

**PAGES  
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IN THIS ISSUE—ONTARIO GROCERS' CONVENTION REPORT

# CANADIAN GROCER

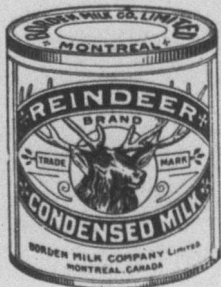
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, MAY 7, 1915

No. 19



## The Thermometer Is Climbing Outing Weather's Coming

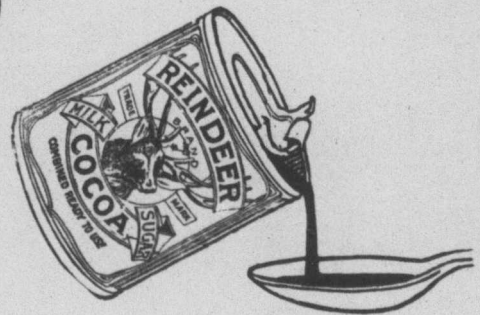


and with it the life in the great out-doors, the picnics, the week-end canoe and fishing trips, the vacation, camping and cottaging and the many other pleasure-seeking diversions which call for the away-from-home meal and

## Borden's



This is your harvest season for the Borden Milk products — every lunch basket, every hamper should contain at least one of these—Reindeer Coffee, Reindeer Cocoa, Reindeer Condensed Milk, Eagle Brand Condensed Milk, Jersey, St. Charles or Evaporated Milk.



Show the Borden line in your window trims, in your show cases, on your counters.

*Stock up now and be prepared for the Summer's demand.*

**BORDEN MILK COMPANY, Limited**

"LEADERS OF QUALITY"

**MONTREAL**

Branch Office - - - No. 2 Arcade Building, Vancouver, B.C.



# COX'S GELATINE

Let that household word "Cox" guide you right when stocking with Gelatine—the perfect product whose purity has never been questioned. With it you are safe,—powdered or shredded, but either way equally as free from deception. No "premiums" inside the box—because no premium offer is necessary to induce sales.

# THISTLE CANNED HADDIES KIPPERED HERRING FLAKED FISH

No other brand is "just as good" as the Thistle because no other Haddies are quite so scrupulously clean (always a Haddock and never anything else)—no other Kippered Herring can be quite so toothsome because the Herring come from St. Mary's Bay—no other Flaked Fish are quite so carefully selected. Buy the "Thistle" and you buy the best.

# CODOU'S

Look for the name "Codou's" on the package and rest assured of highest quality in Macaroni, Vermicelli or Pastes. Cleanliness is a hobby of the makers. And delicacy is a feature of the product of this grand old house in Marseilles, France, established half a century ago.

STOCK UP TO-DAY

ARTHUR P. TIPPET & CO.  
*Agents, Montreal*

Lantic  
Sugar

Lantic  
Sugar

## Did You Receive It ?

If not, send a Postcard  
for your copy of

### **THE LANTIC PILOT**

*Showing the way to your Greater Profit*

A Book that Every Grocer in  
Canada Ought to Read

It tells all the facts about the wonderful new Atlantic Sugar Refineries; the new methods of refining and packing the LANTIC SUGAR; also the details of this strong advertising campaign; and how you can cash in on it.

Write for Your Copy To-day

**Atlantic Sugar Refineries, Limited**

Montreal, P.Q.

# Lantic Sugar

The Perfect Cooking and Preserving Sugar

## ADVANCE—OR RETIRE ?

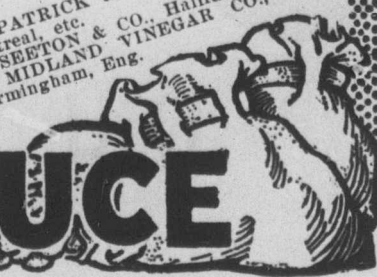
There's no standing still in business. It's lines like H.P. Sauce that make for progress. Good Value, Good Profit and Good Advertising—  
Some of you are doing great things through H.P. Sauce.

Now how about you?

# H.P.

# SAUCE

W. G. PATRICK & CO., LTD., Toronto.  
Montreal, etc.  
R. B. SEETON & CO., Halifax, N.S.  
THE MIDLAND VINEGAR CO., LTD.,  
Birmingham, Eng.



A Grocer's best and most profitable employee in the Summer Time is his

## ARCTIC Refrigerator



with its wonderful circulating Air system, which produces dry cold refrigeration, positively preventing spoilage. Keeping fruits, meats and other perishable goods always fresh and sweet. We can prove to you that the Arctic is the most efficient refrigerator on the market, and that it will be a most profitable investment—a real money-maker and saver.

Write for catalogue.

**John Hillock & Co., Limited**  
Makers of High-Grade Refrigerators and Fish Cases  
**TORONTO**

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



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

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

Have you a copy of Catalogue 913C?

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

**COLES MANUFACTURING CO.**  
1615 North 23rd St. PHILA., PA.

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

## CLASSIFIED OPPORTUNITIES

MEN WANTED. POSITIONS WANTED. ARTICLES FOR SALE OR EXCHANGE.

One twenty-word Want or Exchange Ad. free to any subscriber

Rates for Condensed Ads. two cents a word for first month. One cent a word for subsequent insertions. Box numbers five cents extra.

Advertisements for next issue must reach us by the 20th of the month

Display Ads. in this Department for Men Wanted, Positions Wanted, For Sale or Exchange, \$1.50 an inch, single column, one time.

TALK ACROSS CANADA FOR TWO CENTS A WORD



# Bottled Purity

*E. D. S. Grape Juice  
Made From Winona's  
Finest Concord Grapes*

Stand at the Winona station in the Autumn when the grapes are ripe and take note of the vast quantities of Concord Grapes that are shipped from this section.

Get a look at the shipping bills and you will find that most of them are shipped on actual orders.

It is a well-known fact that there are five carloads shipped from Winona on actual orders to one from any other section in Canada.

It's the fine quality of the Winona Concord that is responsible for this condition. It is this delicious, full-flavored quality that has already built up a big demand for E.D.S. Grape Juice.

Every drop is absolutely pure, clean and wholesome.

Put in your summer's supply now and satisfy your trade.

**E. D. Smith & Son, Limited**  
WINONA, ONT.



*Agents:*

- NEWTON A. HILL  
Toronto
- MASON & HICKEY  
Winnipeg
- A. P. ARMSTRONG  
Sydney, N.S.
- W. H. DUNN  
Montreal
- R. B. COLWELL  
Halifax, N.S.

# CLEAN STORES CLEAN PROFIT

THE CITY GROCERY STORES,  
J. E. Nix, Prop.  
Edmonton, Alberta.

January 26th, 1915

Imperial Oil Company, Limited,  
Edmonton, Alberta.

**Re Standard Floor Dressing.**

Gentlemen:—

Kindly forward at once one 5 gal. tin of your Standard Floor Dressing.

We have tried during the last five years several kinds of floor dressing and have found none to equal the Standard. It is the best thing we have ever used as a dressing for our floors and we consider it much better for keeping down the dust than any sweeping compound.

Very truly yours,

The City Grocery Stores.  
J. E. Nix, Prop.

## STANDARD Floor Dressing

on your own floors will keep your store bright and fresh-looking and your stock free from dust. It eliminates disease germs, preserves the floors and lowers cleaning costs. One application lasts from 3 to 6 months.

Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. It will pay you to stock Standard Floor Dressing. Supplied in half-pint, pint, quart, half-gallon, gallon, and five-gallon lithographed cans; also half-barrels and barrels.

MADE IN CANADA

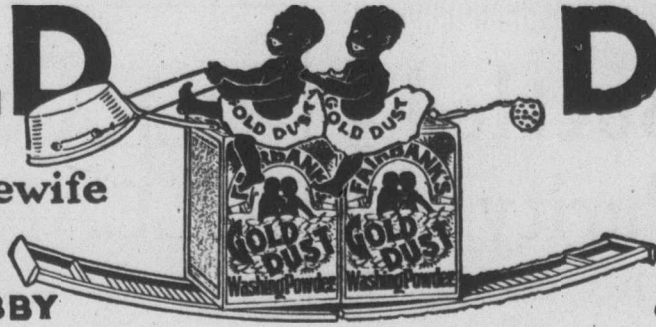
**THE IMPERIAL OIL COMPANY  
LIMITED**

BRANCHES IN ALL CITIES

CANADIAN GROCER

# GOLD DUST

Most every housewife  
has the  
GOLD DUST HOBBY



It will pay  
you to  
cater to it.

Women everywhere like GOLD DUST better than any other cleanser because it does more of their work and does it easier. Grocers everywhere like GOLD DUST better than any other cleanser because they sell more of it and sell it easier. Both advertising and merit are back of its great popularity and steady sale.

## THE N.K. FAIRBANK COMPANY LIMITED



### A Customer Satisfied is a Customer Gained

Every grocer knows, too, how hard it is to please customers who know good extracts. Ask a grocer who handles Shirriff's extracts and he will tell you that his customers are satisfied. In many cases regular, profitable customers have resulted from an initial sale of

## Shirriff's True Vanilla

### True Vanilla

is 50% stronger  
than the Govern-  
ment standard re-  
quires. Every bot-  
tle bears our guar-  
antee.

We have made and sold our True Vanilla in Canada for over thirty years and thousands of discriminating housewives and successful cooks testify to its strength and goodness. It is a "pure food" extract that grocers might well be proud to recommend to their customers.

Would you like us to send you a bottle free to try in your own home? We will gladly do so if you will send us your name and address.

**Imperial Extract Co., Toronto**

*If You know—*

the work there is in chopping fine several vegetables, the trouble in mixing them together, and then to have to tolerate that tasteless, winter-worn flavor—you'll easily understand the enthusiastic popularity for

# SIMCOE BRAND Summer Vegetables

Saves all this trouble and work and dissatisfaction, and gives real summertime flavor instead. How many cases will do for first order?

*Write your wholesaler to-day*





# Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

## The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

# Every Purchaser Comes Back For More

Once a woman buys a bottle of O-Cedar Polish she becomes a regular customer for it. She would as soon be without it as she would be without soap.

# O-Cedar Polish

(Made-in-Canada)

is the fast friend of every woman who likes her house clean and bright. They all read our ads. and only need to see it on your counter to buy it.

Your Jobber Will Supply You.

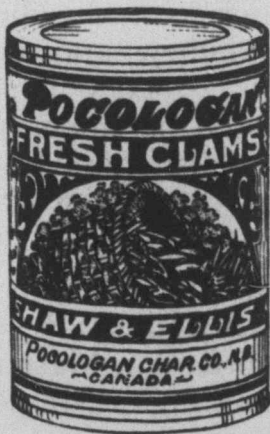
**Channell Chemical Co., Limited**  
369 Sorauren Ave., Toronto



Miss O-Cedar  
using her Polish

The Polish that leaves a hard, dry, durable Lustre—Not Gummy or Sticky or Dust Collecting.

## “Indian Chief Brand” CLAMS



Always insist on having this brand because they really are the very best clams on the market. And sold at a price that allows a good profit to the trade.

We are situated right alongside the clam beds and get our supply fresh every day, and they are canned right up at once.

In this way they retain their original flavor, and they are also put up in the most sanitary manner.

Just the thing for the restaurant trade.  
Order from your jobber.

Packed by  
**Shaw & Ellis, Pocologan, N.B.**

AGENTS:  
Montreal, R. B. Hall & Son      Ottawa, William Forbes  
Quebec, A. Francois Turcotte

For warm weather trade  
and house-cleaning time,  
try

## COOKED HAMS

Very cheap this year and  
better than ever.

“Star Brand” cured under  
Government inspection.

—  
**F. W. Fearman Co., Limited**  
Established 1854

# ROBINSON'S

OF BRISTOL, ENGLAND

## Tea and Coffee Bags

(PARCHMENT LINED)

### Genuine Pure Vegetable Parchment

(Under special license from the British Government, we are now able to import from BELGIUM, via Rotterdam, the renowned Belgian make of pure white vegetable parchment. Orders accepted subject to our usual force majeure conditions existing.

### Greaseproof Papers

Everything in Paper and Printing for the Packer and Wrapper

Samples and Quotations from

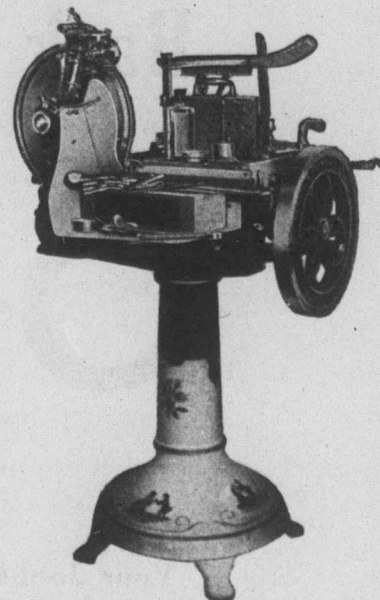
**J. W. PINKHAM**

73 Boustead Ave. Toronto, Canada

## VAN BERKEL SLICING MACHINE

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The **W. A. Freeman Company, Ltd.**  
HAMILTON, CANADA

# Century Salt

Pure,  
even  
crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

**THE DOMINION SALT CO. Limited**  
SARNIA - ONTARIO

## King George's Navy—

is the winner with all who enjoy a good chew, and the leader with grocers who know a tobacco that not only attracts new customers, but keeps them coming back. Stock King George's Navy, together with the other favorite Rock City Lines: Rose Quesnel (smoking), Master Mason (smoking), Maple Sugar (chewing).

Stock these quality lines to-day

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

# OCEAN BLUE

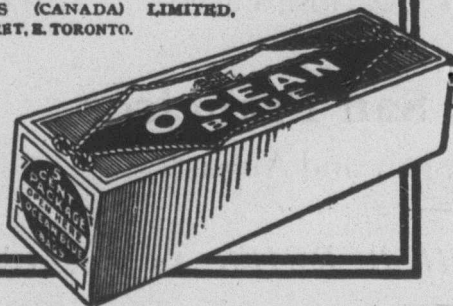
will bring customers again and again to your store.

It earns their goodwill, and the goodwill of your customers is beyond price.

**Order from your Wholesaler**

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

Western Agents:  
For Man., Sask.  
& Alta.  
Nicholson & Bala  
Winnipeg.  
Regina, Saskatoon,  
Calgary and Edmonton. For  
B.C. and Yukon:  
Donkin, Crocson  
& Avery, 117,  
Arcade Buildings  
Vancouver, B.C.



# "SOVEREIGN" SALMON



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

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

**W. T. BENSON & CO.'S  
CANADA  
PREPARED CORN  
FOR CULINARY PURPOSES**

This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is

**GUARANTEED PURE**  
and superior to any similar preparation ever offered to the public; has taken **FIRST PRIZES** at all CANADIAN EXHIBITIONS and received the

**PRIZE MEDAL**  
AT THE  
International Exhibition, London, 1862  
AND AT THE  
Centennial Exhibition, Philadelphia, 1876

MANUFACTURED AND REFINED BY  
**THE CANADA STARCH CO., LIMITED  
EDWARDSBURG WORKS  
CARDINAL, ONT.  
OFFICE: MONTREAL, QUE.  
CANADA**

# BENSON'S CORN STARCH

is the Line of Least Resistance

Practically everybody knows BENSON'S—uses BENSON'S—prefers BENSON'S. Why not keep your customer satisfied by sending BENSON'S, whenever Corn Starch is ordered—whether or not BENSON'S is specified? They all want **Benson's** when they ask for the best.

"SILVER GLOSS" Laundry Starch has been unequalled for all Laundry work, for more than half a century.

**The Canada Starch Co., Limited**  
Manufacturers of the famous Edwardsburg Brands  
Head Office—MONTREAL

# Timely Inducements Well Worth Your Consideration

FINEST QUALITY "CHUM" SALMON, tall tins. \$ .80 doz.  
BLUEBERRIES, 2's ..... 1.00 doz.

## California Evaporated Fruits

Finest Quality DRIED PEACHES, 25 lbs., Faced . . . . .06½ lb.  
Finest Quality DRIED APRICOTS, 25 lbs., Faced . . .10¾ lb.

Packed and shipped by

**Griffin & Skelley, San Francisco**

Deliveries: May, June, July and August.

FINEST HEAVY SYRUP *STRAWBERRIES*, 2's. \$1.20 doz.

## Extraordinary Demand for GREENBANK SPECIALTIES

"RED HEART" POWDERED LYE, 8-oz. and 12-oz. tins.

"GREENBANK" SOLID LYE, 16-oz. tins.

"GREENBANK" PURE CHLORIDE OF LIME,  
¼s, ½s, 1s tins, 25-lb. Drums.

The best for family use,

For Laundries,

For Hotels,

For Hospitals.

PRICES AND SAMPLES SENT UPON REQUEST.

