuts above.	
Barrel Pork—	
Mess pork, 200 lbs.	42 00 45 00
Short cut backs, bbl., 100 lbs.	60 00 54 00
Pickled rolls, bbl., 200 lbs.	48 00 52 00
Above prices subject to daily fluctuations of the market.	

*Roast Hams
Slightly Easier*

Toronto.
COOKED MEATS.—A slightly easier feeling is reported in roast hams with other lines showing practically no change. Only a fair movement to the trade is reported.

COOKED MEATS

Boiled Hams, lb.	\$0 49 \$0 50
Hams, roast, without dressing, lb.	0 59 0 52
Shoulders, roast, without dressing, per lb.	0 47 0 49
Head Cheese, 6s, lb.	0 07 0 16½
Meat Loaf with Macaroni and Cheese, lb.	0 29
Choice Jellied Ox Tongue, lb.	0 52 0 54
Ham and Tongue, lb.	0 32
Veal and Tongue, lb.	0 25
Above prices subject to daily fluctuations of the market.	

*Lard Looks a
Little Firmer*

Toronto.
LARD.—There seems a tendency still to shade prices somewhat, but the feeling generally is much firmer. The market in the United States is very firm and this seems likely to be reflected here. Quotations for the week hold at around 27c per pound, tierce basis.
Lard, tierces, 400 lbs., lb. \$0 27
In 60-lb. tubs, ¼c higher than tierces, pails ¼c higher than tierces, and 1-lb. prints, 2c higher than tierces.

*Shortening in
Unchanged Position*

Toronto.
SHORTENING.—New developments are lacking. Business is only fair but prices are holding steadily. Quotations named to the trade, tierce basis, per pound are: Easifirst, 26¼c; Domestic, 26c; Peerless, 25½c; Cotaset, 25½c to 25¾c. Range for other brands follows:
Shortening, tierces, 400 lbs., lb. \$0 25½ \$0 26
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

*Demand Better
For Margarine*

Toronto.
MARGARINE.—The demand continues to show improvement, and whereas the actual sales are not heavy there is a very satisfactory business being done. Prices have held without change during the week at figures shown below.
Margarine—
1-lb. prints, No. 1 0 34 0 35
Do., No. 2 0 31 0 33
Do., No. 3 0 27 0 28
Solids, 1c per lb. less than prints.

*Butter Shows
Firmer Tone*

Toronto.
BUTTER.—The removal of the restrictions on the profits and the permission given by the Government allowing dealers to go after export business themselves has had a tendency to firm up the market slightly. This has not resulted in any actual price change, but the feeling is steadier and firmer than that prevailing a week ago. Quotations are without change at the following figures:

Butter—

Creamery prints (storage)	\$0 52	\$0 53
Creamery solids (storage)	0 51	0 52
Creamery prints (fresh made)	0 54	
Creamery solids (fresh made)	0 52	
Dairy prints, fresh separator, lb	0 46	0 48
Dairy prints, No. 1, lb.	0 44	0 46

Lower Prices
Named on Eggs

Toronto.
EGGS.—A further lowering of prices has gone into effect this week on eggs. New laids are coming along quite plentifully now and this is the main contributing factor in bringing about the present low prices. Storage stocks are pretty well cleaned up and are being offered at lower prices also. Figures prevailing to-day are as follows:

Eggs—

New-laid, in cartons, doz.	\$0 54
New-laid, doz.	0 50 0 52
Storage, No. 1, doz.	0 48
Splits and No. 2, doz.	0 45 0 47

Cheese Market
Holding Firm

Toronto.
CHEESE.—The market is very firm and business being done represents a very fair total. Stocks are small and there is no indication that they will be any too heavy to carry the trade through until new cheese is available again.

Cheese—

New, large	\$0 28½	\$0 29
Stilton (new)	0 30½	0 31
Twins, ½ lb. higher than large cheese. Trip-lets 1½c higher than large cheese.		

Fowl Advance
About 2c lb.

Toronto.
POULTRY.—The prices being paid for fowl this week show an advance of about 2 cents per pound. The arrival of both live and fresh killed stock is comparatively small and this has been a factor to influence prices upwards. However, dealers are working on frozen stock at the present time, and supplies of this are ample to meet requirements of the trade.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks, lb.	\$. . . - \$0 32	\$. . . - \$0 32
Geese, lb.	0 15-0 20	0 20-0 25
Turkeys, old, lb.	0 28-0 30	0 35-0 36
Do., young, lb.	0 32-0 35	0 38-0 40
Roosters, lb.	0 20	0 25
Fowl, 4 to 5 lbs., lb.	0 25-0 27	0 28-0 30
Fowl, over 5 lbs., lb.	0 30	0 30
Fowl, under 4 lbs., lb.	0 23-0 25	0 23-0 25
Chickens, under 5 lbs., lb.	0 23	0 28
Chickens, over 5 lbs., lb.	0 25-0 27	0 30
Chickens, over 5 lbs., milk fed, lb.		0 32

Prices quoted to retail trade:

	Dressed
Hens, light	\$0 30 \$0 32
Do., heavy	0 32 0 34
Chickens, spring	0 33 0 38
Ducks	0 35 0 40
Turkeys	0 45 0 46
Geese	0 25 0 28

Lower Prices
Named on Herring

Toronto.
FISH.—There seems to be a tendency on the part of many to get prices down to a lower basis, and this is shown in the figures which are being offered on some lines this week. Fresh frozen sea herrings are down one cent per pound, and

Lake Superior herring are down half a cent. Business shows some improvement over the past two or three weeks, and dealers are very glad to note this change. The range of quotations to-day follows:

FRESH SEA FISH		
Cod Steak, lb.	\$. . .	\$0 11
Do., market, lb.	0 09	0 10
Haddock, heads on, lb.	0 09	0 10
SMOKED FISH		
Haddock, lb.		0 08
Bloaters, 40 Count, box	1 50	2 00
Cod, smoked, lb.		0 11
Ciscoes, lb.	0 16	0 17
Digby Chicks, bble.	1 85	1 90
Boneless Digbys, box		2 50
Haddies, chicken	0 08½	0 09
Do., fillets, lb.		0 16
Do., Finnan, lb.	0 12	0 14
Herring, Kippered, box	1 50	2 75
Shrimps, can		1 75
FRESH FROZEN SEA FISH		
Cod Steak, lb.	0 09	0 09½
Do., market, lb.	0 05	0 07½
Flat Fish, B.C., lb.	0 10	0 10½
Flounders, lb.	0 08	0 10
Gaspereau, lb.	0 06	0 07
Haddock, headless, lb.	0 08	0 10
Do., heads on, lb.	0 07½	0 08
Do., small, case, 200 lbs., lb.		0 05
Halibut, medium, lb.	0 22	0 23
Do., chicken, lb.	0 21	0 22
Do., large, lb.	0 21½	0 22
Herring, lb.	0 06	0 07
Mackerel, lb.	0 14	0 16
Salmon, Cohoe, lb.	0 20	0 22
Do., Qualla, lb.	0 14	0 15

Do., Red Spring, lb.	0 24	0 25
Do., Gaspe, lb.	0 24	0 25
Smelts, No. 2, lb.		0 08
Do., No. 1, lb.		0 12
Do., Extra, lb.		0 25
Tomcods, lb.		0 07

FROZEN LAKE FISH		
Herrings, Lake Superior	0 04	0 05
Mullet, lb.	0 07	0 08
Pickarel, lb.	0 14	0 15
Pike, round, lb.	0 09	0 10
Trout, lb.	0 17	0 18
Tulibeas, lb.	0 10	0 10½
Whitefish, lb.	0 14	0 15
DRY AND PICKLED FISH		
Cod, Acadia Strip, box	6 50	7 00
Do., Acadia Tablets, 1 lb., 20 to case		3 90 4 00
Do., Acadia Tablets, 2 lb., 12 to crate		6 25
Herring, Labrador, bbl.		13 75
Do., Do., keg.	7 00	7 25
Do., Do., No. 4 size		5 00
Do., Do., No. 2 size		2 90
Do., Lake, keg	7 00	7 25
Imperial, 25 lbs., loose, case	3 00	3 50
Mackerel, salt, 20-lb. kit	4 15	4 50
Quail on Toast, 24 1-lb. tablets, cs.	4 10	4 20
Shrimps, headless, No. 1 size, tin	1 60	1 75
Do., Do., No. 3 size, tin		4 20
Skinless Fish, 100s, lb.	0 15	0 19
Sea Trout, keg		12 00
Whitefish, No. 1, keg		13 50
OYSTERS, No. 3 size package (2½ gallons)		
Do., No. 5 size package (4 1-6 gallons)		9 50
Do., No. 1 size package		15 50
Shell Oysters, 800 count, bbl.		3 30
Do., Do., 1,000 count		14 50
Do., Do., 1,000 count		13 00

WINNIPEG MARKETS

Hog Market Strong; Demand Brisk

Winnipeg.
PROVISIONS.—The hog market has shown greater strength during the past week owing to a heavier demand, and a price of 17c is ruling for hogs.

Hams—

Light, lb.	0 34	0 36
Medium, per lb.		0 34
Heavy, per lb.		0 33

Bacon—

Breakfast, select, lb.	0 40
Backs	0 44 0 55

Dry Salt Meats—

Long clear bacon, light	0 29
Backs	0 33

Barrelled Pork—

Mess pork, bbl.	52 00
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Lard, Pure—

Tierces	0 30
20s	6 30
Cases, 5s	18 52
Cases, 3s	18 60

Compound—

Tierces	0 25½
Tubs, 50s, net	12 87
Pails, 20s, net	5 40

Cheese—

Ontario, large fresh	
Manitoba, large fresh	

Butter Market Dull; Declines Expected

Winnipeg.
BUTTER.—This market is very slow with a weak undertone. Should an export demand for butter arise, the market will become firmer, but if not the market is expected to decline further. Butter prices now ruling range from 45 to 46c per pound.