WE HAVE THE STOCK,

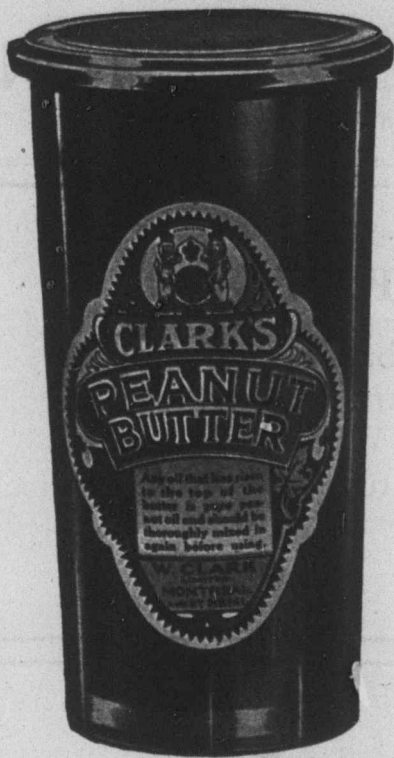
WE GIVE SATISFACTION,

BEST and COURTEOUS SERVICE.

**L. CHAPUT, FILS & CIE, Limitée**

Wholesale Grocers and Importers :: :: MONTREAL

# CLARK'S MADE - IN - CANADA PRODUCTS



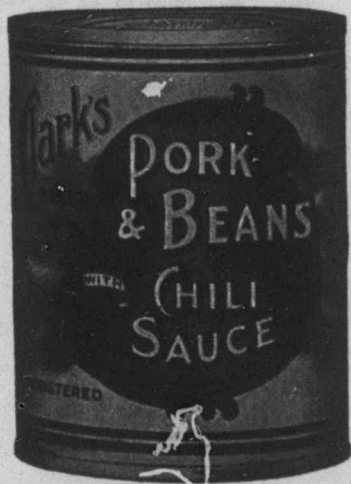
Get ready for your  
**SUMMER  
TRADE NOW**

**Clark's Peanut Butter**  
in  $\frac{1}{4}$ ,  $\frac{1}{2}$  and 1 Glass  
Jars and 5, 10 and  
24 lb. Pails.

**Clark's  
Tomato Ketchup**  
in 8 oz., 12 oz., 16 oz.  
Bottles and 1 Gal.  
Stone Jugs



**Clark's Pork and Beans**  
Plain, Chili and Tomato  
Sauce



**CANNED MEATS, SOUPS,  
MINCEMEAT, PLUM PUDDINGS,  
ETC., ETC.**

Every Package has the Clark  
guarantee behind it.

**W. CLARK, LIMITED MONTREAL**

*Clark's*

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

## Phulcherra Garden Teas

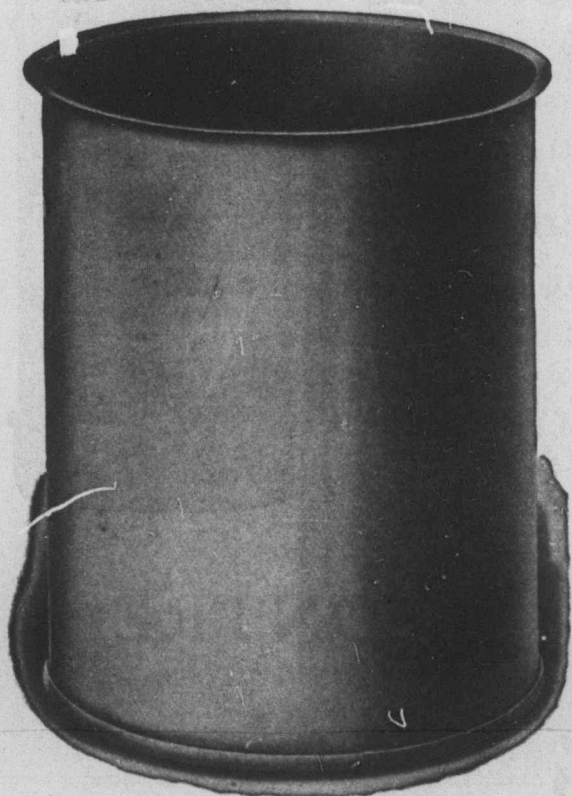
These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

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

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.

## WINNING THE BUYER'S FAVOR

**T**HE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.



# Sanitary Cans

*"The Can of Quality"*

---

Fruits, Vegetables,  
Baked Beans, Soups,  
Meats and Milk.

---

## Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

# St. Lawrence

## Granulated

The Canadian Standard of Quality.  
100 Per Cent. Pure Cane Sugar.



### Push Bee Brand Products To-Day

Get these sales-bringing lines in your store to-day. Not only do Bee Brand Products appeal to your customers from the standpoint of quality and goodness, but also from price. And this combination goes a long way toward steady sales. Push Bee Brand to-day.

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

### ONION SETTS

Subject to being unsold on receipt of order, we offer a limited quantity of Choice Yellow Globe ONION SETTS, put up in bags of 32 lbs., for

**6c. lb.**

Five bag lots, billed 1c lb. less.  
Rush your order. This shipment will not last long.

**H. J. ASH**

**WHOLESALE FRUIT DEALER**  
44-46 Church Street, - TORONTO

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

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

**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



Here Are Some of the More  
Prominent Lines of Our

*Gold Standard*

Pure Food Products



They pay you profits, while  
adding to the prestige of your  
store.

**“Western-Made-For-Western-Trade”**

The purity, and genuine merit of  
these goods have placed them in  
their present enviable position—  
the largest and best selling lines  
of food products west of the  
great lakes.

It's always a pleasure to send  
full particulars and quotations.  
Drop a postal to—

**The Codville Company, Limited**

Wholesale Grocers and Manufacturers  
**WINNIPEG**

Brandon  
MAN.

Moose Jaw  
SASK.

Saskatoon  
SASK.





---

A word with you in your own  
interest

## Biscuits and Profit

Over 30 years ago we went into the Biscuit business. Our aim then was to make only the best. Our formulas called for the best ingredients procurable.

Through all these years we have adhered to using the very best of materials. We have grown, and to-day occupy an efficient and up-to-date plant for turning out goods that are much appreciated. Our goods,

piece for piece, are equal to the best, and there is a reason for it.

Our aim has always been to sell reliable goods, and we believe there are stores in every town in Canada which should handle our lines. We know there are enough people in each place who can appreciate our goods.

### Here's a Timely Suggestion

Inspect your stock of Biscuits (and Candies), and find out if you are getting the very best results from the goods heretofore sold. It pays to change your stock and get some new lines.

We are willing to send samples and let you be the judge.

You can increase your sales, reputation and profit, by selling our Biscuits.

Write to-day for our list.

## The Montreal Biscuit Co.

Manufacturers of Biscuits and Confectionery

Montreal

*DON'T OVERLOOK*

**“BORDO”** *the much-appreciated chocolate—unique  
in flavor*

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

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

**W. H. Millman & Sons**  
**Wholesale Grocery Brokers**  
 Toronto                      Ont.  
 \_\_\_\_\_  
 Headquarters for Evaporated Apples and Canned Tomatoes.

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

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

**STIRLING & YOUNG**  
 General Brokers      Phone Main 4331  
 27 Wellington St. E., TORONTO  
 We wish to get in touch with importers of Raw Sugars.  
 Reference : : : Bank of Montreal

**HENRI DE LEEUW**  
 28 Front St. E., Toronto.  
**IMPORTER - EXPORTER**  
**FOODSTUFFS**  
 Connections all over the world.

**WESTERN PROVINCES.**

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

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

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

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

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

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

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

**BRITISH COLUMBIA.**

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

**NEWFOUNDLAND.**

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

**QUEBEC.**

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

## Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

**Try it out.**

TORONTO



MONTREAL

On May 1st we advanced the price of "SALADA" five cents a pound to the consumer.

This increase by no means indemnifies us for the additional cost of teas, without any regard to the extra cost of insurance, freight, etc. In fact, we may say, that when teas bought at recent auctions reach our warehouses, we could not afford to sell them at the new figures. Should the cost of tea reach \$1 a pound, the price of "SALADA" will be correspondingly increased, in support of our determination never to allow market conditions to affect the high standard of quality we have maintained for the past 23 years.

The price of "SALADA" East of Winnipeg, now is:—

<b>BROWN</b>	Label to the consumer,	40c—	to the dealer.....	33c	per pound
<b>BLUE</b>	"	50c—	"	40c	per pound
<b>RED</b>	"	60c—	"	46c	per pound
<b>GOLD</b>	"	70c—	"	54c	per pound

You will note that one cent of the advance on **BROWN** Label has been reserved for the dealer.

WE GUARANTEE THE SALE OF "SALADA," for we will refund the purchase price in full of every pound returned at any time for any reason.

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By Frederic W. Wile

Berlin Correspondent of the London Daily Mail.

The only book giving complete and accurate information about all of the great German warriors, statesmen, business men, scholars and all those who figure most prominently in the affairs of that country at the present moment. By a man who has viewed German affairs at close range. Price \$1.00, Postpaid.

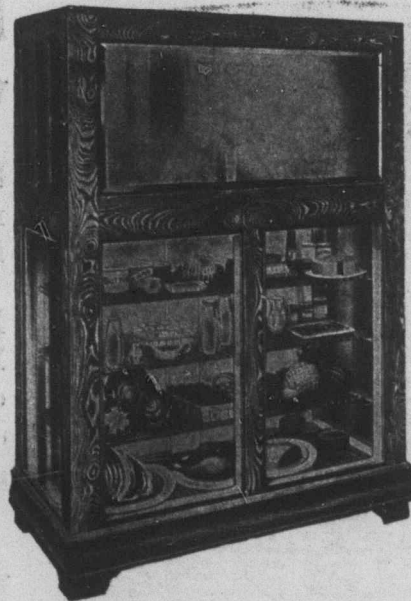
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## Keeping Summer Sales Big



The grocer whose store is fitted with an efficient refrigerator system such as the Eureka embodies, invites a better class of trade to his store—and more of it on account of the better condition in which perishables are kept. To the go-ahead Butcher or Grocer the installation of a Eureka marks an epoch, of greater sales, greater business prestige and greater profits.

Don't be misled that any other make is "just as good"—there is not a refrigerator on the market equal to the EUREKA and every one turned out of our factory carries our guarantee.

You incur no obligation by sending us a request for particulars, but will profit by the details we will give you about the Refrigerator with a 28 years' reputation—the Eureka.

**Eureka Refrigerator Company**

31 Brock Ave.

Limited

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# KEEN'S SOXFORD BLUE

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

*Your nearest wholesaler is ready to supply you.*

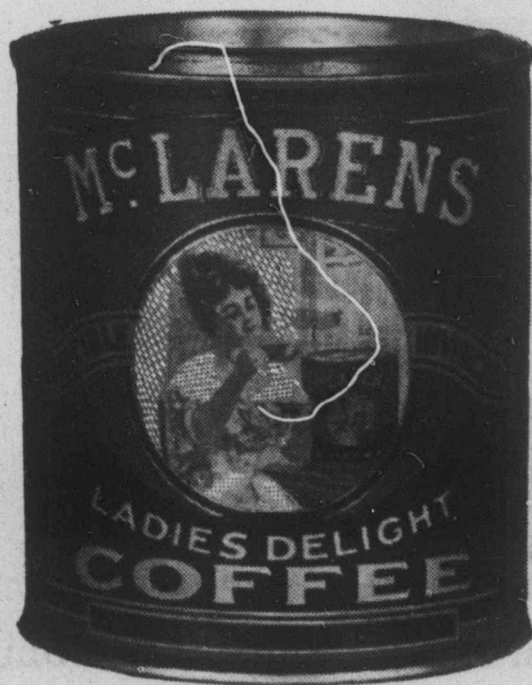
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AGENTS FOR THE DOMINION OF CANADA

Little did the Arabians think their little shrub,  
K'hawah, would produce the  
world's greatest beverage—



but it has; coffee to-day has first place. It's now only a matter of the coffee with the finest cup quality.

If you have not introduced **McLaren's Ladies' Delight Coffee** to your patrons you owe them a treat—it's the coffee that stands up well in the cup and is a sure repeat-getter.

Order now and try it out.

**McLARENS LIMITED**  
Hamilton and Winnipeg

# CANADIAN GROCER

VOL. XXIX

TORONTO, MAY 7, 1915

No. 19

## Important Convention of Grocers

What Took Place the First Day of the Session—Address on Handling Eggs by Government—Fighting Speech by the Dominion Secretary—Government to be Approached on its Tardy Analysis of Foodstuffs—The Dairy Butter Regulations.

SPECIAL STAFF CORRESPONDENCE.

LONDON, Ont., May 4.—Questions of great moment from the standpoint of the retail dealer were ventilated here to-day at the opening session of the Ontario Grocers' Section, Retail Merchants' Association of Canada. To-day (Tuesday) was not very propitious from a weather standpoint, but nevertheless there was a fine representation from all parts of Ontario as far east as Ottawa and Peterborough, and Bracebridge and Huntsville in the north. Toronto was particularly well represented, and naturally, of course, Western Ontario sent large representations from many towns and cities.

The meeting was scheduled to open at ten o'clock on Tuesday morning, but the commencement was postponed until the afternoon, no doubt to allow more delegates to be present at the opening. The morning was spent in seeing the pure food display in connection with the convention and in visiting some of the local factories.

Shortly after two o'clock Chairman W. J. Mellen, of Brantford, sounded his mallet, and the third annual gathering of Ontario grocers was in full swing. On the platform with him were B. W. Ziemann, of Preston, Ont., Dominion and Ontario president of the Retail Merchants' Association; E. M. Trowern, Dominion secretary, and W. C. Miller, the provincial secretary.

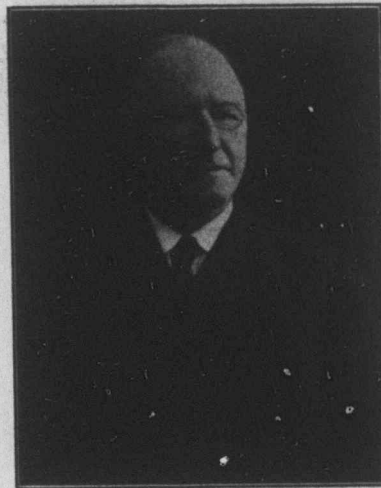
### Welcome From London Officials.

Greetings were extended to the delegates by members of the local City Council and other public officers, including Mayor Stevenson, Ald. Meredith, Thos. McFarlane, of the D. S. Perrin Co., president Board of Trade; Ald. Manus, Ald. Palmer, and E. C. Mitchell, ex-president Board of Trade.

Mayor Stevenson commended the idea of merchants getting together in conven-

tion and deliberating on questions of great importance to their particular trade. Among the men who attend these conventions were to be found the leading minds, he said, Mr. McFarlane commended the grocers of Canada for being among the first to contribute to the war funds when the call came last fall.

Ald. Palmer, who is, too, a member of the grocery trade, got the sympathies of the meeting by pointing out that the



W. J. MELLEN, Brantford, Ont.,  
The Chairman who presided over The Grocers' Convention at London.

police force had been locked up, and that if the grocers got hold of anything they could take it with them, if they could carry it. Just then the chairman announced that somebody had walked away with somebody else's coat—and nobody disgorged. Mr. Mitchell lamented the fact that so many enter the grocery business with little or no business experience, and he urged the importance of attending conventions. "The men who attend these conventions are the men who get the benefit," he said.

B. W. Ziemann, provincial and Dominion president of the R. M. A., in response, referred to the importance of the Grocers' Section as a part of the Retail Merchants' Association. "I am glad to see so many taking an interest in this convention," he said. "It is only by keeping your calling on a high plane that you progress, and it is only by organization we hope to eliminate those who get into each line of business to demoralize the trade. By gathering together from time to time, we are able to straighten the little kinks and stave off the detrimental legislation that crops up from time to time."

Mr. Ziemann extended an invitation to attend the provincial convention of the Retail Merchants' Association when it is held, and urged that more members get more closely in touch with the general work that is being done.

The preliminaries, including the roll call of officers, the reading of the minutes of the last meeting, and the correspondence, were then consummated.

### Address of the Chairman.

Chairman W. J. Mellen, of the Grocers' Section, then addressed the convention:

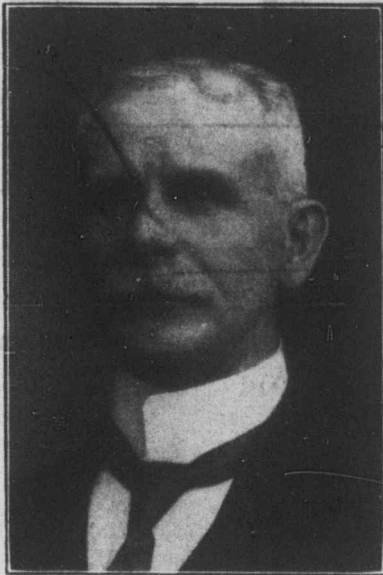
"While expressing my great pleasure in meeting you once more," he said, "I join with the members of the local association of London in extending to you a hearty welcome to the third annual convention of Ontario grocers, and trust that the benefit you derive will more than compensate for the time that you are away from your own private business.

"Nothing succeeds like success; therefore, by strengthening our organization in this way we are more likely to accomplish the objects we have in view.

"While there are many merchants throughout the country who are not at

## CANADIAN GROCER

present members of our association, and who will derive equal benefits from these reforms for which we are striving, nevertheless we should double our ef-



J. A. McINTOSH, HAMILTON.

forts to demonstrate to these men that their interests are identical with ours, and that their hearty co-operation with us would bring about more speedy results.

### Amalgamation Perfected.

"At the annual convention last year the question of the amalgamation of the Ontario Retail Grocers' Association with the Retail Merchants' Association was considered, and on motion was left to the incoming executive. At a subsequent meeting of the new executive it was decided that union with the R. M. A. would strengthen both organizations, secure for the Ontario Grocers' Association a fully-equipped office, a capable office staff, and the privilege of making use of the credit reporting system without any additional expense to us. Immediately after the amalgamation of the two bodies, the head office inaugurated a vigorous campaign in the interests of the retail grocery trade. Many questions were considered, some of which have been carried to a successful conclusion. Amongst them I may mention a change in the proposed Workmen's Compensation Act, which now leaves the retail merchant exempt from any contribution.

"A Bulk Sales Bill has been satisfactorily arranged between the manufacturers, wholesalers and retailers, and now awaits the sanction of the local Legislature to become law.

"Owing to the outbreak of the European war, business, as well as many prices, have been demoralized. Time will be required for adjustment. In the meantime, the retail grocers along with all patriotic citizens look forward to a

brighter day and a complete triumph for Britain and her Allies.

"The following are some of the questions that will come up for discussion at this convention:—'A plan whereby a retail merchant will receive a fair margin of profit for handling soap and other staples. 'Consideration of a proposal under the Inspection and Sales Act to have bags and packages marked with the weight of the contents.' 'Consideration of a plan to prevent some wholesalers and manufacturers, whose goods we handle, from selling direct to our customers after they have supplied us with their products.' 'The consideration of the effect on the retail grocery trade of selling carload lots, by manufacturers and wholesalers, to farmers, clubs and co-operative stores.' 'Consideration of the abolition of all premiums in packages and otherwise.'



ADAM PALMER, London, Ont.,  
A grocer in the city council in the Forest City.

'Consideration of the advisability of refusing to place orders for glass jars until the retailer has been guaranteed against loss by breakage on railways.'

"The above are only some of the questions that you are asked to discuss, and I trust that your deliberations will result in great good to the grocery trade.

### Praise for London Association.

"We have hit upon a fine city for the holding of our 1915 convention, and we are among friends who are working energetically through their local association to further the interest of the grocery trade in general. I congratulate them on their strength and their ability to do things.

"We want," he concluded, "the counsel of you men who have come here to-day. We want your assistance not only to-day and to-morrow, but throughout this year. There are big things to be ac-

complished, and we can only get them through united effort. It is now up to each and every man to do his duty."

### SECRETARY'S REPORT.

Secretary W. C. Miller read his report as follows:—

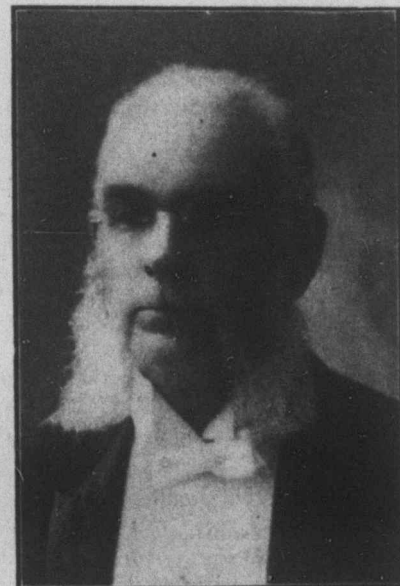
I have pleasure in submitting to you for consideration my third secretarial report of the association, and, in so doing, would firstly refer to the amalgamation of the Ontario Retail Grocers' Association with the Ontario Grocers' Section of the Retail Merchants' Association of Canada, which was the outcome of that feature of the deliberation at last year's convention.

At a subsequent meeting of the executive it was decided that the personnel of the officers elected at last year's session form the executive of the Ontario Grocers' Section of the Retail Grocers' Association.

The benefits of the amalgamation of the two associations was early appreciated by the retail grocers of Ontario.

I regret having to report that the amendment to the Garnishee Law, which we had such high hopes of securing at last year's convention, was defeated before the legal committee, after receiving two readings in the Legislature.

Strong opposition from organized labor and the legal fraternity were potent factors in the defeat of the bill. The amendments to the Weights and Measures Act must be left in abeyance until such time as it is deemed opportune for introduction. This being a war session, the Government do not intend



E. K. BARNSDALE, Stratford, Ont.  
Mr. Barnsdale is the Mayor of the Classic City.

to take up any matters which will affect the revenue of the Dominion.

It has been my privilege during the year to become more closely identified

## CANADIAN GROCER

with the association and organization work, and I have had the pleasure of visiting the merchants in different parts of Ontario. On every occasion I have



W. C. MILLER, Toronto,

The energetic secretary of the Grocers' Association.

received every courtesy and consideration at their hands.

### Call for Assistance.

The work of organization has recently been placed under my supervision, and I respectfully request that any assistance and co-operation that the grocers can extend to the organizing district secretaries when calling on them will be greatly appreciated by the association, and will materially reduce the cost of organization work.

The association has a staff of six qualified organizers, and last year, through their efforts an increase of 760 members has been recorded. On their behalf, I desire to thank the grocers for the loyal support which they received at your hands, and trust that the stewardship of the association, as outlined by them, will commend itself to you and merit a continuance of your moral and financial support.

The association has been called upon during the year to oppose a great many legislative and other important matters, and my report will be greatly augmented by that of E. M. Trowern, Dominion and provincial secretary, and to whom the retail trade, not only of Ontario, but throughout the Dominion of Canada, owe a debt of gratitude for his untiring and indefatigable efforts in the protection of the retailer. It may not be generally known that every bill, whether it be of a Provincial or Federal nature, passes through the hand of Mr. Trowern, and past achievements in this regard speak for themselves. At this juncture

I might be permitted to refer, without comment, to some of the important issues which the association have dealt with during the year.

### Some Things Achieved.

1. The exclusion of the retailer from the readings of the Workmen's Compensation Act.
2. Continued opposition to the co-operative store methods, which has been fully justified through the recent liquidation of the National Railway Association and the Householders' Co-operative Stores, and other minor individual corporations working under co-operative charters.
3. The defeat of the Store Door Bill.
4. The defeat of the Fire Marshal Bill.
5. The securing of the standard weight for a bag of potatoes (90 lbs.)
6. False advertising brought under the criminal code and a series of convictions registered in the different parts of Ontario.



E. F. MASON, Peterboro, Ont.

A member of the Executive from Eastern Ontario.

7. The abolition of trading stamps, coupons, etc.
8. An amendment to the Transient Traders Act.
9. The enforcing, where possible, of the Pedlars Licensing Act.
10. The defeat of the Cold Storage Bill.
11. The introduction of an amendment to the Bulk Sales Act.
12. Over \$100,000 has been collected by the merchants themselves through our credit reporting system at no cost to the retailers whatever. These few, with many others, will be fully explained by Mr. Trowern in his report.

On visiting the merchants of Ontario we have been afforded the opportunity of learning the different grievous questions which are confronting the merchants of to-day, the most outstanding of which is the ever-increasing practice of wholesalers selling direct to the consumer, and I sincerely trust that some

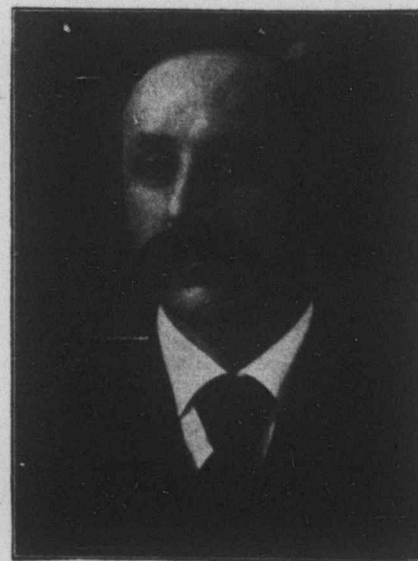
final action will be taken at this convention to eliminate such unfair practices. The selling to farmers' clubs and co-operative stores is another grievance which should receive the immediate attention of this session. The mail order and catalogue business is one which merchants feel keenly, and some action should thus be taken in this regard. The transient traders and pedlars have been making serious encroachments in all parts of Ontario on the legitimate rights of the retailer, and as this matter is tabled for discussion at the convention, it is earnestly hoped that some remedy may be secured.

An amendment to the Pure Food and Drugs Act is earnestly desired by the grocers of Ontario. The unfairness of the present Act will be cited at this year's convention.

The securing of 1 per cent. from the wholesalers for prompt monthly payments, the grocers think, would be an incentive to them to make prompt payments, and would have a further tendency to curtail the credits extended by them.

The invoicing and delivery of canned goods, dried fruits, salmon and other articles before requirement is strongly condemned in all parts of the province. The grocers feel they have no right to store those goods and tie up their money, pay insurance, etc., and some reform in this connection would be welcomed by the retail trade.

The small margin of profit on soaps and other staple articles are grievous problems to the trade, and it is to be



THOS. SHAW, London, Ont.

The Finance Minister of the Association.

hoped that some solution can be arrived at in this regard.

### Municipal Honors on Executive.

A pleasing and unique feature during the year and worthy of note is the fact



## CANADIAN GROCER

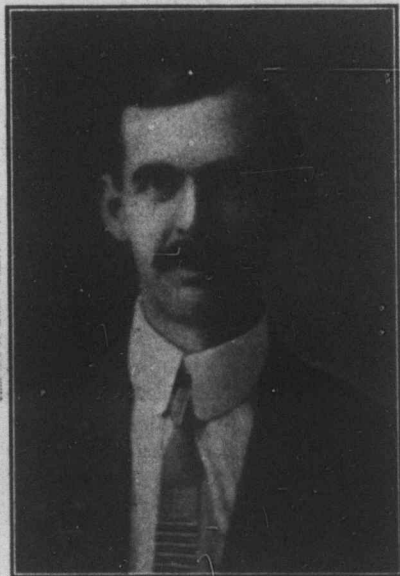
that the four executive heads of our Ontario Grocers' Section have been successful in receiving municipal honors, our worthy chairman, Mr. Mellen, of Brantford, being elected an alderman of that city; Vice-Chairman Barnsdale, Mayor of Stratford; Vice-Chairman Adam Palmer, alderman of the City of London, and J. A. McIntosh, alderman in the City of Hamilton. Many other prominent grocers in Ontario are also civic representatives, and it augurs well for the future of the retail grocery trade to have their local interests guarded by their business colleagues.

During the year the Toronto and Brantford Grocers' Association changed their identity and amalgamated as a body with the Ontario Grocers' Section of the Retail Grocers' Association, materially strengthening our membership.

There never was a time in the history of the retail grocery trade when we must stand shoulder to shoulder and work in unity more than now, and even with existing conditions, over which we have no control, we look with optimism to the future, and have set out this year to increase our membership by one thousand members. If you are not yet a member of the local association, join now and receive the benefits of your association and help others to help you. The trade matters to be discussed at this year's convention have been enumerated in the 5,000 notices sent to the retail grocery trade of Ontario, and which I trust will be the means of having a large attendance at this year's session.

### The Manufacturers' Exhibits.

The holding of a manufacturers' display of "Made-in-Canada" products should prove an interesting feature of this year's convention, and your secretary desires to take this opportunity of



CHAS. McCAUSLAND, Paris, Ont.  
One of the Executive members.

expressing his appreciation of the co-operation and support extended by the manufacturers and others to make this year's session the best yet. This feature ought to be interesting, instructive and



DONALD McLEAN, Toronto,  
Executive member, who has long been connected with Association work.

inviting, and some 15,000 invitations have been extended to the consuming public of the City of London.

I would indeed be remiss in my duty if I did not refer to the enthusiastic and good work of our worthy chairman, Mr. Mellen, who has done a great deal for the association and sacrificed both time and money to further the interests of the retail grocers. I have found him a great assistance in the duties which devolved on me, and ever ready to do all he could to further promote the interests of the trade as a whole.

The other executive officers have been equally enthusiastic, and their energies have also been greatly appreciated.

Prompt and careful attention have been given to all letters, and I desire to thank the secretaries and individual grocers for the spirit of courtesy and consideration which has characterized all the communications.

### Commends the Trade Papers.

The association and trade generally owe a great deal to the trade journals, who have, during the year, given widespread publicity to our deliberations, and especially to their co-operation in making this year's session a success. I would recommend that some fitting resolution appreciating those services be presented at this year's convention.

In concluding my report, I recall the many kindnesses and courtesies extended during the year, and desire to thank the executive of the London Association,

who have so ably assisted me in the preparations for this year's convention. It is a satisfaction to feel that in an endeavor to meet the requirements of my position I have had the most loyal support and co-operation from all quarters, and sincerely trust that the enthusiasm which is prevalent here to-day will continue throughout the year, and that our hopes for a thousand additional new members will be fully attained.

We have endeavored to extend to every member the best possible service, and feel gratified if we have given a reasonable degree of satisfaction.

Trusting that this convention may be enjoyable to every grocer present, and that our deliberations will be of lasting benefits to the members generally.

W. C. MILLER.

### Backed by Trade Elsewhere.

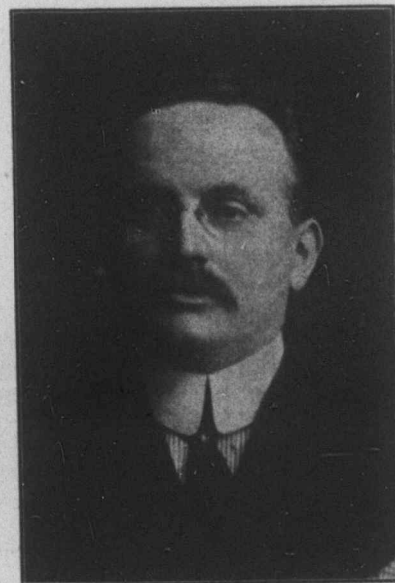
E. M. Trowern congratulated the grocers for coming such distances for the purpose of seeing how they could improve the retail grocery business.

"I recently," he said, "had the pleasure of visiting New Brunswick and attending the convention of merchants there. Down there the grocers are back of us, and so are the grocers in Saskatchewan.

"At a meeting of grocers down in Quebec province, after addressing them, the chairman, who could not speak very good English, shook me by the hand and said, with true French fervor: 'Our hearts are with you.' We are therefore one to-day.

"We want to be a power in the trade and we must not allow other men to run our trade. Some say we must not

(Continued on page 28.)



ED. HAZEL, Hamilton, Ont.,  
An ex-President of the Hamilton association and an executive member.

# Getting a Profit Out of Fruit

Suggestions From an Experienced Grocer on the Handling of Fruits and Vegetables With a Minimum of Loss—Figuring Ahead on Deterioration—Some of the Provisions of the Fruit Marks Act and Hints on Amendments.

Address by D. W. CLARK, Toronto, at Grocers' Convention in London, Ont.

**T**HE first intimation I had that I was expected to say something on the Fruit Marks Act, or on anything else, was when I saw my name and the subject assigned to me on the programme. If I had been consulted on the matter, the probabilities are I would have suggested some other topic, and even as it is, I shall not confide any remarks I may have to make to the Fruit Marks Act only, but shall include a few of my impressions gathered from experience on whether the retail grocer should handle fruits and vegetables and some of the methods he might adopt to turn, what is in a great many cases, if not the majority, a loss into a profit.

If you will look up the Fruit Marks Act, which is also known as the "Inspection and Sale Act," you will find that there is not a great deal in it that applies to the grocer and even to the Canadian trade in general. It deals more particularly with the export trade. There is a clause in the effect that any person who packs fruit in a CLOSED package for sale shall have the package marked plainly in an indelible manner and with letters a certain size, with his name and address. The package must also be marked with the name of the variety of the fruit and the designation of the grade of fruit, whether Fancy No. 1, No. 2, or No. 3.