Butter—

Fresh made creamery, No. 1 cartons	0 45
Fresh made creamery, No. 2	0 43½
Margarine	0 31 0 32

U.S. Eggs Arrive; Market Weaker

Winnipeg.
EGGS.—With receipts of eggs from

the United States getting heavier, the market is dropping rapidly. United States eggs are being sold to the trade at 47c and 48c a dozen. This is a drop from 60c a dozen within the past ten days on this market.

Eggs—

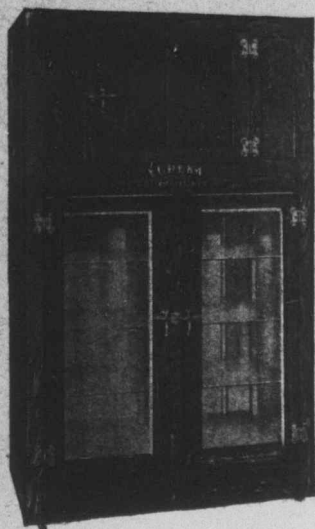
New-laid, d z.	0 47	0 48
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Fish Demand Good; Prices May Advance

Winnipeg.
FISH.—The continuance of cold weather in the West has maintained activity on the fish markets, and while prices this week are still steady, some advances are looked for on some lines within about two weeks. Trout has advanced this week to 18c per pound. The market is firm at following quotations:

LAKE FISH		
Whitefish (cleaned), lb.		0 13½
Whitefish (frozen), lb.		0 12½
Pickarel, lb.		0 12½
Pickarel Fillet, lb.		0 35
Frozen Trout, lb.		0 18
Round Jackfish, lb.		0 09
Dressed Jackfish, lb.		0 09½
Frozen Goldeye, lb.		0 07½
Speckled Trout, lb.		0 85
SEAFISH		
Frozen Halibut, lb.		0 22
Fresh Halibut, lb.		0 23
Frozen Salmon, lb.		0 23
Frozen Mackerel, lb.		0 18
Red Carp, lb.		0 09½
Sable Fish, lb.		0 12
Haddock, lb.		0 10
Soles, lb. (50-100)		0 08
Soles (less)		0 08½
Plaice, lb.		0 08
Skate, lb.		0 08
Smelt, lb.		0 13
White Salmon, lb.		0 16

SMOKED FISH		
Finnan Haddie (30-lb. boxes), lb.		0 16
Finnan Haddie (15-lb. boxes), lb.		0 16½
Smoked Goldeye, lb.		0 17
Smoked Codfish, lb.		0 20
Smoked Fillet (15-lb. boxes), lb.		0 22
Bloaters (25-lb. boxes), case		2 85



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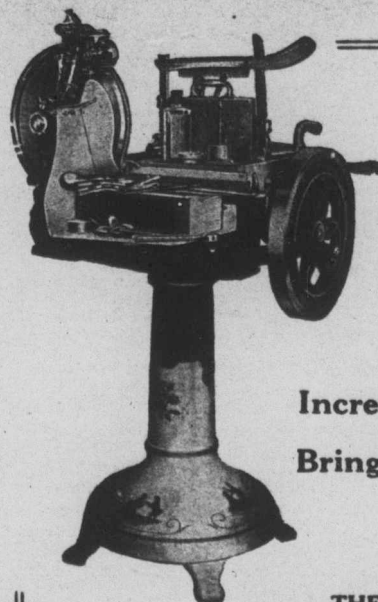
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Canada has given to the world,
none hold a higher rank for
purity and quality, than

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Salt
Made in Canada

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Tell the housewife what a dandy Bacon substitute

Schneider's Cottage Rolls

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Rolled. Skinned. Mild Cure. Really Smoked.
Try this line out and see how popular it is.

J. M. Schneider & Sons, Ltd.

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Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

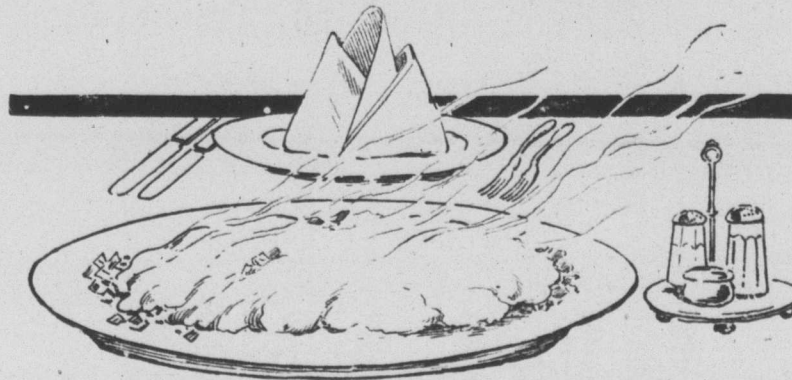
It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

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(LILY BRAND)
HADDIES
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CANSO, N.S. and DIGBY, N.S.

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Santa Clara	-	100/120	50 ^s	9 ³ / ₄
Santa Clara	-	90/100	50 ^s	11 ³ / ₄
Santa Clara	-	70/80	50 ^s	14 ¹ / ₂
Santa Clara	-	60/70	50 ^s	16
Santa Clara	-	50/60	50 ^s	17 ¹ / ₂

25 lb. Boxes $\frac{1}{4}$ higher

Send us an order.

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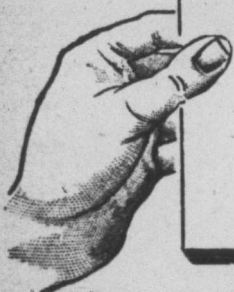
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CANADIAN MACHINERY (Est. 1905)

THE POWER HOUSE (Est. 1907)
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CLAYOQUOT SOUND CANNING CO. LTD.
J. L. BECKWITH AGENT
VICTORIA, B.C.

FRESH
BRITISH COLUMBIA



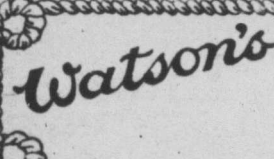
PILCHARD

Your Customers Will Like
**ALBATROSS BRAND
PILCHARD**

It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find Albatross Brand Pilchards a quick-mover and a good money-maker, too.

Clayoquot-Sound Canning Co., Ltd.
J. L. BECKWITH, Agent
VICTORIA - B.C.

DIRECTIONS.
WATER REQUIRED
DO NOT PLACE THE
CANS BEING SERVED
OPENED INTO
BOILING WATER
FOR TEN
MINUTES.



KIPPERED HERRING

Smoked: Kippers, Bloaters, Boneless Herring, Herring Chicks. Pickled: Scotch-cured Herring (barrels and half-barrels and pails); Frozen Herring, Fish Paste in glass jars.

Packed by—
WATSON BROS. FISHING & PACKING CO., LTD., VANCOUVER

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC

ROSE & LAFLAMME LIMITED
*Commission Merchants
Grocers' Specialties*
MONTREAL TORONTO
Canadian Food Control License Nos. 6-23678

THE S. G. BENDON UTILITY CO.
Brokers and Commission Agents
30 St. Francis Xavier St., Montreal
Our Motto: Always at Your Service

JOHN E TURTON
Wholesale Grocery Broker
BOARD OF TRADE BUILDING
MONTREAL

C. B. HART, Reg.
Montreal, P.Q.
*Grocery and Chemical Brokers
Commission Agents*

Paul F. Gauvreau
Wholesale Broker. Flour, Feed, Provisions
84 St. Peter Street, Quebec
On demand will quote Salted Cod Fish, Salted Salmon. Buyer of all kinds of feeds and grains.

J. L. FREEMAN & CO.
Wholesale Grocery Brokers
ROOM 122 BOARD OF TRADE BUILDING - Montreal

MARITIME PROVINCES

GENEST & GENEST, LTD.
COURTIERS-BROKERS
CORN and CORN PRODUCTS-PEAS
*Grain, Flour and Feed-Wholesale Only
Grocers Specialties*
BOARD OF TRADE BLDG., MONTREAL

Schofield & Beer, St. John, N.B.
Manufacturers Agents
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

EGGS
can be preserved at a cost of
2c. Per Doz.
with Flemming Egg Preserver
Simple to use. A child can apply it. Just rub it on. Eggs can be left in temperature of 70°
Guaranteed to keep Eggs Fresh for nine months or more.
A 60c. Box will do 30 doz. Eggs.
Get it from your jobber, or direct from
FLEMMING EGG PRESERVER COMPANY
166 Craig St. W. MONTREAL

ATLANTIC MILLING CO., Limited
PICTOU, N.S.
Wholesale Grocers, Millers Agents
Manufacturers Flour, Cornmeal and Feeds. Splendid connections with Western Elevators and P.E.I. Produce Dealers.

The Colwell Brokerage Co., Ltd.
Mdse. Brokers, Man's Agents
Liberal Advances Made on Consignments
18 Germain St., St. John, N.B.

Our
Want Column
Will Help You

Mention this Paper When Writing to Advertisers

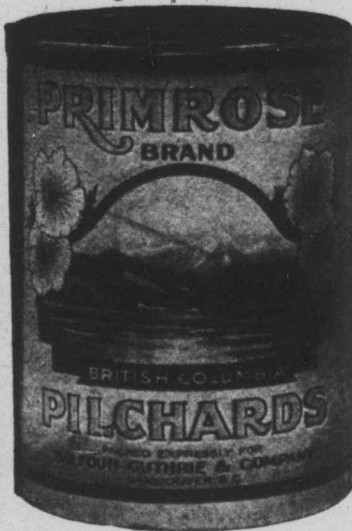
J. W. BERRY, Tea Importer

Import orders executed for Ceylon and Indian Tea for 25 cases and over to any amount. No need for you to issue letter of credit. Will guarantee that bulk is equal to sample. J. W. Berry is alert and watchful as to the pulse of Ceylon and Indian markets (being in constant cable communication) and will give instant and correct telegraph information of conditions on enquiry.

J. W. Berry does not concern himself with common wishy-washy tea; only imports good liquoring tea—tea that will give best results as to liquor after fresh boiling water application. J. W. Berry has had a long, active and intelligent service in the tea trade, and will be happy to place his knowledge and services at your disposal if you so wish. A large stock of tea held in Vancouver, samples will be sent on application.

Bankers: Bank of Nova Scotia. Office: 33 Bank of Hamilton Bldg. Warehouse: 349 Railway St., Vancouver, B.C.

"PRIMROSE" PILCHARDS



*Strictly Prime
Quality*

Ocean Caught

Packed Only By Hand

*Rich in flavor and high
in food value*

Defiance Packing Co., Ltd.
Head Office: VANCOUVER B.C.

Canneries at West Vancouver and Port
Renfrew, B.C.

Sales Agents: Balfour, Guthrie & Co.
Vancouver, B.C.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

Canada Food Board License No. 4-517

Have Her Try B. B. Brand Rye Flour

She'll have an entirely new idea of how good Rye Flour can be once she tries B. B. Brand. B.B. quality has placed Rye Flour in the staple foods class. Rye Flour has a delicious flavor, and is more nutritious than the average wheat flour.

B. B. RYE FLOUR MILLS LTD., WINNIPEG

License Nos: 4-295, 4-075



Estd. 1905

R. G. Bedlington & Co., Ltd., Vancouver

Estd. 1905

are a firm of aggressive brokers that can give manufacturers satisfactory service. Drop a card for particulars.
IMPORTERS **EXPORTERS**

We are Importers of Oriental Lines

—Desiccated Coconut, Coconut Oil, Rice, Beans, Preserved Gingers, Hen Egg Albumen, Dry Hen Egg Yolk, etc., which are handled throughout Canada by the following brokers:

Tees & Persse Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Persse, of Alberta, Ltd., Calgary, Edmonton; Newton A. Hill, Toronto; E. T. Sturdee, St. John, N.B.; J. W. Gorham, Halifax, N.S.; C. T. Nelson, Victoria, B.C.

Dodwell & Co., Limited

Importers and Exporters
VANCOUVER



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.



Wantmore PEANUT BUTTER The Finest Spread for Bread



A delicious line. Made from selected hand-picked, blanched peanuts. Healthful, nutritious and palatable. Physicians recommend it for children. When you sell a customer one can of WANTMORE Peanut Butter you will sell her many more. Its goodness will keep it repeating and you make a good profit on every sale. Ask your jobber for it, or write direct to us.

R. L. Fowler & Co., Ltd.

Manufacturers

CALGARY

SASKATOON

REGINA

License No. 15-241

Do They Know?

It may be you want to rent that store; have a business for sale; seek a partner; or perhaps wish to purchase stock in a progressive grocery business. Then again it is likely to be some fixture you want taken off your hands owing to recent improvements.

Do the grocers in all parts of Canada know what you have to offer? They don't?

Then a "Want Ad" in *Canadian Grocer* will tell nearly all the progressive business men, together with their staffs, just what an opportunity you have, and in the way that you want them to know.

And the cost is so reasonable, too—2 cents a word for the first insertion, and 1 cent a word for each subsequent issue. 5 cents additional per insertion if answers are to be sent in care of a box number.

Is not that a good service at a low cost? It has accounted for many rapid turn-overs.

Send in yours to-day.

Canadian Grocer
143-153 University Avenue
Toronto

Buy Well Advertised Goods

THE merchant who invests his money in a big stock naturally looks for a ready return of his cash with a fair profit on his investment. To do this he must get the goods that sell well—Brands that are renowned for their high quality—Brands that are consistently advertised.

Kellogg's

TOASTED

CORN FLAKES

move quickly. They are well advertised—the market is already created for him—he will not have to sell them off cheap to get rid of them.

Too much risk is involved in the purchase of cheap, slow-selling brands, therefore send your order in early, we can supply all your needs promptly. Get only those packed in the RED, WHITE and GREEN PACKAGE.

Only Made in Canada by

**The Battle Creek Toasted
Corn Flake Co., Limited**

Head Office and Plant:

LONDON - - ONTARIO



Ask us for

Wrapping Papers and Twines

WALTER WOODS & CO.
HAMILTON AND WINNIPEG



Let Marsh's Prove Itself

Get a trial supply of Marsh's and convince yourself that it is a real good selling line.

Recommend it to your particular trade.

The Marsh Grape Juice Company
NIAGARA FALLS - ONT.

The MacLaren Imperial Cheese Co., Limited
Toronto, Ont.

Ontario Agents:
ROSE & LAFLAMME Limited, Montreal, Que.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

British Manufacture

GELATINE

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

SOLE AGENTS FOR CANADA

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

WAR CONDITIONS

necessitate the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

POULTRY FOODS, CANARY
AND PARROT MIXTURES

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited
24-25 Fenchurch Street, E.C. 3.

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

**JAMS
MARMALADES
PEELS**

John Gray & Co., Ltd., Glasgow

Established over a Century

Cable: Lamberton, Glasgow.
Codes: A.B.C. 4th and 5th Editions.

**CONFECTIONERY
MARZIPAN
CHOCOLATE**



Agents

Wm. H. Dunn, Limited, Montreal
Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto

SELL

THRIFT STAMPS



THE dealer who encourages his customers to take their change in Thrift Stamps is giving valuable aid to the work of Reconstruction. He is helping to foster Prosperity by making small savings assist in financing Governmental expenditures.

Then, while he is doing that much for the country, let him do something for himself—

Buy

War-Savings Stamps

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

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

FIGURING THE SELLING PRICE

Enclosed find data on side of lamb. Is this a correct average as regards selling price—where a cost of doing business is 22 per cent.—if not, show corrections? Also amount of loss at these prices, re 18c and 22c; also am I right in figuring percentage this way. If not, correct and oblige. Side of lamb weighs 21 lbs. at 25c per lb. Sold at following:—

Leg, 6½ lbs., at 38c lb.....	\$2.47
Loin, 5 lbs., at 40c lb.....	2.06
Flank, 2 lbs., at 18c lb.....	.36
Front quar., 7½ lbs., at 22c lb.	1.65

Total, 21 lbs. \$6.48
 Cost, \$5.25; sold at \$6.48; profit, \$1.23.
 Subscriber, Montreal.

Answer.—On a basis of profit of \$1.23 on buying price of \$5.25 you are making a small fraction under 19% on the transaction, that is, you are actually selling at 3% net loss. To cover your actual costs the side of lamb would have to sell at \$6.73.

We are not just sure how you reached your figures, but it is quite evident that at the selling prices suggested you are actually losing money. It appears that you are figuring your selling prices as a percentage on cost, which is apt to lead to difficulties. For instance, you will have to make 35% on buying price in order to show profit on the selling price of 26%, or a net profit of 4%.

As for the 18c and 22c price we cannot say whether they are too low or not, but the price must be well up somewhere in order to make a living profit. The merchant will probably be able to say best which cuts could stand the increase most easily. We cannot criticize the method of arriving at the figures quoted because we are not entirely sure how or why that method was adopted.

There is a simple method that approximates very closely the correct results. It is as follows:

Subtract from the unit 100, which represents the cost, the percentage to be used: Thus, if 25% is desired subtract 25 from 100, leaving 75. Using 75 as a divisor divide the cost, which we shall assume is \$1.50, by 75, carrying the same to two decimals, will show \$2, which will be the selling price. The difference between cost and selling price thus obtained is 50c, or 25% on the selling price.

Adopting the method, 22% subtracted from 100 leaves 78, which divided into \$5.25 and extended to two decimals places gives a selling price of \$6.73, which represents 22% on the selling price. By adopting the

simple method and adding to the 22% the amount of net profit desired, it can readily be figured what price must be placed on the goods to arrive at this profit.

A large Toronto firm with a number of branches throughout the city would apportion the prices as follows:—

Front quarters, 25c per pound.
Hind quarter, loin and leg, 40c per pound.
Flank, 20c per pound.

This, you will see, would bring \$6.97 as a total selling price and show a clear net profit of about 5%.

LUMBERMAN'S MAGAZINE

Would you kindly advise us where I could procure a good lumberman's magazine. If you have some please forward us a copy.—Leavitt & Chadsey, Ayer's Cliff, Que.

Answer.—The MacLean Publishing Co. does not publish a lumberman's magazine. You will probably find "The Canadian Lumberman," published by the Hugh C. MacLean Company, Toronto, to be what you want.

EXTRACT SALES IN ONTARIO.

Are we still required to keep a record of extract sales?—J. A. Stewart, Exeter.
 Answer.—Yes.

NAME OF ACCOUNT COLLECTOR

Please give me the name of the nearest account collector.—H. J. Varn, Fraserville, Que.

Answer.—The Nagel Mercantile Agency, Westmount (Montreal), Que.

PRINTING OUTFITS

Where could we get a printing outfit for printing circulars, letters, etc.? Also a register for taking orders at counters or to replace counter check books.—The Chaudiere Mills Store, Ltd., Breakeyville, Que.

Answer.—Apply Toronto Type Foundry Co., Montreal; Manton Bros., 105 Elizabeth St., Toronto; Golding Manufacturing Co., Franklin, Mass.