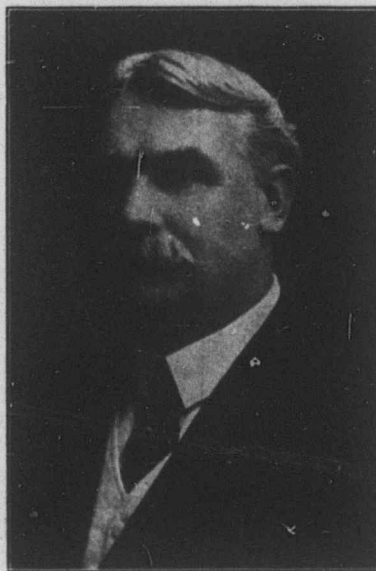
## Should Apply to All.

You will note that these regulations apply only to fruits in **closed** packages, which means that they apply practically to apples and to apples for export. I maintain that these regulations should be amended to cover all lines of fruits and vegetables, whether in closed cases or not. As you all know by experience, there are more causes for complaint in connection with small fruits than with a large and sounder fruit like the apple. We should endeavor to get a change that would apply to berries, peaches, plums, etc., and also to have the contents or weight marked on the package.

On fruit baskets or other packages sold to us by the commission man there is often simply the number of the shipper who has forwarded the fruit to the commission man. It would be much more satisfactory to us if the name of the shipper were on the package instead of simply his number. As it is now only the commission men know the shipper.

If we knew him, we could get after him much more readily in case he has not packed satisfactory quality in the package.

There is a clause in this Act in reference to "Falsely marked and falsely packed fruits," which is certainly not enforced. This states that whenever any fruit in any package is found to be so packed that the faced or shown surface is a false representation of the contents of the package any inspector may mark the words "Falsely packed" in a



D. W. CLARK, Toronto.

Whose address on the Fruit Marks Act and the handling of fruit was a feature of the Convention.

plain and indelible manner on the package. This you will see applies to every package, whether open or closed. I have often bought a barrel of apples, for instance, which were nicely faced on the top, while lower down they were green and of a poor color, and not at all the same value. This is something we as retailers could do a great deal to eliminate. But, strange to say, so far as I can see, there is no penalty attached to the offence of falsely packing fruit in this respect. This is, to say the least, a very short-sighted act on the part of those responsible for drawing up this portion of the regulation.

## The Size of Boxes and Baskets.

With reference to berries or currants in boxes, there is a clause which states

that every box offered for sale shall be plainly marked on the side of the box in black letters, at least half an inch square, with the word "short," unless the box contains when level as nearly exactly as possible at least four-fifths of a quart, or in a case of smaller boxes at least two-fifths of a quart; and, further, that every basket of fruit offered for sale in Canada, unless stamped on the side plainly in black letters, at least three-quarters of an inch deep and wide, with the word "Quart" in full, preceded with the minimum number of quarts which the basket will hold when level full, shall contain 15 quarts or more, or in the case of smaller baskets eleven quarts; in still smaller baskets, six quarts; and in case of the smallest basket, two and two-fifths quarts, as nearly exactly as possible. It seems to me that we could do much good by lending our efforts to the enforcement of this clause. But note further the ridiculously low penalty in case of an infringement of this part of the Act. If anyone violates this provision in regard to a box of berries, currants or a basket of fruit, he shall be liable to a penalty of 25c each, but if one of us were to sell a quarter of a pound of adulterated pepper, even when the fault is not ours, it would cost \$10 or \$15 fine and from \$40 to \$50 to settle the matter; but when the Government is dealing with farmers, who supply so many votes at election time, the penalty is the small sum of 25c. I have submitted these suggestions in reference to the Fruit Marks Act in the hope that they will be discussed either here or later on, and that eventually we may be able to secure amendments which would not only assist in placing the fruit distribution on a better basis, but would assist us greatly in preventing complaints with our customers.

## The Grocer and Fruit Selling.

The question is frequently asked—Should the grocer handle fruits and vegetables? In the Old Country in former times grocers handled very little of this class of goods—the trade being almost entirely in the hands of what is known as the "greengrocer." Probably to-day there is more sold by the grocer there. In Canada the general public is inclined to purchase its food-

(Continued on page 33.)

# CANADIAN GROCER

ESTABLISHED 1886

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Vol. XXIX.

TORONTO, MAY 7, 1915

No. 19

## RESOLUTIONS OF A. LIVE WIRE.

*In the past I have been somewhat lukewarm on the subject of organization work, but since I have seen what the Associations are working for and what they are accomplishing, I have resolved to give my Association my active as well as my financial support. In future I intend to attend every meeting that I possibly can and take part in the deliberations that are intended for my benefit and the benefit of the trade in general.—  
A.L.W.*

## Advance in Tea Prices.

A PROMINENT tea concern this week advanced prices on their package teas by five cents a pound, making their lowest grade 33 cents to the retailer and 40 cents to the consumer. This, it may be pointed out, gives the retailer another cent. We are not able to find that any other tea house has followed suit as yet, but that they will do so is a matter for little doubt. Canadian Grocer has been pointing out for two months and more that package teas in Canada would be bound to advance. It was a very simple argument. Prices at London and Colombo have risen so steadily and so extraordinarily that it was impossible for tea men to sell to the trade at old prices without losing money and a good deal of money at that. Exactly six months ago one concern in this country was paying five pence, i.e., ten cents—a pound less for its teas than it does now. This is entirely exclusive of war risks and so forth, all of which add materially when bulk transactions are taken into account.

As to high prices and the reasons therefore,—we have gone into this matter again and again. Russia is the chief cause. She is buying exorbitantly, on account of the decree prohibiting the usage of vodka, and there seems to be no let-up to her demand. If Russia were able to get boats and she could take all she wanted from Colombo, we would not be able

to get any for this country at all. There are other factors in the matter of soaring tea prices, but increased consumption is the chief, and, as we say, Russia is the main element.

We are inclined to think that the advance of five cents a package is not all. A few weeks will, we think, bring another increase. With teas, the very lowest grades, worth a shilling and over at the London auctions, importers are not covering themselves if they sell at a price at which the consumer pays 40 cents, and therefore an additional advance cannot, we think, be long delayed, unless tea prices tumble in a way and for a cause which does not at present appear within the range of possibility.

Once more the retailer has the unpleasant task of explaining to the customer the rise in tea prices. But as some compensation he gets a cent of the increase, and the assurance that an advance was unavoidable and has indeed been withheld as long and longer than financial considerations would dictate.

## Growing Interest in Organization

THE first instalment of the convention proceedings of the Ontario Grocers' Section of the Retail Merchants' Association appears in this issue. It will be seen from the attendance that a large number of the grocers of the provinces are much interested in association work. Questions of considerable importance have been dealt with, and there is no one who will say that his decision to be at the convention has not been fully justified. This was the first year in which the retail grocers of the province have been united and the businesslike way in which they are going after reforms indicates plainly that they feel their strength and that they are assured their deliberations and actions will result in many reforms beneficial to the trade of the entire country.

Apart from the business session too much praise cannot be given the London Retail Grocers' Association for the whole-hearted manner in which they welcomed the delegates. The London Association is one of the largest local organizations in the Province, if not the largest, and the officials had a splendid

organization to look after successfully the various work attending such a convention.

Canadian Grocer was represented by three members of the staff, and with a little preparation ahead, we are able to present in this week's issue, a fairly lengthy report of the proceedings up to Tuesday night. Next week's issue will contain the completion of the report.

### Olive Oil and Ginger Ale

**O**LIVE oil is recognized universally as an article of great medicinal value. There are people who use it all the time and if one went to the trouble, he could secure hundreds of testimonials to the effect that olive oil has proved a great preventive to appendicitis. Olive oil is to-day to be found in nearly every grocery store, and sales of it have increased wonderfully during recent years. The retail grocer, however, does not get all of this trade. He is compelled to divide it with the druggist, and of course the better salesman of the two gets the most business. The grocer has an additional handicap over the druggist, in that his store is visited by more consumers than that of his rival. It is up to him to get more of the olive oil trade by pushing its sale.

One of the drawbacks to the sale of more olive oil is its taste. As with olives, one has to acquire a taste for olive oil. The difficulty is not so much with the taste of the article, as with the greasy flavor it leaves in the mouth after being taken. A friend of Canadian Grocer found this same difficulty, and, while he was taking olive oil, he did not relish it, and on the least provocation would no doubt have passed it up. Accidentally he learned from another friend of a method for taking olive oil which did not leave the taste so many people complain about. He was advised in future to take his olive oil in ginger ale, using just a mouthful or two of the ginger ale with a spoonful of the oil. The latter rests on top and is therefore swallowed first. He is rejoicing to-day that he has found a method for taking olive oil without the uncomfortable after effects. The oil is now never tasted, he says. No doubt it could be taken with any highly carbonated drink.

There is a point here for every retailer who handles olive oil and ginger ale. Why not point out this little incident to customers and suggest that they take their olive oil in ginger ale in future? This is going to mean good business in both lines, particularly now as the summer season is almost on. We would urge every retailer to try the experiment.

### Valuable Information About Fruit.

**A**T the Grocers' Convention in London this week, D. W. Clark, of Toronto, gave a talk on the Fruit Marks Act and on how fruits and vegetables should be handled to get a profit out of them. This merchant has been a particularly successful grocer and what he has to say has been based on experiences of the past, and his remarks are therefore all the more practicable.

In dealing with the selling of fruits Mr. Clark pointed out that in order to avoid losses the retailer should weigh or count every consignment that comes into his store, before he attempts to fix the selling price. How many grocers do this? If your peach, plum, apple or berry shipments were a basket or a box or two short, would you catch the error every time? This is an important point and one that

should command every dealer's attention. The same merchant urges the retailer to figure his probable loss on fruits and vegetables before deciding on the selling price. If three or four boxes of berries have to be sold at a loss or thrown away entirely, how much money would you make on a crate? This is a very important question for every retailer who hopes to make a profit on his fruits and vegetables. At the same time Mr. Clark declares that if the maximum amount of fruits and vegetables are to be sold throughout the country, the retail dealer is an absolute necessity. He it is who makes attractive and appetizing displays of these foods in his windows to draw the attention of the passing public. If these displays were not there would women purchase three or four boxes of berries for tea one day, a dozen of peaches to-morrow and a head or two of lettuce and some green peas the next? The answer is certainly in the negative. If the grower should ever attempt to market his goods direct to the consumer, he would surely find that the demand would be greatly curtailed.

### Seeding Proceeding Apace

**T**HE official bulletin issued by the Department of Agriculture at Regina, Sask., under date of April 16, states as follows:

"Telegraphic reports received by the Department of Agriculture from all portions of the province show that 85 per cent. of the wheat is now in the ground.

"Wheat seeding will reach its final stages by the end of the present week, which indicates that the season is from a week to ten days earlier than last year.

"The continued fine weather has allowed the farmers to carry on their seeding operations under the best of conditions. In fall plowing and well-worked land there now appears to be sufficient moisture to ensure germination, and nearly all reports show the seed bed in good condition.

"Hot days and high winds have been a common feature during the past week, but slight showers have fallen at various points, and, although of little benefit directly to the crops, have retarded the drifting of summer fallows.

"In the north-western portion of the province there is a shortage of feed, which will not improve conditions.

"Reports from the district round Montmartre, in the south-eastern, and Pambrum, in the south-western districts, indicate that the early sown wheat is two inches above the ground. Wheat is also showing above ground in the Yorkston, Elstow, Coblenz and Moosomin districts.

"Ten per cent. of the oats acreage is now sown. Rain is needed in most parts, but the tone of practically all the reports is satisfactory."

Reports from the Maritime Provinces and Ontario are quite as cheerful as that from Saskatchewan. Early blossoming of fruit trees is regarded as being somewhat dangerous.

### Editorial Notes

"ALL ABOARD for Saskatoon!" is the slogan to be heard in the West these days.

LOOK OVER THE advertising pages of this issue—there is money in them for you.

# How a Merchant Should Advertise

The Newspaper Ad. Should be Linked up With the Window—The Copy Should be Thought Out, Not Put Together Haphazardly—The Ads. Ought to be Seasonable and Readable.

By GEO. S. McKENZIE, Kelowna, B.C., before R.M.A. of Vernon.

**T**HE three essentials in managing a business successfully are advertising, salesmanship and service, and these three are so closely allied that speaking of the one it is almost impossible to keep from speaking of the others; especially is this so when speaking of advertising.

What milk is to a child, such is advertising to a business. The child, perhaps, can get along without milk, and perhaps a business may be able to survive without advertising, but to have a healthy child you must feed it, and to

have a successful business you must advertise.

## Different Forms of Advertising.

Advertising is anything which informs the public and makes the people notice, or talk about, or think about your business. Therefore, it is necessary to have a sign permanently displayed in front of your establishment, the front neat, the windows clean, and neatly and seasonably dressed; clean, bright, obliging clerks, good stationery on which to send out your statements, an efficient office staff to look carefully and correctly after your accounts, and then use your newspaper.

Go to any city or town of a few thousand people, and carefully look over the hotel registers, opera house curtains, restaurant menu cards, baseball score cards, telephone directories for advertisements, and such other places which place money in someone else's pocket rather than the man who pays for the advertising; look carefully over these, I say, and you will find that every firm which has gone out of business in the town has an ad in some or all of the places already mentioned. If you have got business in this way, continue using the same methods, but I think I can safely say that this is about the poorest form of advertising in the world.

I think you will agree that the firms who go broke are poor advertisers. Show me a firm who have all the cranks of a town dealing with them and I will show you a firm who knows something of the value of advertising, but you all know that a few particular buyers (we generally call them cranks) can do more harm or good, as the case may be, in a few years than you can eliminate in a year.

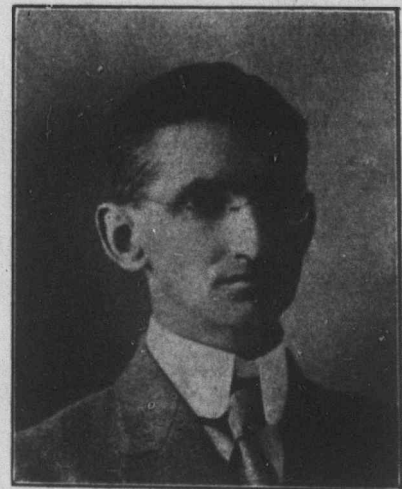
A satisfied customer is the greatest asset a merchant can have.

Your service is one of your greatest advertisements. No person wants to buy anything to wear or to eat from a clerk who has dirty hands, a dirty coat or apron, a dirty collar, or shoes.

Be honest with your customers, be honest to the best that is in yourself, make your customers your friends—at least gain their confidence.

## Ads. Should "Say" Something.

You say it takes too much time to write ads. You are generally willing to



GEO. S. McKENZIE, Kelowna, B.C.,  
Whose ideas on advertising are given in  
this article.

take three hours a day filling up your stomach to keep your body alive. How about taking an hour a week to write an ad to keep your business alive? Think your ads over, say something in them, appeal to the people, tell the people something. Don't mislead. A firm which continually advertises selling below cost and all that sort of rot soon loses the confidence of the buying public, and that confidence once lost almost completely cancels the usefulness of all future advertising.

Every ad should be seasonable.

Every ad should be readable.

Change your style often. Even woman would get monotonous if the style of her clothes and her hat never changed.

Work your newspaper ad and your window together. It makes them both more effective.

Buck up merchants, make the people read your ads!

By the time a merchant learns how to keep his store by the guess methods he will have become old enough to retire and probably will have to do so.

## Boil Up! Boil Up!

Were you ever in the *Maple Woods* back east? Did you ever stand beside the boiling place watching the *Maple Sap* rolling and tumbling around in the pan as the *Maple Syrup* was being made? Once experienced this can never be forgotten, and the smell of *Boiling Syrup* in your nostrils is something to remember the rest of your natural existence. We cannot give you this experience, but we can give you the result of *Pure Maple Sap* being boiled into syrup and then to Sugar

This week we have received 600 pounds of *Pure Maple Sugar*, made this year in *Eastern Townships, Quebec* from the first few boilings of sap the latter half of *March*. It has just reached us and is *truly Maple Syrup*

If you have ever tasted the real goods you will readily recognise that this is the genuine article. We have it in *Bricks* of approximately one pound each at 25c per brick, and in larger bricks at 25c lb.

We Guarantee that it IS  
*Pure Maple Syrup*

**The McKenzie Co.**

LIMITED

"Quality & Service" our motto.

Phone 214.

Here is a splendid newspaper ad. on *Maple Syrup* used by the *McKenzie Co.* of *Kelowna, B.C.* The talk is about the best that *Canadian Grocer* has ever seen.

# How Other Grocers Do Things



## Sold the After-Dinner Mints

On a certain occasion A. Dewitt, a grocer on Fairmount Avenue, Montreal, found that a quantity of after-dinner mints were not performing their after-dinner function. They had been elbowed into a corner by other lines, and had every indication of hiding themselves.

Mr. Dewitt exposed them in the spot light on top of the first show case from the door, making a pyramid of the boxes. He did not cut the price a cent, nor did he offer a dinner for a special trial. In about a week the pyramid was razed to the ground—whereas they had been sticking on the shelves for a whole year.