HANDLING VINEGAR IN BARRELS

Please inform us on the best means of handling vinegar in barrels. We have trouble in taps leaking and would like to know the best system of handling vinegar and molasses in barrels.—Hennessy & Racicot, Copper Cliff, Ont.

There is now available a wooden pump which is inserted in one end of the vinegar barrel. This reaches to the bottom of the barrel and the outlet is high enough so that a measure can be placed under same. We have had two or three mention this method

of handling vinegar as a decided improvement over the "tap" system. Some vinegar manufacturers, we believe, now place the bung in the end of the barrel and just the correct size to take in the pump. The cost of the pump at Toronto is \$1.25 and it can be procured from Wilson, Lytle, Badgerow Co., Ltd., 112 Duke St., Toronto.

In the meantime, if tap is still leaking, it might be well to remove same from barrel and put in boiling water for a few minutes which would result in its swelling somewhat and probably prevent further leakage. Most of these taps have a cork lining and do not withstand constant use. The life of them may extend to run off a couple of barrels of vinegar—an average of six months.

HOTEL FURNITURE

Kindly send me names of manufacturers or wholesale dealers of furniture and bedding. I wish to procure a quantity of hotel furniture and a number of white enamel beds.—John Rowlandson, Porquis Jct., New Ontario.

Answer.—Bedding, Alaska Feather & Down Co., Montreal; Canadian Feather & Mattress Co., Toronto; Standard Bedding Co., Toronto; Rideau Manufacturing Co., Ottawa; Harvey Quilting Co., Toronto.

TO SETTLE A BET

I have something I want you to decide. On Jan. 18th a car of hogs was loaded 10 miles from here and price had dropped. Now one man bet the cigars that 16¼ would be the top price for hogs and one bet they would get more, and the cattle buyers, Jack Whitmarsh and Fred Atcheson, were to decide when they came back from Montreal, but it turned out they went to Toronto market. Now I want you to find out how much these men got and just say which one won the cigars at Toronto market.—Singleton, Ont.

Answer.—Quotation on live hogs, fed and watered, Jan. 17th, was \$16.50 and \$17. It is probable that hogs referred to, however, would have been delivered on Monday following or Jan. 20. On this date live hogs, fed and watered, Toronto, sold at \$16, except on contracts let the previous week, which may have been sold at \$16.50 to \$17. The man who bet \$16.25 as the top figure evidently wins the cigars.

NO NEED FOR LICENSE NUMBERS

Would you advise having license number printed on your stationery at this stage of the game?—A. J. Burns, Bridgetown, N.S.

Answer.—No. The licensing system is over; no further need to display license numbers anywhere.

CANADIAN GROCER,
 143-153 University Avenue,
 Toronto.

For Subscribers
INFORMATION WANTED

Date 191..

Please give me information on the following: Name

Address

.....

.....

.....

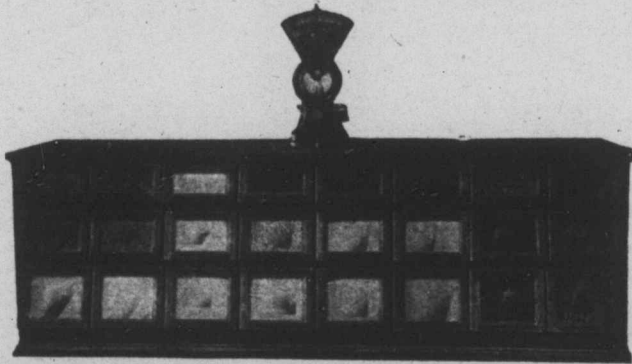
Sir—this is an appeal to *You!*

Getting right down to brass tacks—what kind of store equipment are you going to use during 1919?

This will be a year of reconstruction and readjustment. But isn't it just a little bit incongruous to talk of either in a store outfitted with the counters and shelves of 50 years ago?

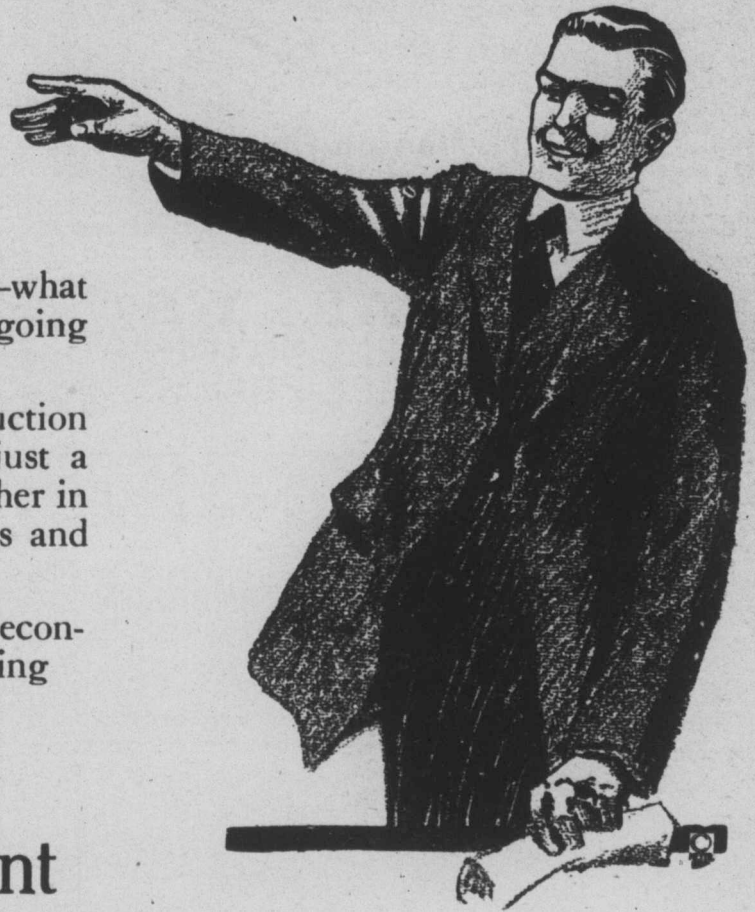
Why not start a little business reconstruction on your own by installing

Walker Bin Store Equipment



No. 3 Universal Counter

Three rows of bevel displays in line of vision. The glass in top row 4" x 10"; middle row 6" x 10"; lower 8" x 10", giving assorted displays of small capacity, affording a maximum display with minimum stock. Three different-sized bins in rear.



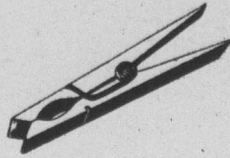
Then you'll be heading straight on the trail towards bigger turnover and bigger profits.

Let us tell you all about this proposition. Send us a plan of your store. Tell us your problems. You won't obligate yourself in the least and we think our proposition will interest you.

The Walker Bin and Store Fixture Co., Limited
KITCHENER, ONTARIO

DOMINION SPRING CLOTHES PINS

For Sale by all
Wholesale Grocers
and Jobbers



The J. H. Hanson Co., Ltd.
244 St. Paul St. West, Montreal

Oakey's "WELLINGTON" KNIFE POLISH

The original and only reliable preparation
for Cleaning and Polishing Cutlery,
etc.

John Oakey & Sons, Ltd.

Manufacturers of Emery Cloth,
Black Lead, Glass Paper, &c.

LONDON, S.E., ENGLAND

AGENTS:

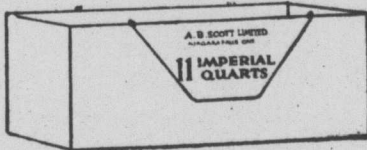
Geo. B. Jenkinson, 78 Wellington Street
North, Hamilton, Ontario, and J. E.
Huxley & Co., 220 McDermid St., Win-
nipeg.



BUY

BUTTER BOXES, EGG CRATES
and
BASKETS

Your customers will buy them if you take the trouble
to introduce them.



3-qt., \$4.50; 6-qt., \$6.50; 11-qt., \$8.00 per 100.
Send for trial order.

A. B. SCOTT, LIMITED, Niagara Falls, Ontario



RID- OF- RATS

If we want to feed starving Europe it behooves us to
kill off Rats and Mice that destroy foodstuff to the value
of about \$500,000,000.00 per annum. Use Rid-of-Rats. It is
non-poisonous and can be used everywhere. No stench-creating
dead bodies. Rodents leave premises before dying. Only pat-
ented Non-Poisonous Exterminator in the World. Made only
by the Patentees.

Price—15 cents per box, \$1.80 per doz., \$1.00 per lb. in bulk

BERG & BEARD MFG. CO., Inc.
100 Emerson Place Brooklyn N. Y.

QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$83.20 PER INCH PER YEAR

JAMS

DOMINION CANNERS, LTD.

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

Screw Vac top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Blackberry	\$ 35
Currant, Black	3 90
Pear	3 25
Peach	3 25
Plum	2 95
Raspberry, Red	3 90
Apricot	3 35
Cherry	3 45
Gooseberry	3 35

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts., Aylmer Quality	\$1 90
3 Pts., Aylmer Quality	2 35
	Per jug.
Gallon Jugs, Aylmer Quality 1 6 1/2	2 70
	Per doz.
Pints, Delhi Epicure	1 50
1/2 Pints, Red Seal	2 00
Qts., Red Seal	2 80

BAKED BEANS WITH PORK

Brands—Canada First, Simcoe,
Quaker.