## Market for Hold-Over Fruit

One of the drawbacks to handling fresh fruit is the liability of having large quantities of perishable stuff left on the dealer's hand. Certain Montreal grocers have a reputation for starting each day with a fresh supply of fruit, and naturally they earn an excellent reputation which helps materially in building up their fruit department.

One of the largest Montreal retailers makes this possible by disposing each day of his surplus fruit to a baker and confectioner located on the same street, who makes effective use of it. The grocer sells this at a close price. Better, he says, to do this than to offer patrons stale fruit. The baker is anxious to secure the fruit, especially strawberries and raspberries.

## A High-Class Circular Letter

One of the neatest and most convincing retail circulars that has come to our attention for some time is one recently sent out by W. N. S. Hunter, corner Maple Avenue and Prospect Streets, Hamilton, Ont. It will be remembered that more than a year ago Canadian Grocer reproduced pictures of the exterior and interior of the grocery department of Mr. Hunter's store. It is a particularly attractive one, with dust-proof bin fixtures, attractive counter and shelf display, and the floor is conspicuous for the absence of boxes, barrels, etc. Mr. Hunter used these photographs as well

as three others. One of these was his biscuit display on the side of the store opposite the counter; another was his meat department, which is separated by a door, and the third was a cut of himself, making five in all. The circular is folded to make eight pages. The front cover shows the exterior of his store, with the words "Hunter's Sanitary Store" in fairly large and attractive type.

On one page of the circular he points out that the object in publishing the little folder has been to attempt, by actual views of the store to convey the splendid facilities he has for handling the trade of the district. The store is located in a residential part of the town, away from the main street entirely. On one page he endeavors to arouse the loyalty among the people of the district for their local community. He says: "We are all proud of this South-East section, and all are doing their best to make it the most attractive section of the city. It is rapidly becoming the select residential district, and is spoken of as such. We want you to think of our store as a select store. We ourselves are proud of the store and we wish you to be also. We would like you to take a personal interest in Hunter's store and speak of it as your store."

Then he goes on to say: "If you have not already visited the store, the accompanying reproductions will give you some idea of its appearance. We may say in passing that the half-tones used in the reproductions herewith were loaned to us by The MacLean Publishing Co., after they had gone to the trouble and expense of having photos taken and devoted a two-page article about the up-to-date features of our store, as an inspiration to the trade from Halifax to Vancouver."

Another paragraph reads: "Cleanliness is our chief motto, and we do not believe there is another store in existence where closer attention is given to this motto. Our floor is scrubbed and then oiled frequently, so that small particles of dust will not rise and settle on goods you have to eat. As an extra precaution, all bulk goods that could possibly be affected by dust or exposure are kept closely under glass.

"In the summer time, or rather in fly time, when you enter Hunter's store, you will be struck by the total absence of the horrible disease-carrying pest. We avoid them by putting on a double set of screens with nothing to attract them. If you value your health and give it consideration pay us a visit. We believe you will realize that you are justified in buying your foods at Hunter's, as we repeat, 'Cleanliness is our chief motto.'

"You can get canned tomatoes perhaps just as good in any store of the city, but there are a hundred-and-one things you serve on your table you can get better at Hunter's."

There are many splendid ideas in this talk which could be utilized by other merchants throughout the country. The circular was printed on a yellow tinted paper, each page being 10 in. by 7 in. in dimensions. This gave plenty of space to show the large cuts of the store.

## Correcting a Wrong Impression

Many people get the idea that because a retailer keeps a spotlessly clean store and good quality goods that his prices must be higher than those of his competitors. To dispel this idea, Park & Tilford, who operate a high-class store in New York with a grocery department, recently ran a special advertisement in a New York paper. This advertisement was penned to convince the sceptic, and is worth reproduction here:

### PRICES AND QUALITY.

Many people have the idea that on account of a reputation for **Quality** and the Appearance and Cleanliness of our Stores, that, of necessity, our prices must be higher.

We beg to assure you that such is not the case. We sell Pure, Fresh Foods of the

### HIGHEST QUALITY

at prices that compare most favorably with those of any other stores in this city, and we respectfully invite your personal attention to the prices and quality of our goods.

Upon request we will send you gladly our latest price list, prices in which will not be changed during the current month.

PARK & TILFORD.

**IMPORTANT CONVENTION OF GROCERS.**

(Continued from page 22.)

speak of our profit, but why not? That is what we are in the business for and no one can gainsay us a legitimate profit."

The greatest problem to-day, Mr. Trovorn contended, is distribution. "The New Brunswick merchants passed a resolution which will be sent to Ottawa protesting against the retailers not being consulted in connection with purchase of war supplies. We are big hearted enough to have given our advice free and without stinting, but we were not asked, and see the mess things are in.

"I have been told that sooner or later there is only going to be one grocery store in each city, but I can say that so long as British liberty stands, that time will never come. The retailers in the towns and cities are their back-bone. Take them out and is there any place that we could come to and feel at home?

"Our association is growing. I feel that if we aim at an increase of 1,000 new members this year, as Mr. Miller states, we will get them. What we want are men in the field and in the stores working jointly for the success of our organization. Then will it become a great power in the land.

**The Marketing of Eggs.**

John S. Porter of the Live Stock Branch, Department of Agriculture, Ottawa (Poultry Division) spoke on the subject of eggs and what he had to say proved one of the most interesting features of the programme.

"In 1911," he said, "the last time census was taken of the egg production in Canada, it was found that the total

value was \$23,509,000, and ranked higher than barley with \$14,606,000; corn, \$14,510,800, and fruit, \$12,933,000. Notwithstanding the steady increase in production since 1909, we have not been producing enough for home consumption. In 1900 our exports were 10,187,906 doz. and our imports 709,829. In 1901 the exports were 11,363,064 dozen and imports 951,745 dozen. In 1902 the exports were 11,635,000 dozen and imports 772,572 dozen, whereas in 1913 our imports were 13,240,000 dozen and our exports 126,854 dozen."

This condition of affairs, the speaker claimed, was all wrong. Canada as a great agricultural country should be an exporter of eggs and not an importer.

Great Britain is the greatest importer of eggs in the world and during the year 1913 her imports were 215,799,000 dozen, while Russia supplied 114,530,000 dozen. So it will be seen that Russia has a big British egg trade.

Mr. Porter contended that had it not been for the war, we would have seen an exceedingly low price for eggs this season.

"Food experts," he said, "are agreed that egg constitutes a perfect food and it can be used in many ways. No food can be more easily prepared. The egg truly is the best friend of the householder. While the egg does not improve with age, it is erroneous to say that it deteriorates in cold storage, if a perfect, full and sound egg is placed in cold storage and held for the usual length of time.

**Loss of \$4,000,000.**

Greater care should be taken with the egg, contended Mr. Porter. "The national loss," he added, "is \$4,000,000. One packer told me he had dumped out a carload of eggs during a year and everyone should do their duty in trying to eliminate this loss."

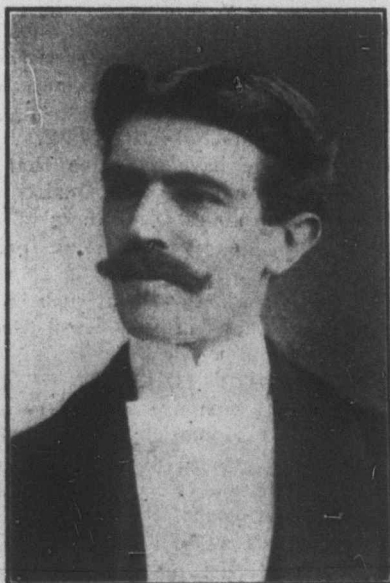
Mr. Porter explained the careless actions of some farmers and merchants.

Not long ago he saw a basket of eggs in a coal oil barrel in a certain store. And the railways and express companies are not always careful. Many a grocer has lost custom by unduly exposing them to the heat of the sun and the stove. Eggs should not be placed near fish or onions or any strong-smelling line; neither should they be washed. The germ in the egg starts to grow at 70 deg. or above and the most difficult season is between June and September. In cold storage, proper temperature is around 30 degrees. Of the egg, 65 per cent. is water and it should be remembered that the shell is porous. Eggs should not be held for higher prices as many farmers do, particularly in the fall. The dealer should watch this and try to eliminate it, as it is one of the great causes of the national loss.

Mr. Porter then went into new systems of buying eggs. The adoption of a system of quality payment had been recommended by the live stock branch, but until this year there were really no standards. These standards were adopted at the convention of produce men at Guelph in January and have already appeared in Canadian Grocer.

"It is hoped," he said, "that these standards will be used by every retailer, for they are workable only with the assistance of the retailer.

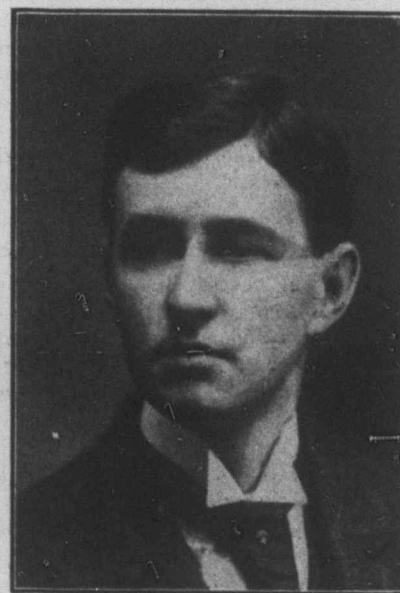
"The candling of eggs should be more generally followed by farmers, and retailers as well as wholesalers, as this is the only way to tell the quality without breaking the shell. Each and every egg must be proved separately by rotating it in the hand. The contents of an egg, just laid, completely fills the shell, and as the egg ages the air space enlarges. The Government supplies free of charge simple pasteboard candling devices.



F. C. HARP,  
A Brantford member of the Executive.



J. D. WISDOM, Allandale, Ont.,  
A member of the 1914 Executive.



G. B. DRAKE, London, Ont.,  
One of the Executive, who worked hard for success of the Convention.

## CANADIAN GROCER



**J. W. EDY,**  
President of the London Retail Grocers' Association.

There is no reason why you should pay top price for eggs which are not good. Sell quality eggs and I firmly believe you can build up a good egg trade, as I personally know many men who have done so. You will be doing a national service if you help to put the egg on a better basis."

Mr. Porter's address was enthusiastically applauded.

W. J. Parks (Toronto), asked if an expert candler could tell when an egg is musty. Mr. Porter replied that usually a good candler could give that information. Mr. Parks pointed out that he found occasionally fillers spattered with broken eggs, and this was one of the chief causes of musty eggs. Wm. Forster (Toronto), said that he observed damp fillers caused mustiness, but claimed that for a day or two the spots wouldn't show. In answer to a question Mr. Porter explained that water-glass or a solution of lime and salt sometimes is used, but he would not recommend anything but cold storage. The lime sometimes gets through the porous shell into the yolk, and with water-glass, eggs would not boil unless the end were pricked.

W. J. Mellen (Brantford), advised taking eggs out of the crate as soon as they came into the store. Whether the egg or the hen existed first was asked by Mr. Parks, but the question was left over for theological experts to propound on some long day.

A hearty vote of thanks moved by D. W. Clark and W. J. Parks was tendered to Mr. Porter.

### THE RESOLUTIONS.

The various resolutions submitted for the consideration of the delegates were then begun. No. 1 read as follows:

Resolved.—That whereas considerable annoyance has been given to some retail grocers who have been prosecuted for having in their possession adulterated goods which they were not aware of, and for which they have been forced to pay fines; and whereas representations to this effect have been made to the Government at Ottawa who claim they can see no way to exempt the retailer as the goods so found may be of foreign manufacture and they have no remedy only against home manufacturers, and consequently they are compelled to make the retailer responsible, therefore we recommend that if any retail grocer has either been warned or summoned for having in his possession adulterated goods, that he make the same known to the office of the association at once, so that the members throughout the



**H. H. HARLEY,**  
Secretary of the Retail Grocers' Association of London, the Convention City.

### CANADIAN GROCER REPORTS ACCURATE.

*B. T. Huston, Esq.,  
Editor Canadian Grocer,  
Toronto, Ont.*

*Dear Sir.—Permit me to thank you for the valuable assistance your paper has rendered the merchants in this Province by the publicity you have given to the various important matters which we dealt with during our convention, which was held on April 13 and 14. I was particularly pleased with the accuracy of your report. Your special representative was in attendance at all the sessions and of course had information first hand.*

*I may say that a very hearty vote of thanks was passed to be extended to you, thanking you for the publicity you have given the organization. Although our organization is only about six months old, it has done a considerable amount of good, and we hope that before another year passes, we will have made many more changes for the betterment of the retail trade.*

*Again thanking you for your kind co-operation and support in all matters relating to our Association in this Province, I am,*

*Yours very truly,  
N. C. CAMERON,*

*Sec. N.B. Prov. Board.*

*St. John, N.B.,  
April 29, 1915.*

various provinces, can be notified of the name of the goods and the manufacturer and thus warn the merchants against selling or handling the same.

The adoption of this was moved by W. J. Parks (Toronto) and W. J. McCully (Stratford).

Wm. Forster (Toronto) raised the point that on one occasion a sample of maple syrup was taken by the inspector and a year elapsed before the summons was delivered. On motion of Messrs. Forster and D. W. Clark, the association then decided to amend the resolution so as to urge the Government to analyze the goods within a month's time and that the grocer be notified inside that 30 days.

Alex. Phillips (Ottawa) stated that a case occurred in Ottawa where a merchant was prosecuted 22 months after the sample was taken.

The resolution was then adopted as amended.

### Freight and Cartage Question.

Resolution No. 2, fathered by Jas. Main (Hamilton) and Wm. Butcher (St. Marys), read:

Resolved.—That in view of the fact that freight and cartage are being paid by some merchants and not by others, we deem it advisable that all our members be notified that if they do not wish to pay freight or cartage charges that they specify this when purchasing their goods and that a copy of this resolution be sent to the Ontario Provincial Board.—Carried.

A resolution was based on the new dairy butter wrapping regulations reported some months ago in Canadian Grocer. It was:

Resolved.—That the attention of the members here assembled be called to



## CANADIAN GROCER

the recent butter regulations which compel all retail dealers to have the word "dairy" printed on all dairy butter offered for sale and that the Government be asked to see that public press again call the producers' attention to these regulations in order to prevent prosecutions or having the butter confiscated; and also that the Government be urged to amend the Act so that the name of the producer will appear on the wrapper.

This was moved by D. W. Clark and W. J. McCully, and carried.

This closed the Tuesday session, which adjourned at 6 o'clock. On Tuesday evening there was a banquet tendered the visitors by the London association. The balance of the report will appear in next week's issue.

### Those Who Registered.

The retailers who registered the first day were:

Neil Carmichael, E. M. Trowern, Toronto; R. D. Munro, Auburn; B. W. Ziemann, Preston; John Fell, E. L. Cleverley, Toronto; W. D. Audley, Thos. Bowman, A. Phillips, R. Beck, Ottawa; L. W. Ware, Huntsville; Robt. Dowson, Toronto; S. Bruegeman, Chesley; W. J. Parks, Toronto; W. J. Mellen, Brantford; Peter Hutchison, W. M. Moss, Bracebridge; W. J. Crawford, R. G. Munn, Ripley; C. F. Thorne, Donald McLean, J. Milton Cork, John Davison, Toronto; W. K. Loth, Milverton; T. B. Shellington, W. L. Shellington, Blenheim; R. M. Teall, Tillsonburg; Geo. E. Greenslade, Bayfield; Jas. Nairn, Hamilton; Jas. Burns, Brantford; B. T. Huston, S. S. Moore, J. W. Deyell, Canadian Grocer; Thos. Nairn, C. Boke, Walkerville; W. J. Nichol, D. W. Clark, Toronto; A. Anderson, Princeton; M. Harkness, Alvinston; J. A. Staples, Kimball; F. M. Fleet, F. McDougall, Ingersoll; Wm. Forster, Toronto; Jas. Glopeland, Lambeth; W. S. Rowe, Hickson; F. C. Higgins, Toronto; F. J. Tutt, W. R. Butcher, St. Marys; A. Bendner, Alvinston; E. K. Barnsdale, Stratford; F. B. Lundy, Brantford; W. J. McCully, Stratford; E. F. Mason, Peterborough; J. P. Rogers, St. Marys; W. McCormie, Chatham; B. H. Pullin, Woodstock; Chas. McCausland, Paris; G. W. Wildfang, Moorefield; Fred C. Harp, Brantford; W. Liebeck, Chesley; R. H. Clark, Embro; A. Hodder, Dorchester; W. J. McCracken, Brussels; J. A. Kelly, Lambeth; J. B. Little, Blenheim; W. C. Miller, Toronto; G. H. Thompson, Oil Springs; G. W. McKenzie, Melbourne; W. J. Griffin, Oil Springs; J. M. Burns, D. Nicholson, Toronto; C. O. Gardner, J. G. Pritchett, F. G. Willis, W. J. Cooper, J. M. Wilkey, W. J. Triple, A. W. Palmer, J. J. Hackett, G. B. Drake, London.

### Manufacturers and Wholesalers.

W. J. Broek, De Luxe Mfg. Co.; Robt. Anderson, H. Marshall, Atlantic Sugar Refineries; John G. Porter, Live Stock Branch, Dept. of Agriculture; A. E. Silverwood, Silverwoods, Ltd.; J. L. Heward, T. Ferguson, Jas. C. Thomson, Brantford Scale Co.; John B. Paine, John B. Paine Co.; S. F. Lawrason, Snowflake Ammonia Co.; L. Quick, Imperial Oil Co.; F. A. Ledgerwood, J. B. Folk, Genesee Pure Food Co.; Edwin Smith, T. B. Escott Co.

### MADE IN CANADA CAMPAIGN.

(From Financial Post.)

A COMMITTEE of the Canadian Manufacturers' Association is endeavoring to raise money to advertise Made-in-Canada goods. In theory the proposal is excellent, but in practice is it really wise? Most Canadian manufacturers take a pride in their products, put their names on them and turn out something that is equal to and in not a few cases superior to anything of the kind produced in the world. On the other hand, there are some Canadian manufacturers who unfortunately think their own interests are best served by making the cheapest and most inferior article they can force upon the buying public. They think a slightly better immediate profit is better than building up a reputation for high-grade goods. These experiences and the exposures in connection with inferior quality supplied to fill war orders show that there are some Canadian manufacturers who ought to be behind the prison bars, as the Premier suggests.

Even members of the committee recognize this weakness. Only the other day one of them placed an order amounting to several thousand dollars with a United States firm, though the same products are made by another member of the association in a near-by town. The first manufacturer would much prefer to buy Canadian make, but he knows from costly experience that his neighbor is too indifferent to take pains and turn out a satisfactory quality.

A general campaign of advertising Made-in-Canada goods would be paid for largely by the firms who are making high-grade goods, while the benefit of such a general campaign would be derived chiefly by the men who are trading on Made-in-Canada reputation and producing inferior goods to sell at slightly lower prices.

The committee of the Canadian Manufacturers' Association would be far better occupied and could do more real good for Canadian manufacturers if they were to devote their energies to improving the quality—by moral and other influences—of the goods produced

by the scoundrels who would injure the good name of the reputable Canadian manufacturers.

Canadian manufacturers who produce an article of which they are proud, behind which they will stand, should let the public know of it. They should advertise it extensively over their own names and not pay and be sponsors for the firms who have no care for their own or our national reputation. On the other hand, the newspapers should, as far as possible, refuse to insert advertising of any but satisfactorily made products and by their editorial policy make it unprofitable for the chronically disreputable manufacturers to stay in business.

### GETTING HOME FROM THIRD.

All the world's a baseball diamond. You are one of the players. Perhaps you have reached first by your own efforts. It may be that the sacrifices of your parents or friends have enabled you to reach second. Then, on someone's "long fly" into the business world—a "fly" that was not long enough to prevent him going out—or someone's fluke on the rules of simple morality and square dealing, you have advanced to third.

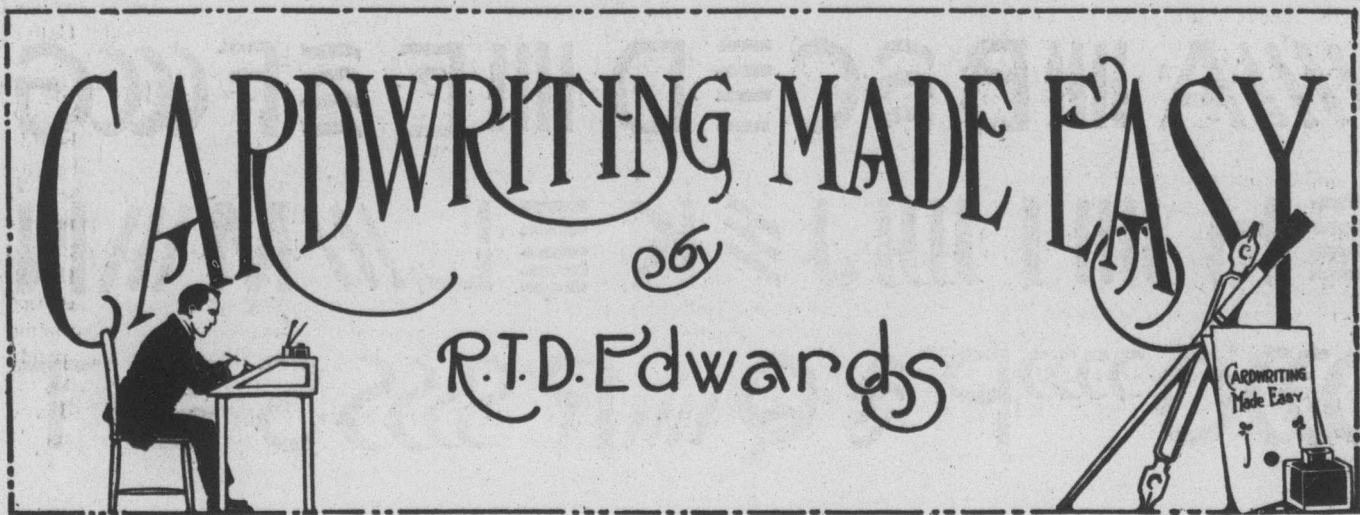
The opposition against you at third is stronger than at either first or second. At third you are to be reckoned with. Your opponents converge all their attention on you. Pitchers and catchers, coaches and opposing fans, are watching to tip off your plans and frustrate them. From third you become either a splendid success or a dismal failure.

What are you doing to win the score that life is ready to mark up against your name? Third base has no laurels on which you can rest. What are you doing on third? Are you waiting for someone to "bat you in"? Suppose he misses; his miss is yours. If you place all your dependence on someone else, his failure spells yours. What are you doing on third? Waiting for "something to turn up"? Don't—nothing turns up, but the thumbs of the thousands of men who watch you may turn down, and make you a permanent failure. Don't get stranded at third—reach home and score. That's what helps to win. Whether on the diamond, at the desk, behind the counter, in every profession and vocation of life, scoring always counts.—Ex.

### HIS BUSINESS DEMANDS THEM.

The Maclean Publications,  
Dear Sirs—I have been trying to get along without your publications for the past two years, but I find that business demands a paper like yours for my clerks and myself. So please put me down for a year's subscription to the following—The Dry Goods Review and The Canadian Grocer.

GEO. W. S. EISNOR,  
Woodrow, Sask., April 22nd, 1915.  
P.S.—Please send bill for subscription and I will remit.—G. W. S. E.



**LESSON NO. 5.**

**A**T the outset I wish to impress upon followers of this course the utmost importance of mastering last month's lesson before proceeding with this one. Have you secured your brushes and proper materials as advised to do the work? If you have not then you are just one month behind. I would strongly urge you to hurry. Don't think that because these lessons are free, you can let one slip by and start in on the next. This can be done in a way, but it is not advisable. If you do this you are losing an important part of some alphabet or figure work which links one lesson to another.

In other words if you wish to make a complete success of this course, the lessons should be treated as if you were paying a high price for them. Your brushes should be of the highest quality sable. The camel hair variety is of no use for water color work. Be sure you get an over-abundance of supplies and do not get tools not advised in these lessons. There are many agents traveling from town to town with devices for making show cards quickly, the manipulation of which need no experience. My advice is keep your hand on your money. You may have been "stung" already but this is just a tip for the future.

See Figure 1 of last month's article for illustration of brushes.

**Chart 5.**

In the chart shown this month we have a continuation of last month's brush stroke square face lettering. These letters go hand in hand with the figures of that issue.

Each stroke is just one sweep of the brush and must be made with a free arm movement. There are many old-fashioned card writers who work with their right hand resting on their elbow, but this method has long been discarded by modern card writers, and should not be used.

There is one thing to be remembered while studying card writing, and that is

not to lay too much stress on accuracy. The main thing is to work for effect. Try to keep your cards from the "set" appearance given by type. Allow them a free and easy appearance. Remember that your work is not going to be criticized as a work of art but for its selling and trade drawing value.

You will note in a good many of my illustrations letters that are not perfect but have that free and easy show card appearance.

To begin practice lay out a half sheet of cardboard with guide lines one and one-half to two inches apart according to the size of the brush, you are using. Practise and re-practise many times the exercises and letters shown in the chart.

Fig. No. 2 illustrates the method for practice work.

Fig. No. 3 gives the correct position of the hand while holding the brush.

**The Chart.**

The "A" is a six stroke letter. Care should be taken to get both sides of the same slant. Note the position of stroke three.

Stroke three of "B" is placed above the centre of the letter. This is not a necessity but gives it a more show card appearance than if it were placed exactly between the two guide lines. Note where the small cross bars indicate the joins of the strokes.

The "C" is composed of two main strokes. They must be made quickly as should all oval letters or curved strokes. The "D" is made with four strokes. Note where stroke four joins two and three.

Stroke three in "E" and "F" is curved. This is not necessary but it takes away their plain appearance. It can also be made straight.

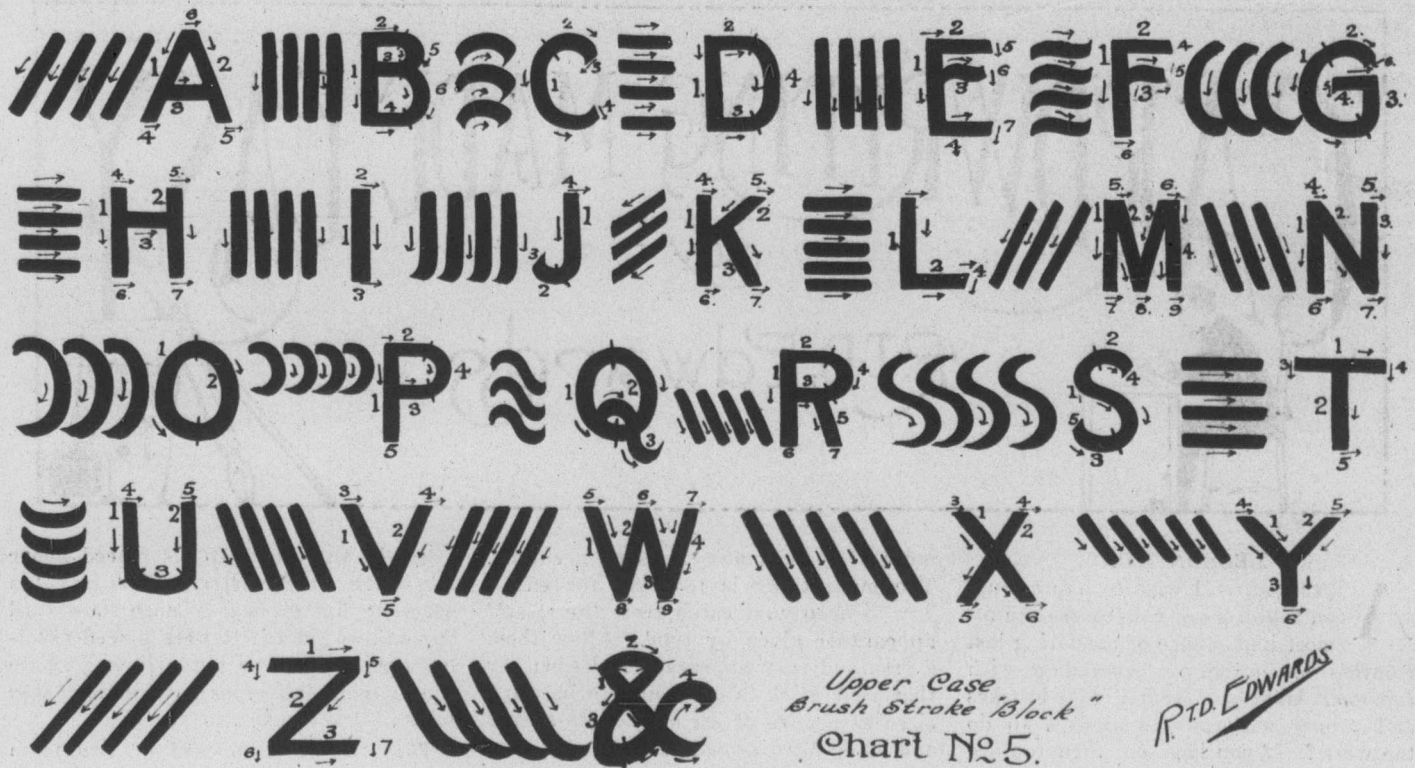
A whole half sheet of cardboard is not too much to waste on the exercises before the "G." This stroke is used in the construction of several letters on this chart. Stroke three of the "H" must be kept parallel with both guide lines. The "I" is simple, must be made absolutely at right angles with the guide lines. The "J" has two main strokes.

Stroke one must curve before it comes in contact with the lower guide line.



*Practice Exercises  
Fig. 2.*

This illustration shows how to conduct the practice exercises.



Upper Case  
Brush Stroke Block  
Chart No 5.

R.T.D. EDWARDS

How these letters are made is explained fully in this article.

The second stroke of the "K" is made by drawing the brush in either direction. This is just a matter of which ever comes easier to the student. I make it both ways myself.

The "L" has two main strokes. Slant the end of stroke two as shown. Care should be taken to have the slant stroke of the "m" to join as nearly as possible in the centre of the two uprights on either sides.

Practise this letter many times. The strokes one and three should not be as far apart as the corresponding ones of the "m."

**Only Two Strokes to the "O"**

The "O" is the only two strokes letter in this alphabet. This letter cannot be practised too much. The strokes must be made quickly after they are begun. Note where the joins are. Remember that where the joins are shown it does not mean that the brush must stop abruptly at that point. In order to hide the joins it is necessary to overlap each stroke. The "P's" formation is similar to that of the "B." The difference is that the centre stroke comes exactly in the centre instead of nearer the top, as in the "B."

The tail of the "Q" is made with one stroke and with practice does not need a finishing stroke on the end. The rest of the letter is the same as the "O."

The "R" is the same formation as the "P" with stroke five added.

The "S" seems to give the beginner the most trouble of all. There are three

main strokes in it. The top of the letter is slightly smaller than the bottom. This letter should be practised many times. The preceding exercise is very beneficial to the beginner. Stroke two of "T" should meet that of stroke one squarely in the centre.

The strokes one and two of the "U"

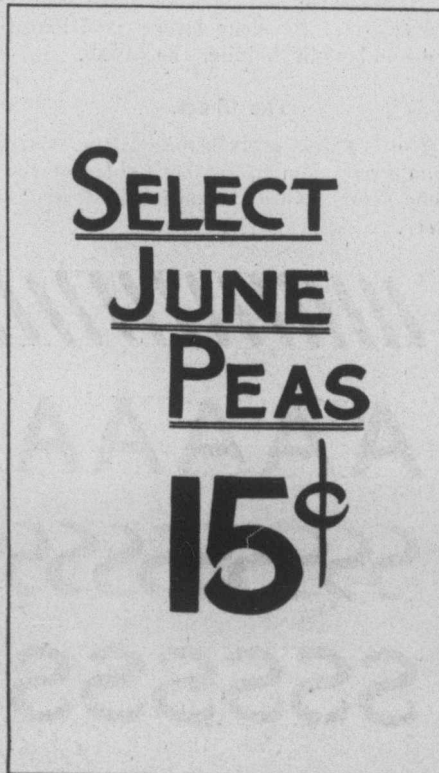
should stop about an eighth of an inch above the lower guide line in order to let stroke three curve up at each end and still rest on the lower guide line. Stroke one and two of the "V" are similar to those of the "A," only reversed. The "W" is two "V's" put together. Both sides should be of the same angle. The two main strokes of the "X" should cross as near the centre as possible. Strokes one and two of the "Y" should meet stroke three at equal distance between the guide lines. The "Z" will need a lot of practice. The slant stroke should specially be gone over often.

This is only one of the many designs of "&" that are popular with card writers. The finishing strokes should not over-run the width of the main strokes. The arrows indicate the direction in which to draw the brush.

The accompanying finished cards illustrate this and last month's lesson.

**Cleanliness of the Show Card.**

There are many little things which a beginner has to be careful of while learning to write cards, and most of them are found out by experience. Here is one which some think should be left to a person's own common sense; but I'm sure that a little time spent on it is not lost as it results in less work for you and less expense for the store in which you are employed. It is the cleanliness of the show card. It is often a great surprise to me, when I go into an exceedingly clean, well fitted store, to note



A finished show card which the student should now be able to make.