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1 1/2's (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
1 1/2's Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 65
Jersey Brand, Hotel, each 24 cans	6 65
Peerless Brand, Hotel, each 24 cans	6 65
St. Charles Brand, Tall, each 48 cans	6 75
Jersey Brand, Tall, each 48 cans	6 75
Peerless Brand, Tall, each 48 cans	6 75
St. Charles Brand, Family, each 48 cans	5 75
Jersey Brand, Family, each 48 cans	5 75
Peerless Brand, Family, each 48 cans	5 75
St. Charles Brand, small, each 48 cans	2 90
Jersey Brand, small, each 48 cans	2 90
Peerless Brand, small, each 48 cans	2 90

CONDENSED COFFEE

Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, each 48 cans	6 50
Regal Brand, each 24 cans ..	6 90
Cocoa, Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 50

W. CLARK, LIMITED,
MONTREAL.

Compressed Corn Beef—1/2s, \$2.90; 1s, \$4.90; 2s, \$9.25; 6s, \$34.75.	
Lunch Ham—1s, \$7.40; 2s, \$14.50.	
Ready Lunch Beef—1s, \$4.90; 2s, \$9. English Brawn—1/2s, \$2.90; 1s, \$4.90; 2s, \$9.90.	
Boneless Pig's Feet—1/2s, \$2.90; 1s, \$4.95; 2s, \$9.90.	
Ready Lunch Veal Loaf—1/2s, \$2.45; 1s, \$4.45.	
Ready Lunch, Beef-Ham Loaf—1/2s, \$2.45; 1s, \$4.45.	
Ready Lunch Beef Loaf—1/2s, \$2.45; 1s, \$4.45.	
Ready Lunch Asst. Loaves—1/2s, \$2.50; 1s, \$4.50.	
Geneva Sausage—1s, \$4.40; 2s, \$9.40.	
Roast Beef—1/2s, \$2.90; 1s, \$4.80; 2s, \$9.25; 6s, \$34.75.	
Roast Mutton—\$7.25; 2s, \$14.50; square cans, \$48.00.	
Roast Mutton—1s, \$7.25; 2s, \$14.50; 6s, \$48.	
Boiled Beef—1s, \$4.80; 2s, \$9.25; 6s, \$34.75.	
Jellied Veal—1/2s, \$3.25; 1s, \$4.80; 2s, \$9.25.	
Cooked Trips—1s, \$2.90; 2s, \$4.90.	
Stewed Ox Tail—1s, \$2.40; 2s, \$4.40.	
Stewed Kidney—1s, \$4.40; 2s, \$8.40.	
Mince Collops—1/2s, \$1.90; 1s, \$3.85; 2s, \$6.90.	
Sausage Meat—1s, \$3.90; 2s, \$7.80.	
Corn Beef Hash—1/2s, \$1.90; 1s, \$3.90; 2s, \$5.90.	
Beef Steak and Onions—1/2s, \$2.90; 1s, \$4.90; 2s, \$8.90.	
Jellied Hocks—2s, \$9.90; 6s, \$30.00.	
Irish Stew—1s, \$2.90; 2s, \$5.80.	
Cambridge Sausage—1s, \$4.40; 2s, \$8.40.	
Boneless Chicken—1/2s, \$5.90; 1s, \$9.00.	
Boneless Turkey—1/2s, \$5.90; 1s, \$9.00.	
Ox Tongue—1/2s, \$3.90; 1s, \$8.40. 1 1/2s, \$18.40; 2s, \$17.20; 3 1/2s, \$29.70; 6s, \$45.	
Lunch Tongue—1/2s, \$3.90; 1s, \$6.90.	
Beef Suet—1s, \$6.40; 2s, \$12.40.	
Mince Meat (Tins)—1s, \$2.90; 2s, \$4.00; 5s, \$12.90.	
Mince Meat (Bulk)—5s, 19c; 10s, 18c; 25s, 17c; 50s, 16c.	
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85. With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.	
Chateau Brand Concentrated Soups —Celery, \$1.25; Consommé \$1.25; Green Peas, \$1.25; Julienne, \$1.25; Mulligatawny, \$1.45; Mutton Broth, \$1.25; Ox Tail, \$1.25; Pea, \$1.25; Scotch Broth, \$1.25; Vege- table, \$1.25; Chicken, \$1.45; Mock Turtle, \$1.45; Tomato, \$1.25; Vermicelli Tomato, \$1.25; Assort- ed, No. 1, case, \$1.35; Soups and Bouilli, 6s, \$13.25.	
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 90s; 1s, \$1.25; 1 1/4s, \$1.90; 2s, \$2.30; 2s, talls, \$3.35; 6s, \$12; 12s, \$20. Plain Sauce, Pink Label—Ind 85c; 1s, \$1.15; 1 1/4s, \$1.65; 2s, \$1.95; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.	

When Your Customers ask for Vanilla

tell them of the rare and wonderful flavor which nature puts into just one vanilla bean — that grown in the mountain valleys of Mexico. Then show them the product of that bean—

Shirriff's True Vanilla



Impress the remarkable fact that one year is spent in extracting this exceptional vanilla from the vanilla bean. Point out that it is 50% stronger than Government requirements, therefore much less is needed for flavoring. These convincing facts will sell your goods and pay you good profits.

Imperial Extract Company - Toronto

Agents for Canada: H. F. RITCHIE & CO. Limited, Toronto, Ont.

An additional reason

why you should always keep Malcolm Milk Products on display is that they are strictly Canadian-made.

From the quality point of view they are the equal of any imported milk products.

Malcolm Milk Products are always good and always satisfy.

Freight prepaid up to 50c per 100 lbs. in Ontario, Quebec and the Maritimes; 5-case lots or more delivered to any point in these sections.



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

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

American Steel Wool

Cleans, Smooths and Polishes Anything and Everything



Original Package in Red, White and Blue

"My Right Hand in the Home" — the Aluminum Cleanser.

No labor lost in using American Steel Wool! Use a soft wad of these steel shavings, to clean aluminum, Pyrex, copper, enamel and other cooking utensils, windows, glassware, marble ornaments, etc. No gloves are necessary. Six grades and each the best for a special use:

The attractive package contains a "Dictionary of Uses" and "Instructions for Using."

You will make a profitable investment when you stock this line.

Have your jobber supply your requirements.

W. J CHAMBERS & Co.

Sole Agents, 43 Scott St., Toronto

Auld Bros., Limited

WHOLESALE GROCERS

Butter, Eggs and Poultry

One of the Island's Largest Receivers and Distributors

Correspondence Solicited

Charlottetown, P.E.I.

- Chili Sauce (red and gold label)—Ind., 90c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30.
- Vegetarian Baked Beans and Tomato Sauce—2s, \$2.25.
- Sliced Smoked Beef—½s, \$2.40; 1s, \$3.40; 4s, \$24.
- Canadian Boiled Dinner—1s, \$2.40; 2s, \$5.90.
- Army Rations—Beef and Vegetables. 1s, \$3.40; 2s, \$5.90.
- Spaghetti with Tomato Sauce with Cheese—½s, \$1.40; 1s, \$1.90; 3s, \$3.30.
- Tongue, Ham and Veal Pates—¼s, \$2.35.
- Ham and Veal Pates—½s, \$2.35.
- Smoked Vienna Style Sausage—75c, \$2.45.
- Pate De Foie—¼s, 75c; ½s, \$1.40.
- Plum Pudding—½s, \$2.40; 1s, \$3.90.
- Potted Beef Ham—¼s, 75c; 75c, \$1.40.
- Beef—¼s, 75c; ½s, \$1.40.
- Potted Tongue—¼s, 75c; ½s, \$1.40.
- Potted Game (Venison)—¼s, 75c; ½s, \$1.40.
- Potted Veal—¼s, 75c; ½s, \$1.40.
- Potted Meats (Assorted)—¼s, 85c; ½s, \$1.45.
- Devilled Beef Ham—¼s, 75c; ½s, \$1.40.
- Beef—¼s, 75c; ½s, \$1.40.
- Devilled Tongue—¼s, 75c; ½s, \$1.40.
- Veal—¼s, 75c; ½s, \$1.40.
- Devilled Meats (Assorted)—¼s, 80c; ½s, \$1.45.
- In Glass Goods**
- Fluid Beef Cordial—20 oz. bottle. \$10; 10 oz., \$5.
- Ox Tongue — 1½s, \$14.50; 2s, \$19.70.
- Lunch Tongue (in glass)—1s, \$9.90.
- Sliced Smoked Beef (in glass)—¼s, \$1.80; ½s, \$2.80; 1s, \$3.90.
- Mincedmeat (in glass)—1s, \$3.25.
- Potted Chicken (in glass)—¼s, \$2.40.
- Ham (in glass)—¼s, \$2.40.
- Tongue (in glass)—¼s, \$2.40.
- Venison (in glass)—¼s, \$2.40.
- Meats, Assorted (in glass)—\$2.45.
- Chicken Breast (in glass) — ½s, \$5.90.
- Tomato Ketchup—8s, \$2.20; 12s, \$2.75; 16s, \$3.40.
- Chili Sauce—10 oz., \$3.25.
- Spaghetti with Tomato Sauce—½s, \$1.40; 1s, \$1.90; 3s, \$3.30.
- Peanut Butter—¼s, \$1.40; ½s, \$1.90; 1s, \$2.30; in pails, 6s, 29c; 12s, 27c; 24s, 26c; 26c, 28c.

COLMAN'S OR KEEN'S MUSTARD.

- Per doz. tin:
- D. S. F., ¼-lb. \$2 80
- D. S. F., ½-lb. 5 20
- D. S. F., 1-lb. 10 40
- F. D., ¼-lb.
- Per jar:
- Durham, 1-lb. jar, each... \$0 60
- Durham, 4-lb. jar, each... 2 25

Canadian Milk Products, Ltd., Toronto and Montreal.

KLIM

- Hotel \$18 50
- Household size 8 25
- Small size 6 75
- F.o.b. Ontario jobbing points, east of and including Fort William. Freight allowance not to exceed 50c per 100 lbs. to other points, on 5-case lots or more.

THE CANADA STARCH CO. LTD.