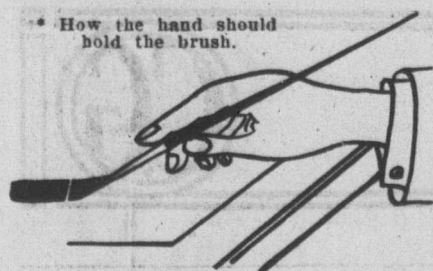


Fig. 3.

show cards or price tickets soiled from finger marks or dust stained from long usage. The reason why these cards are left up has always been a mystery to me. There is just as much sense in a merchant or clerk wearing a dirty collar as there is of having a soiled ticket up for the public to see. These cards should be cleaned up if possible, and if that cannot be done, replaced with new ones. There are several kinds of rubber used for cleaning marks of cards but few if any will take a finger mark off completely owing to its oily nature. The best method for the removal of these disfigurements I know is by using dry pumice stone. This when rubbed on with a clean cheese cloth will remove the spots successfully. It should always be kept in a flat wooden or cardboard box that is easily gotten into.

Rub lightly until the spot is removed. By using this you can save many dollars' worth of tickets in a lifetime, and it makes the cards almost as good as new.

There are many other kinds of stains which mar the appearance of a show card and that cannot be removed successfully. This card should then be destroyed.

**GETTING A PROFIT OUT OF FRUIT.**

(Continued from page 23.)

stuffs from the most convenient locations. With the widespread use of the telephone times have changed from both the standpoint of the housekeeper and

age of the department store, with its improved system and methods, and all this has tended to make the grocer go after business in as many lines as possible. In the past he may have been somewhat conservative, but now to keep abreast of the times he has to change his system occasionally if he is to make the progress desired. It is my firm conviction that the grocer should handle as many food lines as possible. Fruits and vegetables are gradually becoming more staple lines on the tables in the home and we should get after this business. We should, too, handle these goods not only for the accommodation of our customers, but for profits as well.

What is a fair profit on fruit? Should we only charge the usual per cent. due on goods not perishable, or should we take into consideration the fact that fresh fruits and vegetables are in a different class from canned goods, soap, rice, etc.? A grocer, for instance, buys a crate of berries at 12½¢ a box, and sells them at 15¢. He buys a hamper of lettuce at \$2.75, containing 24 or 30 heads, and sells them at 15¢, or, say, a basket of blueberries at \$1.75 and sells them at 20¢ a quart. He figures, we will say, a profit of 2½¢ a box on the berries, 4¢ on the lettuce and 4¢ a quart on the blueberries, in what was represented to him by the commission merchant as an 11-quart basket. In getting these prices he thinks he is making a fair profit; but if the matter is looked at in a true light, he will probably find that he has three or four boxes of berries that he will have to sell at 10¢, or even perhaps throw them away. The lettuce may have 6 or 8 heads which will have to be trimmed down and sold at 5¢ each, and with regard to the blueberries, if you are selling them by the quart, and if you have to dig or scoop them out, as many do, you will not get your money by 25 or 30 cents. I contend that the grocer should gauge his profits, after deducting what would be his possible loss on the goods, judged from past experience.

As the majority of you know, I have always maintained that the proper way to sell fruits and vegetables is to weigh or count them before they are received and to know the exact cost before a selling price is placed on them. Beans, peas, new potatoes, spinach, etc., should be sold by weight. The better way is to use the two-quart boxes and weigh them so that they can be sold at 25 or 30 cents a box, according to cost.

It has, too, been my experience that the better way to purchase fruit and vegetables is through the commission house. In this way the retailer has a better assortment to choose from, and by finding out who are the shippers who send in reliable fruit, he can choose his purchases accordingly. Then, too, there is often the chance of a shipper sending in good fruit one day and poor fruit another, and if a retailer were tied up to one particular man like this, he would not be able to sell his customers good stuff every day. By purchasing from the commission house, this can largely be eliminated.

I would like to add a word or two about over-buying. I am safe in saying that the retail trade of Canada loses thousands of dollars every year by having to throw out or sell at a loss fruit that has deteriorated by being held too long. When a merchant buys a consignment of fruit or vegetables, he and the sales staff should use their best endeavors to move it out before it has a chance to pass the age when it becomes a loss. It is much better to be two boxes or baskets short on berries, plums or peaches than to have one over.

**The Retailer Necessary to the Grower.**

Much has been and is being said through the daily press about consumers buying their produce direct from the country and eliminating the so-called "middleman." I contend that this would work out to the detriment of the grower. We know, and every grower knows, that to sell the maximum amount of fruit and vegetables they must be displayed prominently where the consumer will see them. With our hundreds and thousands of stores throughout the country we are in a position to display a vast amount of fruit and vegetables and, therefore, create a demand which would not exist except in a very small degree if our stores contained no fruits or vegetables, and if the consumer had to telegraph or write to the grower every time he or she wanted a basket of peaches, plums or apples or a few boxes of berries, currants, etc. If all this talk about the cutting out of the middleman ever amounted to anything, it would be the worst thing that ever happened the grower of fruits and vegetables.

D. W. CLARK.

May 4th, 1915.

# PICNIC

# DAINTIES

## EVERYTHING CHOICE

A completed card that will soon be appropriate.



# THE CLERKS' PAGE



## THE CLERKS' CONTEST.

Every grocery salesman and every salesman of groceries in a general store is eligible to enter Canadian Grocer's contest for clerks which has been announced already in this paper.

This contest is a simple one. All you have to do is to give in your own words the story in brief of how you sold a considerable quantity of a certain article by using salesmanship methods. These methods may consist of personal conversation, window display, some new idea in interior display, the handing out of recipes, etc. Whatever it is send along your selling campaign in full. Apart from the prizes offered, which are \$3, \$2 and \$1 respectively, the fact that you have won in a salesmanship contest has considerable honor attached to it. At the same time if you analyze your best sale it is going to make you a better salesman in the future—and remember the clerk of to-day is the merchant of to-morrow.

In sending in your replies be sure you select a line of goods that has not been cut in price—and get your contest article in early. In last week's issue the full regulations were published. Read them over carefully if you have not already done so.

## ANSWERS FROM THE FAR EAST.

Re Tramp Problem.—I beg to submit the following solution: The grocer lost \$55 on the deal. He gave the tramp \$15 in change, and he had to pay hardware man \$20 in place of counterfeit bill. He had also to pay his daughter \$20 he borrowed to give the hardware man, so he lost a total of \$55 on the transaction. I would not count the goods as a loss for the reason that he still had five good dollars in his till as payment for them.

Re bottle and stopper problem:—

Bottle cost .....	\$1.05
Stopper cost .....	.05
Total cost .....	\$1.10

The bottle cost \$1 more than the stopper.

Here is another one for the clerks:— A farmer sent his servant to market with \$100, to buy 100 head of farm animals, including cows, sheep, and pigs. He had to pay \$5 for cows, \$3 for pigs,

and 50c for sheep. How did he manage the 100 head for the \$100?

“RETAIL CLERK.”

Sydney Mines, C. B.

## THE ENCYCLOPEDIA

### GRAPE FRUIT (POMELO).

The Spaniards introduced the Pomelo into Florida, but recognition of its value was deferred for a long time, partly because its peculiarity of flavor was not at first acceptable to the American palate, and partly because of lack of care in its culture and poor judgment in marketing. Now, however, it has conquered the market completely, both North and South, and is to-day a prime favorite, though the highest priced of breakfast fruits.

The species of the citrus family to which the grape fruit or “Polemo” belongs includes also the Shaddock, which it supplanted in the general markets. The Pomelo obtained its present name of “Grape Fruit” because of the clustering, grape-like groups in which most varieties grow.

Going further back, the name Pomelo comes from the Dutch Pompeloos, and Shaddock from Captain Shaddock, who first carried it into the West Indies. To the Shaddock belongs the variety known in Europe as the “Forbidden Fruit.”

Grape fruit is often misjudged because of a mistaken, but rather widespread habit of eating it before it is ripe—it should be allowed to mature just as fully as any other fruit. Most varieties do not attain their full richness until December—and from then on, through April and even into May, they are generally found at their best.

The grape fruit does not contain as much citric acid as the lemon, but it is decidedly antiscorbutic (a remedy for scurvy), and possesses some of the bitter tonic quality of cinchona. To obtain its full medicinal value, it should be eaten without wine or sugar, but the addition of either, or both, makes it very delicious.

The present supply comes principally from Florida, California, Cuba and others of the West Indies. Increasing quantities are imported each season from Porto Rico.

## SERVICE DEPARTMENT

Editor, Canadian Grocer,—Kindly advise me where a press for the purpose of baling waste paper can be purchased in Canada, and also where the paper can be sold and prices obtainable for it.

R. W. F.

Kenora, Ont., April 21, 1915.

Editorial Note, — The Climax Baler Co., Hamilton, Ont., would be able to supply a paper baler to meet your requirements. E. Pullan, 20 Maud street, Toronto, and The Levi's, 100 John St., Toronto, will no doubt buy all the waste paper in large quantities you can let them have. See reply to J. W. M., Renfrew, on page 29, in last week's issue.

Editor, Canadian Grocer,—Will you kindly inform me whether extracts such as lemon, vanilla, etc., come under the Stamp Act. Can you send me a list of the goods which come under the Act, and more especially those goods sold by grocers.

T. W.

Beamsville, Ont., April 21st, 1915.

Editorial Note,—The Act says a stamp has to be affixed to “a proprietary or patent medicine.” Extracts are not therefore subject, but such things as health salts being proprietary medicines come under the heading and a one cent stamp to every twenty-five cent sale must be affixed. So far as we are aware a list such as you require has not yet been published, but unless the article is a proprietary or patent medicine, no stamp will be required.

## REPLACING GERMAN GOODS.

In a letter from George Pearson, a former member of the editorial staff of the MacLean Publishing Co., who is at the front with the Princess Pats, he says that one effect of the German raid on Belgium is the replacing of German food-stuffs in the grocery stores by British, Canadian and United States goods.

If you can make the customer think as you do about the goods, you can make the sale—unless there is something wrong about the goods.



## CURRENT NEWS OF WEEK



### Quebec and Maritime Provinces.

D. & E. Duncan, 115 Bernard street, Montreal, is moving to 190 Bernard.

J. W. Miles, Sydney, N.S., suffered \$25,000 loss to his building and stock by fire on April 30.

Hon. John B. Ayre, a general merchant for several years in St. John's, Newfoundland, died recently.

C. A. Munro, manufacturers' agent, St. John, N.B., has been appointed provincial agent for the Nugget Polish Co., Toronto.

E. A. Cole & Co., wrapping papers and supplies, have moved from their old quarters on St. Paul Street, Montreal, to larger premises at 160 McGill Street.

John W. Dodge, who conducted a grocery store at Windsor, N.S., until the fire of 1897, died on April 27, aged 64. He was a well-known commercial traveler.

Mr. Runciman, of the Portland Packing Co., Portland, Maine, who have a packing establishment at Canso, N.S., passed through Montreal this week on his way East.

J. A. Paulhus, chairman of the publicity committee, Canadian Fisheries Association, Montreal, has issued a treatise on How to Handle Fresh Fish During the Summer.

Mr. T. H. Wardlesworth, of the National Drug and Chemical Company of Canada, was elected chairman of the Montreal branch of the Canadian Manufacturers' Association.

The business of James Scott & Co. and E. Donahoe & Son, Halifax, N.S., have been merged, and will be known in future as James Scott & Co., located at 180 and 182 Granville Street.

Lewis S. Paysant, of Dartmouth, N.S., a well-known and much-respected wholesale grocer, passed away last week. He was eighty-five years of age, and for fifty-two years had been in business in the firm of Paysant & King.

The Canadian Fisheries Association recently arranged a meeting with representatives of the Intercolonial Railway traffic department, with a view to improving the service of fish transportation from the sea to the markets, and to adjust rates on such. The railway promised that better reports would be secured by wire with a view to keeping the railway informed regarding movements of cars while in transit, with

cause and reason of delay, should such occur.

### Ontario.

A. Kennedy, grocer, Ottawa, Ont., is succeeded by A. E. Howarth.

Charles E. Elliott, of Toronto, has sold his grocery business to John H. Stewart.

The British Canadian Cannery will not operate their factory at Cobourg, Ont., this year.

The Dundas Co-operative Association of Morrisburg, Ont., has obtained a charter.

M. Loeb, of Ottawa, dealer in fruit, etc., has been succeeded in his business by A. Fenbroom.

It is anticipated that quite a number of the canning factories of Ontario will not be operated this year.

Mayor Kemp, of Woodstock, Ont., has endorsed the Daylight Saving scheme and it may be tried out there this year.

Piper & Young are opening a grocery business in Oshawa, Ont. Mr. Piper was formerly employed with C. H. Crysdale.

Joseph Readman has purchased the stock and fixtures of Poustie & Co., grocer, Aylmer, Ont., and is re-opening the store on Saturday.

H. R. Daniels has purchased the general store of R. Heyland, Dresden, Ont. Mr. Heyland has been in business there for a number of years.

John Taylor & Company, Limited, soap and perfume manufacturers, Toronto, celebrated their 50th anniversary, this firm having been founded in 1865.

The Retail Merchants' Association of Berlin has decided in favor of a Wednesday half holiday during June, July and August. A. R. Goudie has been elected president to succeed the late F. Kibler.

A special committee of fifteen was appointed by the executive of the Niagara Peninsula Fruit Growers' Association at a meeting in St. Catharines, Ont., recently, to inaugurate a campaign to raise a fund of \$4,000 for advertising tender fruits, and to encourage the people of Canada to consume a greater amount of Canadian-grown fruit. The aim is to harvest the entire yield, and get prices down so low that peaches can find their way into every home. Hamilton Fleming of Grimsby, is chairman, and Senator E. D. Smith is one of the active members of the committee.

### Western Canada.

Watrous, Sask., Lethbridge and Macleod, Alta., are considering passing daylight saving by-laws.

Leon Robert, a general merchant at Leask, Sask., was fatally shot in a gun accident.

W. L. McKenzie & Co., grocery brokers, Saskatoon, Sask., have taken offices in the York Building there.

The merchants of Saskatoon, Sask., have circulated a petition towards getting a weekly half-holiday in that city during June, July and August.

W. L. McQuarrie, of Saskatoon, Sask., has purchased the stock, business and store of Cottrill & Son, at Simpson, Sask., and announces that it will be conducted under the name of F. G. Moog.

The local broom factory which has been in operation in Regina, Sask., has been enlarged and incorporated as the Saskatchewan Broom Manufacturers, Limited, with a capitalization of \$20,000. The directors are: President, H. B. Froste; vice-president and managing director, C. A. Mahin; secretary, Adam Keys; treasurer, B. C. Moore; assistant managing director, J. B. Mahin.



### WANT BANKRUPT SALE SIGNS PROHIBITED.

A deputation consisting of officials and members of the Provincial Retail Merchants' Association waited on the Saskatchewan government in Regina recently, and placed before the authorities a number of reforms they desire, in order to protect the merchants and the public. The deputation, headed by Mr. Maybee, of Moose Jaw, president of the Provincial Association, waited on the Hon. Geo. Langely, who promised that the question which they wished looked into would receive consideration at the hands of the government.

The merchants asked for legislation which will enable cities to impose heavy licenses upon transient traders and to prohibit the use of bankrupt sale signs. They also wish to restrict the sphere of peddlers and hawkers.

The deputation consisted of several members of the Moose Jaw Retailers' Association, the presidents of the local associations at Saskatoon, Moose Jaw, Swift Current and Regina. H. D. McPherson, president of the Regina retailers, and A. M. White, secretary, were members of the deputation.

# Package Teas Advanced by One Concern

Increase of Five Cents a Pound—Other Tea Houses Hold Off, Though Admitting Necessity for Advance—Demand for Wheat Seed in Montreal—Sugar Quiet; Advance Did Not Materialize—Dried Fruits Dull—Tapioca Very Firm.

Office of Publication, Toronto, May 6, 1915.

**T**HE chief item of interest this week is the advance of one prominent tea concern in the price of package tea. The Salada Tea Co. have increased the price on their teas 5c a pound to the consumer. Their brown label tea is now 40c a pound—to the retailer 33c—and their higher grades are correspondingly increased in price. Canadian Grocer has pointed out for two or three months now that at the price at which tea was being bought in London and Colombo at the auctions, it was impossible for tea men here to sell to the trade at the levels at which they had been selling, when teas cost them as much as 10c less than they do now. Thus our prediction has been borne out by one house, and we do not doubt that others will follow. Nor do we think that teas will remain very long at the advanced price. We think there will be a still further increase. So long as tea cost in the primary market as much as 1/- per pound for the very lowest grades—and those are not such as Canada consumes—the tea houses are not making any money when they are selling tea which goes to the consumer for 40c a pound. Either this price will be enhanced within a few weeks or else the quality of tea will be lowered. That is the "either—or."