Manufacturers of the Edwardsburg Brands Starches

- Laundry Starches—**
- Boxes
- 40 lbs. Canada Laundry Cents .09¼
- 40 lbs., 1-lb. pkg., Canada White or Acme Gloss.... .09¼
- 48 lbs., No. 1 White or Blue Starch, 3-lb. cartons10¼
- 100-lb. kegs, No. 1 white... .09¼
- 200-lb. bbls., No. 1 white... .09¼
- 30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.11¼
- 48 lbs., Silver Gloss, in 6-lb. tin canisters12¼
- 36 lbs. Silver Gloss, in 6-lb. draw lid boxes12¼
- 100 lbs., kegs, Silver Gloss, large crystals10¼
- 40 lbs., Benson's Enamel, (cold water), per case... 3.25
- Celluloid, 45 cartons, case... 4.40

Culinary Starch

- 40 lbs., W. T. Benson & Co.'s Celebrated Prepared 11¼
- 40 lbs. Canada Pure or Challenge Corn 10¼
- 20-lb. Cases Refined Potato Flour, 1-lb. pkgs..... 20
- (20-lb. boxes, ¼c higher, except potato flour)

GELATINE

- Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 50
- Knox Plain Sparkling Gelatine (makes 4 pints), per doz... \$2 00
- Knox Acidulated Gelatine (Lemon Flavor), makes 4 pints, per doz. 2 10

SYRUP

THE CANADA STARCH CO. LTD., CROWN BRAND

CORN SYRUP

- Perfect Seal Jars, 3 lbs., 1 doz. in case \$4.00
- 2-lb. tins, 2 doz. in case ... 4.55
- 5-lb. tins, 1 doz. in case ... 5.15
- 10-lb. tins, ½ doz. in case... 4.85
- 20-lb. tins, ¼ doz. in case... 4.80
- (Prices in Maritime Provinces 10c per case higher)

- Barrels, about 700 lbs. \$0.06¼
- Half bbls., about 350 lbs.07
- ¼ bbls., about 175 lbs.07¼
- 2-gal. wooden pails, 25 lbs... 2.16
- 3-gal. wooden pails, 33½ lbs. 3.25
- 5-gal. wooden pails, 65 lbs.. 5.25

LILY WHITE CORN SYRUP

- 2-lb. tins, 2 doz. in case... \$5.05
- 5-lb. tins, 1 doz. in case ... 5.66
- 10-lb. tins, ½ doz. in case... 5.35
- 20-lb. tins, ¼ doz. in case... 5.30
- (5, 10 and 20-lb. tins have wire handles)

INFANTS' FOOD MAGOR, SON & CO., LTD.

- Robinson's Patent Barley— Doz. 1 lb. \$4.00
- ¼ lb. 3.00
- Robinson's Patent Groat— 1 lb. \$4.00
- ¼ lb. 3.00

NUGGET POLISHES

- Polish, Black, Tan, Toney Red and Dark Brown \$1.15
- Card Outfits, Black and Tan... 4.15
- Metal Outfits, Black and Tan... 4.5
- Creams, Black and Tan 1.2
- White Cleaner 1.95

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH

- Black Watch, 10s, lb. \$1.20
- Bobs, 12s 1 00
- Currency, 12s 1 00
- Stag Bar, 9s, boxes 6 lbs.. 1 08
- Pay Roll, thick bars, 1 25
- Pay Roll, plugs, 10s, 6-lb. ¼ caddies 1 25
- Shamrock, 9s, ¾ cads., 12 lbs., ¼ cads., 6 lbs..... 1 08
- Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. lunch boxes 1 12
- Forest and Stream, tins, 9s, 2-lb. cartons 1 44
- Forest and Stream, ¾s, ½s, and 1-lb. tins 1 50
- Forest and Stream, 1-lb. glass humidors 1 75
- Master Workman, 9s, 2-lb. cartons 1 12
- Master Workman, bars, 7s 3½ lbs. 1 20
- Derby, 9s, 4-lb. boxes 1 06
- Old Virginia, 12s 1 50
- Old Kentucky (bars), 8s, boxes, 5 lbs. 1 25

WM. H. DUNN, LTD., Montreal BABBITS

- Soap Powder, case 100 pkgs... \$5 65
- Cleanser, case 50 pkgs. 3 10
- Cleanser (Kosher), cs. 50 pkgs. 3 10
- Pure Lye, case of 4 doz. 6 95

STRAIGHT CAR CAULIFLOWER

California Standards

- BOXED APPLES**
- HIGH-GRADE NAVELS**
- FLORIDA GRAPEFRUIT**
- CALIFORNIA LEMONS**
- SHELLED ALMONDS**
- PEANUTS, ETC.**

Send in Your Order.

McBRIDE BROS.

House of Quality

35 Church Street, Toronto

Canadian Food Control Licenses No. 3-027 and 3-028

New Arrivals

California Pears

Winter Nelles
and
Easter Bueries

California Cauliflower

California Celery

Also fresh shipments arriving every few days.

Florida Grapefruit Stripes Brand

Finest Quality Shipped

WHITE & CO., LIMITED

Importers of Fancy Fruits and Vegetables

TORONTO

ORANGES

Fancy California Navels—Finest Flavor, Juicy and Free from Frost

FLORIDA GRAPEFRUIT
Beautiful Color, Firm and Full of Juice

NORTH WESTERN APPLES
Extra Fancy Stock in Boxes.
Best Varieties. Desirable Sizes.

CALIFORNIA
Celery, Cauliflower, etc.
Domestic Vegetables
Potatoes, Cabbage, Onions, etc.

FISH
A Full Supply of Frozen, Salted and Smoked Fish.
Place Your Lenten Order Now.
Our Prices Are Right.

DUNCANS LIMITED

NORTH BAY, ONT.

BRANCHES AT SUDBURY, COBALT, TIMMINS

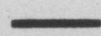
LICENSE No. 151

WETHEY'S

Mince Meats

(both Condensed and Bulk)

always lead



*When buying
insist
on this brand*

Canada Food Board License No. 14-128



A Wonderful Seller Is Wonderful Soap

SAFE because it's pure.

SURE because of its qualities.

SPEEDY because we've made it so.

The Canadian housewife looks for these qualities in modern soaps. Sell her Wonderful Soap, she'll be more than satisfied.

Wonderful Soap is made up in neat, red packages.

Guelph Soap Co.
Guelph, Ont.

If you are about to order your supplies of Laundry Blue, remember that

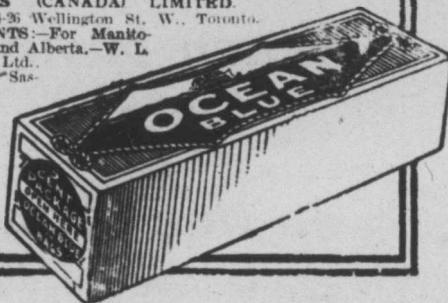
5 C.

OCEAN BLUE

packets will add to your reputation, as well as your profits. It is the Blue that helps most on washing days.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton.
For British Columbia and Yukon.—Creeden & Avory, Rooms 5 and 6, Jones Block, 477 Hastings Street W., Vancouver, B.C.



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

JELL-O

Made in Canada

Assorted case, contains 4 doz.	\$5 40
Lemon, 2 doz.	2 70
Orange, 2 doz.	2 70
Raspberry, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Chocolate, 2 doz.	2 70
Cherry, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Weight, 8 lbs. to case. Freight rate second class	

JELL-O ICE CREAM POWDERS

Made in Canada

Assorted case, contains 2 doz.	\$2 70
Chocolate, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Lemon, 2 doz.	2 70
Unflavored, 2 doz.	2 70
Weight, 11 lbs. to case. Freight rate second class	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	2 00
12-oz. Glass, Screw Top, 2 doz. in case	2 40
16-oz. Glass, Screw Top, 2 doz. in case	2 95
16-oz. Glass, Tall, Vacuum, 2 doz. in case	2 95
2's Tin, 2 doz. per case	4 45
4's Tin, 12 pails in crate, per pail	0 75
5's Tin, 8 pails in crate, per pail	0 90
7's Tin or Wood, 6 pails in crate	1 25
30's Tin or Wood, one pail crate, per lb.	0 17½

BLUE

Keen's Oxford, per lb.	\$0 22
In cases 12-12 lb. boxes to case	0 21½

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA—

Perfection Coeos, lbs., 1 & 2 doz. in box, per doz.	\$4 60
Perfection, ¼-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 95
Perfection, 5-lb. tins, per lb.	0 27
Supreme Breakfast Coeos, ¼-lb. jars, 1 & 2 doz. in box, doz.	2 75
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	0 30
Supreme Chocolate, 10c size, 2 doz. in box, per box	1 80

Perfection chocolate, 10c size, 2 doz. in box, per doz.	0 95
---	------

SWEET CHOCOLATE— Per lb.

Eagle Chocolate, ¼s, 6-lb. boxes 28 boxes in case	0 30
Diamond Chocolate, ¼s, 6 and 12-lb. boxes, 144 lbs. in case	0 30
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 32
Diamond Chocolate, 7s, 6 and 12-lb. boxes; 144 lbs. in case	0 30
Diamond Chocolate, 7s, 4-lb. boxes, 50 boxes in case, per box	1 20

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Milk Medallions, 5-lb. boxes in case, per lb.	0 40
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 55
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 55

6c. LINES

	Toronto Price—
	Per box
Filbert Nut Bars, 24 in box, 60 boxes in case	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case	0 95
Puffed Rice Bars, 24 in box, 50 boxes in case	0 95
Ginger Bars, 24 in box, 50 boxes in case	0 95
Fruit Bars, 24 in box, 50 boxes in case	0 95
Active Service Bars, 24 in box, 50 boxes in case	0 95
Victory Bar, 24 in box, 60 boxes in case	0 95
Queen's Dessert Bar, 24 in box, 60 boxes in case	0 95
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case	0 95
Royal Milk Cakes, 24 in box, 50 boxes in case	0 95
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz in box	1 90

10c LINES

Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz.	\$0 95
Medallions, 10c, 1 doz in box, 50 boxes in case, per doz.	0 95

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each 48 cans.	\$9 25
Reindeer Brand, each 48 cans.	8 75
Silver Cow, each 48 cans.	8 40
Gold Seal, Purity, each 48 cans	8 25
Mayflower Brand, each 48 cans	8 25
Challenge Clover Brand, each 48 cans	7 75

The Advertiser would like to know where you saw his advertisement--tell him.

A Request to Our Readers

You have often thought that some friend or acquaintance would be interested in articles which you have read in CANADIAN GROCER. Obey the impulse to pass a good thing along.

It will be a pleasure to send sample copies to your friends if you will send us their names and addresses.



“Did You Bring the Jell-O?”

The “Delivery Man” finds that his visits are often awaited almost as eagerly as those of Santa Claus. And why not? Doesn't the “Delivery Man” bring more good things to the average home in the course of a year than Santa does?

When mamma is ordering something particularly good for dinner—Jell-O, for instance—don't you believe there are some anxious moments until the “Delivery Man” comes and empties his load in the kitchen?

Beautiful ten-color window display material of high quality will be sent to you, free of all expense to you, of course, if you can use it to advantage, and we believe you can.

THE GENESEE PURE FOOD COMPANY OF CANADA
 LIMITED
 BRIDGEBURG, ONTARIO
Made in Canada

Do you want help or have you something to sell, if so use the classified column in this paper.

**The
 Financial Post**
THIS WEEK
 ON
**Produce Association
 Proceedings**

THE produce business is coming back to its before-the-war basis. Proceedings at the Toronto Convention brings this out. THE POST report by J. L. Rutledge, editor “Canadian Grocer,” begins:

“R. M. Ballantyne, in speaking to the Canadian Produce Association in Conference in Toronto on Wednesday, announced that most of the Food Board regulations governing the produce trade would be withdrawn within the course of the next few days. The orders specifically referred to are numbers 26 and 45.”

A careful analysis of the effects of this upon the trade and upon businesses associated with it follows in THE POST. During the days of the war the problems of the produce industry have been carefully dealt with in THE POST, and reported on without prejudice, and always with the importance of the produce industry in view as part of the economic structure of the country. Similarly, and also by experts in daily touch with their subjects, other Canadian business affairs are reported upon in THE POST.

Note These Subjects:

- Labor and Peace Conference Are Affecting Steel.
- Regulation of Produce Trade is Nearing an End.
- Seventy-five Per Cent. Basis Now Assured Mills.
- Crerar Foresees Prosperity for Livestock Men.
- Expenses Cut Into Profit of London Rails.
- Asbestos Corporation at \$1,253,813 Gains 123 Per Cent.
- Hollinger Mines Have Built Up Strong Reserve.
- United Company Plans to Purchase Railway Hotels.
- Taking Steps to Provide Against Smooth Crooks.
- British Banks Are Increasing Their Capital.
- National Trust Company Shows New High Record.
- The Tariff — R. MacKenzie Replies for Farmers to Manufacturers.
- Business in Bond Market is Favorable.
- Northern Life Passes Through a Trying Year.
- New Municipal Act Before B. C. Legislature.
- Saskatoon Has Raised Its Rate on Improvements.
- Building During January Proved Disappointing.
- Provincial Paper Mills Profits Less.
- Employers Try to Maintain Wage Standards.
- London Life Has \$60,000,000 on its Books.
- Great West Life Wrote Thirty Millions.
- Government Paid Damage of Explosion.
- Declining Days of Canada's Food Board Regime

Fill in this Form and keep in Touch with Canadian Affairs.
 The MacLean Publishing Co.,
 143-153 University Ave., Toronto.
 Send me THE FINANCIAL POST every week till further ordered. I will pay subscription price, \$3.00 per year, on receipt of bill or you may draw on me for this.

Name

Address

C.G.

Short of Help? Too Bad!

But labor is scarce everywhere. The young men—most of them—are in khaki. And there you are.

Yet the man you need is somewhere—probably behind a counter or desk, and in the grocery business, wholesale or retail. He'll go to you if the call is loud enough.

Perhaps you can get him with a whisper. Never can tell what makes some men restless.

It's clearly up to you to use a dollar or two to advertise. Use CANADIAN GROCER—2 cents a word. If you know any better paper, use it.

All we know is that CANADIAN GROCER gets into 5,300 grocery stores and establishments all over Canada. No one daily newspaper—no other publication—can make, truly, the same statement.

The chances are that you'll find the man you want in a grocery store or office. If he's there now, and you get him, he'll probably be a trained man, and you'll get value out of him from the start.

Don't rest on one insertion. It isn't experience to get what you're after the first crack out of the box. The best men are hardest to budge.

Make your advertisement explicit. Make it brief. Use a box number if you like. The big thing is to try, and try and try.

Our business is to carry your advertisement to likely men. It isn't our business to get replies for you. Yet the chances are that you'll get replies—first week of trying.

Rates—2c per word first insertion, and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent in our care to a Box Number. Invariably in advance.

CANADIAN GROCER

143-153 University Avenue
TORONTO

INDEX TO ADVERTISERS

A		I	
Acadia Sugar Refining Co., Ltd.	4	Imperial Extract Co.	91
Adam, Geo., & Co.	77	Imperial Rice Milling Co.	82
Atlantic Milling Co.	81	K	
Atlantic Sugar Refineries	Back cover	Kavanaugh Provision Co.	97
Auld Bros.	92	L	
B		Lambe, W. G. A.	79
Babbitts (Wm. H. Dunn & Co.)	19	Laporte-Martin, Ltd.	9
Bain, Donald H., Co.	77	Lemon Bros.	98
Bains Ltd.	24	Little Bros., Ltd.	80
Baird, Alex., Ltd.	77	M	
Battle Creek Toasted Corn Flake Co.	55	McBride Bros.	93
Bedlington & Co., Ltd., R. G.	82	Macdonald Brokerage	78
Bendon Utility Co., S. G.	81	Macdonald, W. C., Regd.	16
Berg & Beard Mfg. Co.	90	Macleod & Co., D. J.	77
Berry, J. W., & Co.	82	Maclure, A. M., & Co.	77
Big Six Cereal Co.	25	Maclure & Langley	79
Borden Milk Co.	1	Magor, Son & Co., Ltd.	34
Bowes Co.	2	Malcolm Condensing Co.	91
Bowman Fish Co.	97	Mann, C. A., & Co.	97
Bowser & Co., S. F., Inc.	4	Maple Tree Producers	23
Brodie & Harvie	10	Marshall, H. D.	79
Buchanan & Abern	28	Marsh Grape Juice Co.	86
C		Maritime Fish Corp.	74
Canada Nut Co.	80	Mathieu Co., J. L.	13
Canadian Salt Co.	72	Megantic Broom	10
Chambers, W. J.	92	Miller Bros. Co.	28
Channell Chemical Co.	Inside front cover	Moore & Co., R. M.	97
Chaput, Fils & Co.	20, 21	Mount Royal Milling & Mfg. Co., Ltd.	16
Clark, W., Ltd.	26	N	
Clayoquot Sound Canning Co.	80	Nagle & Co., N. (Volpeek)	19
Cockburn Co., F. D.	78	National War Savings	89
Colwell's Brokerage	81	Nelson, C. J.	80
Connors Bros.	31	Nootka Packing Co.	17
Consolidated Purchasing Co.	34	Nutrient Food Co.	97
D		O	
Davies, Wm., Co.	Inside back cover	Oakeys, John & Sons, Ltd.	90
Defiance Packing Co.	82	Oceanic Oyster Co.	30
Des Brisay, M., & Co.	80	Oury Millar Co.	86
Dodwell & Co.	83	P	
Dominion Salt Co.	97	Patenaude-Carignan	50-51
Duncans, Ltd.	93	Patrick, W. G., & Co.	29, 79
E		Pennock, H. P., & Co., Ltd.	76
Eckardt, H. P., & Co.	75	Perry, H. L., & Co.	76
Eddy Co., E. B.	5	Picher, Eugene	28
Egg-O Baking Powder Co., Ltd.	2	Pullan, E.	98
El Roi-Tan, Ltd.	78	R	
Elliott, W. F.	79	Releg Co., Ltd.	19
Escott, W. H., Co., Ltd.	76	Rock City Tobacco Co.	12
Estabrooks & Co., T. H.	33	Rose & Laflamme, Ltd.	19, 81
Eureka Refrigerator Co.	72	Rye Flour Mills, Ltd., B. B.	82
F		S	
Fairbanks Co., N. K.	12	Schneider, J. M., & Son	73
Fearman, F. W.	72	Schofield & Beer	81
Fleming Egg Preserver	81	Scott, Ltd., A. B.	90
Fowler Co., R. L., Ltd.	83	Scott-Bathgate Co., Ltd.	78
Freeman & Co., J. L.	81	Shaw & Ellis	28
Freeman Co., W. A.	72	Sibbald & Co.	79
G		Smalls, Ltd.	18
Gaetz & Co.	81	Spratts, Limited	86
Genest & Genest	81	St. Williams Fruit Preservers, Ltd.	3
Genesee Pure Food Co.	95	T	
Gauvreau, Paul F.	81	Thompson, E. B.	97
Gillespie & Co., The Robt.	80	Tippett, A. P., & Co.	22
Gillard & Co.	97	Toronto Pottery Co.	97
Gosse-Millard Co.	32	Toronto Salt Works	97
Grant, C. H.	77	Torry & Co., J. L.	80
Gray, John, & Co.	87	Trent Mfg. Co.	97
Guelph Soap Co.	94	Turton, J. E.	31
Guise & Smith	28	V	
H		Vogans, Ltd.	37
Hanson, J. H.	90	W	
Hargraves, Canada, Ltd.	94	Wagstaffe, Limited	7
Hart, C. B., Reg.	81	Walker Bin & Store Fixture	89
Hatton, G., & Co.	27	Walker, Hugh, & Son	6
Hudon, Hebert, & Co.	11	Watford Mfg. Co.	83
Huxley & Co., Joseph E.	78	Watson Bros. Fishing & Pack- ing Co., Ltd.	80
I		Watson & Truesdale	77
J		Welch Grape Juice Co. Front cover	
K		Wethey, J. H., & Co.	93
L		White & Co.	93
M		White Cottell's	97
N		White Swan Spices & Cereals, Ltd.	33
O		Whitehead & Turner	22
P		Williams Storage Co.	77
Q		Woods, Walter, & Co.	86

Wanted

CLASSIFIED ADVERTISING

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

Where copies 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 remittances cannot be acknowledged.

WANTED

WANTED FOR GENERAL STORE IN SASKATCHEWAN, an experienced grocery clerk. Must be a man with a smile, who can produce results. Good salary if you are the right party. Apply Box 49, Canadian Grocer, Toronto, Ont.

A LARGE PACKING HOUSE REQUIRES THE services of a real, live progressive salesman 23 to 28 years old for country territories. Good opportunity for one who has initiative and selling ability. Reply in own handwriting, stating age, experience, salary expected and personal description. Box 500, Canadian Grocer.

SITUATIONS WANTED

GROCERY CLERK OPEN FOR POSITION, 16 years' experience. Live salesman, experienced buyer. References. Box 504, Canadian Grocer, Toronto, Ont.

WANTED BY AN EXPERIENCED GROCERY salesman, position in store (capable of taking full charge is desired), town or country. Regina or Moose Jaw district preferred. Robert Jones, Swift Current. Highest references.

FOR SALE

FOR SALE—MEAT AND GROCERY BUSINESS. Annual turnover \$22,000. Stock \$2,000. Net profits \$2,600. Clear title. Owner giving up business. Apply Box 488, Canadian Grocer, Toronto, Ont.

FOR SALE—A GOOD COUNTRY GENERAL merchandise business about 40 miles north of Regina. Present stock \$9,000.00, but will be reduced to suit purchaser. Turnover \$28,000.00. \$2,500.00 will handle. Buildings will be either rented or sold. Apply Box 496, Canadian Grocer, Toronto, Ont.

MR. CLERK, HAVE YOU EVER THOUGHT you would like to be able to print up-to-date show cards? Our system by correspondence is thorough and complete, and it takes only a short time to complete the course. Free outfit and easy terms. Write the Art Card Writing Studio, 1766 Hamilton St., Regina, Sask.

**WHITE COTTON
SUGAR LINERS
E-PULLAN
TORONTO**

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.

FISH

Pickled Lake Superior Herring, in kegs, half-kegs and pails. Trout and whitefish in kegs.

Frozen Georgian Bay Trout and Lake Superior Herring.

We Invite Correspondence

LEMON BROS.

OWEN SOUND, ONT.

FOR SALE

FOR SALE—A USED BOWSER OIL PUMP for kerosene, self-measuring. One used galvanized oil tank, ninety gallons. J. H. Edwards, Carleton Place, Ont.

AGENCIES WANTED

TWO LIVE SALESMEN WITH GOOD CON-nections among Grocers, Bakers, and Butchers, are desirous of going into the commission business in British Columbia and are open for good Agencies in that Territory. Apply Box 502, Canadian Grocer, Toronto, Ont.

MERCHANTS' STATIONERY

150 EACH — LETTERHEADS, ENVELOPES. Statements and Shipping Tags—postpaid anywhere in Ontario, \$5.00. Other provinces, \$5.25. The Farmer's Printery, Beaverton, Ont.

TRANSLATIONS

ENGLISH INTO FRENCH. COMMERCIAL. Financial and Technical Literature. Advertising booklets, catalogues, circulars, posters. Private correspondence. Manufacturers and Manufacturers' Agents desiring English to French translations will secure expert service at a moderate rate by addressing Leon A. Arochambault, P.O. Box 185, Station B, Montreal.

EMPTY BAGS FOR SALE

EXCELLENT ONCE USED JUTE FLOUR bags. Apply Joseph Wood & Co., Halifax, N.S.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new Catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

EXPERIENCED LADY DESIRES POSITION IN Village General Store. Apply Box 508, Canadian Grocer, Toronto, Ont.

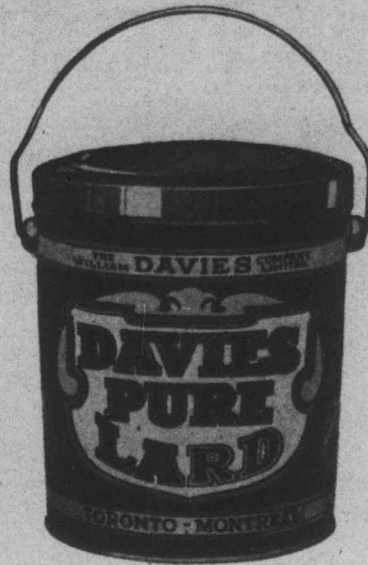
UP-TO-DATE GROCERY BUSINESS, CORNER Nile and Brunswick Sts. Splendid locality, close to Romea Ward School. Large store and dwelling, two stories high, brick. Price on application. Can reduce stock if required. Good reason for selling. Albert W. Lloyd, 84 Nile Street, Stratford, Ont. Phone 222w

WANTED — 200-ACCOUNT McCASKEY AC-count register, second-hand; wanted second-hand Cash Register, counter size. L. Elsley, R.R. No. 1, Campbellville, Ont.

WANTED—MAN WITH GOOD KNOWLEDGE of groceries to canvass country for orders and assist in store rush days. State age, past employment fully, nationality, church connection, whether married or single and salary expected. Auto and out of town expenses furnished. Must be total abstainer from liquor and tobacco. Box 506, Canadian Grocer, Toronto, Ont.

JEWEL WASTE PAPER BALER, FIRST-CLASS condition. Ten dollars. Trout Creek Store Co., Ltd., Trout Creek, Ont.

**"A Treat
to
Bake with"**



**"It's a pleasure to feature a
product like Davies Pure Lard"**

SO say dealers who have been handling this popular line for many years. It sells on *merit*—and it brings repeat sales because it gives satisfaction.

Davies Pure Lard is nothing but extra-fine purified pork fat, perfectly processed and rendered. Nothing added. Every undesirable characteristic taken away.

Result—a pure, white, smooth lard of even consistency—a lard which good cooks everywhere are using because of its uniform quality.

Let Davies Pure Lard build up your trade—just as it is doing for other dealers. It will please *your* customers, too. Let us include a supply in your next shipment.

For Family Trade Davies Pure Lard is put up in 1-lb. Cartons; also in 3-lb., 5-lb., 10-lb. Blue-and-Gold Tin Pails.

THE **DAVIES** COMPANY
WILLIAM LIMITED
TORONTO

Montreal

Hamilton

Canada Food Board Packer's License No. 13-50

It will put Money into Your Pocket

THERE is a new magazine in Canada—a little magazine full of big ideas, made especially for the grocer and his employees.

Of course there are already excellent grocery magazines in the Dominion. This advertisement appears in one of them. The existing magazines are magazines devoted to *merchandise* while our magazine is devoted to *merchandising* which is the art of getting rid of merchandise.

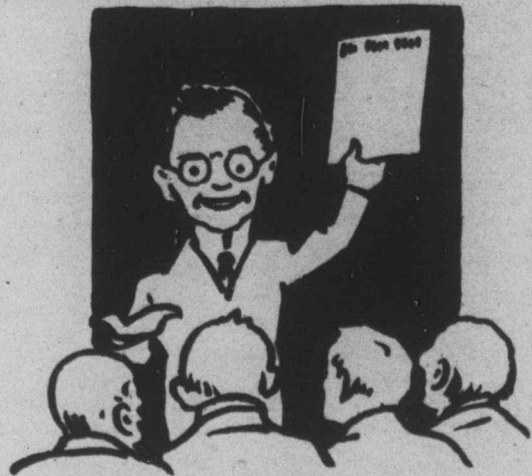


Every Line of it is of interest to the Grocer

Every word in this new magazine is of interest to the retailer of food products. It is filled from cover to cover with modern ideas about the grocery business, written by men who have "been through the mill." Some of the best-known writers on commercial subjects contribute regularly to its pages.

We publish this little magazine every month at our general offices but it isn't simply a sugar magazine—it is a food magazine, a merchandising magazine, a magazine of inspiration for larger and better business.

Each number contains 20 pages and has a cheerful colored cover that will tempt you to look inside, though an unopened mail full of checks is waiting at your



A Genuine School of Modern Business

elbow. We purposely made this magazine the right size to slip into your pocket, so that if you haven't time to read it at the store you may conveniently slip it in your pocket and take it home. The name of this magazine is "THE RED BALL." We named it after our LANTIC SUGAR trade-mark because there is so little advertising in it we were afraid you would forget the publishers.

It fits easily into your pocket

If you are a wholesale or retail grocer and you are not already receiving your copy of THE RED BALL, send us your name and address on your letter or bill head.



Atlantic Sugar Refineries, Ltd.

805 McGill Bldg.
MONTREAL