Sugar has declined in Winnipeg this week 25c. At that, business is very hard to get and it would seem as if the fabric of higher prices was going to tumble. This decline follows the decline of 15c which took place in Montreal and Toronto the week before last. Winnipeg did not share in that decline.

Seeding is going ahead in the West and we understand that 85% of the wheat is now seeded. So far as one is able to judge the crop is going to be a good one and of course upon this crop, to a very material extent, depends Canada's prosperity for the ensuing months. The forecasts are all to the good.

There is a very serious situation in lobsters. Apparently there is a glut on the market. The foreign market is closed to canned lobster and last year's pack is not yet disposed of on that account. Meanwhile the number coming forward this year is greater than ever. The Montreal correspondent tells of a shipper who shipped 150,000 the other day and it is said that he will lose \$30,000 by the transaction. Numbers of men are not going into the packing industry this year because of the jam of last year's canned stuff. That means, indirectly, low prices for this year's fresh caught fish. Present is a very low level indeed, as 16c a pound at this time of the year for lobster is extraordinary and unusual.

The wheat market shows no sign of easiness. Now and then it breaks a point by way of a change, but these vagaries do not affect it radically in the way of making easier permanent levels. At this writing a sharp, reactionary movement on the upward grade set in and cash values of Western wheat are very high in Winnipeg. No. 1 Northern is worth \$1.70½, which is the new high spot for the movement. No. 2 and No. 3 rose in proportion. Chicago remains firm and steady round about the \$1.62 level. There is little business in Canadian flour circles, but with wheat prices like this, flour prices are none too high, and we should not be surprised to see a further advance shortly, inasmuch as flour prices are still below the market.

## QUEBEC MARKETS.

Montreal, May 6.—The effect of the opening of navigation is being felt, and wholesalers report a marked improvement in business during the past week, both from city and country. The chief demands are for sugar and canned goods. Stocks of the former had become rather

low, and merchants took advantage of the cheaper freight rates to replenish their stocks. As for canned goods, there has not been any heavy buying by the retail trade for months, and with a big demand coming on, they were compelled to come into the market. There has been considerable talk of things happening in

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Buying still hard to mouth.  
Millers have faith in market.  
Feeds moving very slowly.  
Good winter flour crop reported.  
Rolled oats market quiet.

#### PRODUCE AND PROVISIONS—

Spring chicken arriving, 23c.  
Smoked and cooked meats active.  
Butter market considerably easier.  
Creamery quotations down 1c.  
Egg market very weak.  
Prices for storage eggs down.  
Cheese easier, 18-19c still quoted.

#### FRUIT AND VEGETABLES—

Strawberries quoted 13c pint cups.  
New cabbage down to \$3.50 to \$4.  
New potatoes offering at \$7.50.  
Lemons take sharp advance to \$3.25.  
California navels up again.  
Red onions jump from \$1.75 to \$2.75.  
Tomatoes up now to \$1.75.

#### FISH AND OYSTERS—

Lobsters decline; live 15c lb.  
Boiled lobsters, all sizes, 12-14c lb.  
All kinds sea fish in good supply.  
Brook trout season opens at 20c.  
Holland herrings arrive.  
Lake trout and whitefish drop 2c.

#### GENERAL GROCERIES—

Salada tea advanced 4-5c lb.  
Rangoon rice quotations advanced 10c.  
Opening prices on Japan teas.  
Big demand for wheat for seed.  
Bean market remains very firm.  
Retailers buying sugar freely.  
Shelled walnuts are firmer.  
New molasses slightly easier.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Flour temporarily easier.  
Feeds in good demand.  
Strength in wheat market.  
Rolled oats slow.

#### FRUITS AND VEGETABLES—

Strawberries down in price.  
Pineapples in good demand.  
Root vegetables slow.  
Tomatoes higher.  
New potatoes selling.

#### FISH AND OYSTERS—

Trout a good seller.  
Whitefish moving well.  
Lobster at low prices.  
General business good.

#### PRODUCE AND PROVISIONS—

New laid trifle higher.  
Butter prices somewhat easier.  
Cheese high and scarce.  
Pork products firm.

#### GENERAL GROCERIES—

Teas advanced by one house.  
Advance not yet general.  
Sugar steady and firm.  
All dried fruits slow.  
Tapioca firm.

the canned goods market, owing to one thing or another. The wholesale trade have fixed May 15 as a date on which news of vital importance to the trade will be given out.

One of the most important happenings of the week was the announcement by the Salada Tea Co. of an advance in the price of their teas, amounting to 4c per lb. in cheap grades, and 5c per lb. in

CANADIAN GROCER

better grades. This had been expected by the grocery trade for a long time, and thus it did not cause the excitement it would have done had not the change been foreshadowed by the unprecedented rise in the price of all teas. Japan teas came on the market this week, and opening prices on better grades are about the same as they were a year ago. On lower grades, although no definite information is at hand, it is expected that prices will be much higher. Ceylons and Indias are firmer than ever.

An unprecedented demand has been experienced this year for seed wheat particularly. As the farmers waited until the last moment before buying, seed dealers are rushed to death. In recent years, wheat has not been grown to any extent in Quebec. Years ago, Quebec was a great wheat growing and milling province, but this fell off with the arrival of Western wheat. The high prices of flour during the past eight months has brought Quebec farmers to their senses. They will see to it that they do not pay these prices next year. They are going to grow their own wheat, and mill their own flour. That accounts for the heavy run on seed dealers for wheat. Timothy and clover seed have been in heavy demand, several dealers having to order several extra cars to cope with the demand.

The price of Rangoon rices to the retailer have been advanced 10c all round. Maple sugar is being offered freely, and seems to be more plentiful than syrup, the crop of which was light, and the demand heavy. Sugar is being quoted at 10-11c for large quantities, and 12c in small lots to the grocer.

In the fruit and vegetable market, strawberries are coming in at lower prices, 13c for pint cups being quoted early this week, with lower prices likely for Saturday. Lemons, which declined last week, suddenly advanced 50c a box. A further advance has taken place in California navel oranges, \$3.50 being asked now for all sizes. Red onions are beginning to sprout, and have jumped almost \$1 per bag. New potatoes are arriving at more reasonable quotations. Few cauliflowers are being offered.

The feature in the fish market is a sharp decline in live and boiled lobsters, which have become almost a glut on the market on account of the small quantity being packed this year. Already the price for live has dropped to 15c per lb., and for boiled to 12-14c. This low price is not usually reached until the middle of June, so that very low prices are anticipated during the next few weeks. It is reported that the Newfoundland Government is contemplating putting a law into force prohibiting the fishing of lobsters for a period of three years. This would have the effect of replenishing

the waters, and preventing a loss to the trade on account of depreciation.

**SUGAR.**—There is no change in the price of refined here. Wholesalers bought rather freely last week, but not heavily. On Tuesday the raw market was off a few points, but the actual sugars were not off at all. This weakness was caused by speculation in futures, and was misleading and annoying to the refiners here, because it stopped the trade from buying. A man who is contemplating buying a car learns that prices for September delivery are down, which he takes for a sign of weakness, and withholds his order, whereas if there was no speculation in futures he would not get that information. The retail trade, anticipating an advance, bought heavier than usual last week. Reports of foreign countries buying in New York, reports of smaller crops in Cuba, and the expected increase in demand this year on account of heavy fruit crops anticipated in Canada, all have had the effect of stimulating the market.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lump—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

**TEAS.**—The market for Japans opened this week. The first reports received indicate that high grades are selling on about the same basis as last year. Although there is no definite information available yet, the impression is that medium priced teas will be higher. On Monday the new prices on Salada teas were announced. There is an advance of 4c per lb. on the cheaper lines, and 5c per lb. on better grades. The tea trade here welcome this announcement, and believe that trade will improve generally in consequence. Already business has shown improvement as a result. This advance has been expected for a long time, and now that it has taken place, the trade is better able to size the information up. Further advances would not surprise anybody. Prices of Indias and Ceylons are steadily advancing, and owing to the Russian immediate demand, there will be a further scarcity in future. Cheaper grades have been hit on account of the high price of rubber. The low lands of Ceylon, which are adapted for growing rubber, have been reserved for rubber, whereas on the upper levels, tea is still being grown, as they are not adapted to rubber. A letter

received here from Colombo, dated March 10, states that the present market there is very high, and that they consider it advisable to purchase now, as there may be difficulty in shipping consignments if the order is held over.

**DRIED FRUITS.**—This is a quiet period, especially in the primary market. Prices are higher abroad, higher in many cases than those the retailers are paying. Very little change has taken place during the past three weeks. Very little importing is being done. On the other hand, wholesalers report a good demand for prunes, Valencia raisins, currants in packages, and seeded raisins. This is probably felt on account of the opening of navigation, which is the signal for many merchants to replenish their stocks. Prunes are stiffening in California, and it would appear that those who bought early acted wisely.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 50-lb. boxes	.....	0 08
Apples, choice winter, 25-lb. boxes	.....	0 08½
Apricots	.....	0 15½
Nectarines, choice	.....	0 17½
Peaches, choice	.....	0 11½
Pears, choice	.....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	.....	0 20
Lemon	.....	0 13½
Orange	.....	0 13½
Currants—		
Amalias, loose	.....	0 07½
Amalias, 1-lb. pkgs.	.....	0 08
Filigras, fine, loose, new	.....	0 07
Filigras, packages, new	.....	0 08
Vostizas, loose	.....	0 09
Dates—		
Dromedary, package stock, per pkg.	.....	0 09
Faris, choicest	.....	0 12½
Hallowee, loose	.....	0 08
Hallowee, 1-lb. pkgs.	.....	0 08
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	.....	0 14
7 crown, 12 lb. boxes, fancy, layer, lb.	.....	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	.....	0 13½
1 lb. glove boxes, each	.....	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	.....	0 14
40 to 50, in 25-lb. boxes, faced	.....	0 13
50 to 60, in 25-lb. boxes, faced	.....	0 12
60 to 70, in 25-lb. boxes, faced	.....	0 11
70 to 80, in 25-lb. boxes, faced	.....	0 10
80 to 90, in 25-lb. boxes, faced	.....	0 09½
90 to 100, in 25-lb. boxes, faced	.....	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	.....	3 60
Muscateis, loose, 3 crown, lb.	.....	0 09
Sultana, loose	.....	0 10
Sultanas, 1-lb. pkgs.	.....	0 11½
Valencia, selected	.....	0 09
Valencia, 4-cr. layer	.....	0 09½
Cal. seedless, 16 oz.	.....	0 11
Seedless, 12 oz.	.....	0 09
Fancy seeded, 16 oz.	.....	0 10
Choice seeded, 16 oz.	.....	0 09½

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

**RICE.**—The Mount Royal Milling Co. have raised their price on Rangoon rices 10c per cwt. Current prices now are: Rangoon "B", \$3.70; "C. C.", \$3.60; India Bright, \$3.85, and Lustre, \$3.90.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 70
"C. C."	3 60
India bright	3 85
Lustre	3 95
Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

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

Imported Patna—	Per lb.
Bag, 224 lbs.	0 06
Half bags, 112 lbs.	0 05½
Quarter bags, 56 lbs.	0 05
Velvet head Carolina	0 09½
Sago, brown	0 06½
Tapioca—	
Pearl, lb.	0 05½
Seed, lb.	0 06½



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**MOLASSES.**—It is understood that prices have eased off slightly on new crop, but no sales can be learned of. Schooners have been offered here at 38½¢, all charges paid Montreal, but no purchases were made here.

	Prices for Island of Montreal.	
	Fancy.	Choice.
Barbadoes Molasses—		
Punchoons .....	.45	.41
Barrels .....	.48	.44
Half barrels .....	.50	.46

For outside territories prices range about 2c lower for fancy; nothing for choice. Carload lots of 20 punchoons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls. ....	0 04½	
Pails, 35½ lbs., \$1.50; 25 lbs. ....	1 46	
Cases, 2 lb. tins, 2 doz. in case .....	2 55	
Cases, 5 lb. tins, 1 doz. in case .....	3 00	
Cases, 10 lb. tins, ½ doz. in case .....	2 90	
Cases, 20 lb. tins, ¼ doz. in case .....	2 85	

Maple Syrups—		
New, pure, per 8½ lb. tin .....	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal. ....	1 15	
Maple sugar, pure, per lb. ....	0 10	0 12

**COFFEE.**—The market is practically unchanged. Business is not good, and it can't be said that it is bad.

Coffee, Roasted—		
Bogotas .....	0 25	0 30
Jamaica .....	0 23	0 24
Java .....	0 31	0 35
Marticaibo .....	0 22	0 25
Mexican .....	0 27	0 28
Mocha .....	0 33	0 35
Rio .....	0 17	0 20
Santos .....	0 21	0 23
Chicory, per lb. ....	0 10	0 12

**NUTS.**—Shelled walnuts are advancing. Two weeks ago the import price dropped two cents, from 35c to 33c. The market is getting firmer, but so far there has been little change in the price. Nuts in shell in the primary market are quiet, with no price changes.

Almonds, Tara .....	0 15	0 18
Greenobles, new .....	0 14	0 15
Marbots, new .....	0 15	0 16
Shelled walnuts, new, per lb. ....	0 34	0 37
Shelled almonds, 25-lb. boxes, per lb. ....	0 38	0 43
Shelly almonds .....	0 13	0 14
Filberts, shelled .....	0 23	
Pecans, large .....	0 18	
Brazils, new .....	0 13	
Peanuts, No. 1, 1½c; No. 2 .....	0 11½	
Peanuts, No. 3 .....	0 10	

**DRIED VEGETABLES.**—The markets for both beans and whole soup peas is exceedingly strong. Wholesalers continue to pay \$3 and \$3.05 for 3-lb. pickers, and \$2.65 for peas, so that the retailer may expect the high prices asked by wholesalers for some time back to be maintained.

Beans—		
Canadian, 3-lb. pickers, per bushel....	3 00	3 15
Yellow, per bushel .....		3 25
Yellow eyes, per bushel .....		3 25
Lima, per lb. ....	0 07½	0 08
Peas, white soup, per bushel .....		3 00
Peas, split, bag, 25 lbs. ....		5 25
Barley, pot, per bag .....		3 00
Barley, pearl .....		4 50

**SPICES.**—Foreign markets are generally higher, partly owing to the scarcity of freight room in the Orient, and partly because of short crop totals. The market in New York has declined irregularly, on account of tired operators selling odd parcels of peppers, cloves, gingers and cassias.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tin. lb.
Allspice .....	0 17	0 70-0 80	0 24
Anise .....	0 23	0 75-1 05	0 31
Cayenne pepper .....	0 30	1 02-1 21	0 35
Cloves .....	0 41	1 21-1 31	0 40
Cream tartar—40c.			
Ginger, Cochia .....	0 15-0 24		
Ginger, Jamaica .....	0 23	1 00-1 15	0 31
Mace .....	0 80	1 00-1 15	0 31
Nutmegs .....	0 40	1 02-1 28	0 35
Pepper, black .....	0 25	0 80-1 00	0 31
Pepper, white .....	0 34	1 15-1 20	0 40
Pastry spice .....	0 23	0 85-1 10	0 31
Pickling spice .....	0 14	0 85-1 00	0 30-0 35
Turmeric .....	0 21-0 23		

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

Cardamon seed, per lb., bulk.....	2 00	2 50
Caraway—		
Canadian .....	0 13	
Dutch .....	0 15	0 16
Cinnamon, China, lb. ....	0 20	
Mustard seed, bulk .....	0 19	0 23
Celery seed, bulk .....	0 36	0 46
Cayenne chillies .....	0 35	0 35
Shredded cocconut, in pails .....	0 19½	

## ONTARIO MARKETS.

Toronto, May 6.—The main thing this week from a news point of view is the advance in package tea prices by one prominent house in Toronto. This is by no means unexpected. Canadian Grocer has been prophesying now for some two or three months that prices were bound to advance on package teas in Canada. The exceptionally high levels which have been maintained and enhanced in London and Colombo have made it impossible to sell any longer at the levels which obtained some six months ago. The main point about this advance is that so far it is not general. The Salada Tea Company is the only one that has advanced prices up to this time of writing. Other houses are still at old levels, and we are informed there is no change as yet, though they frankly admit the possibility of an advance. Doubtless, however, they will. We do not think it will be very long before another advance follows this one. It is impossible to pay the exorbitant charges and the very high prices which are quoted in London and Colombo at present, and still sell to the consumer at 40c per pound—which is the new price level. At that there is no money in the tea business; this is another way of saying that the advance of only 5c is remarkably small under the circumstances. The commonest low grades sold at the London auction, which are too low for American and Canadian consumption, were quoted at 1/- at this time of writing. That is 24c. That price laid down here would be 1/1, 26c, and this is not inclusive of any war charges or profits at all. So that very obviously it is impossible to sell this tea at 33c to the retailer—which is the new level imposed by the Salada Tea Company—and make a profit.

Trade continues, on the whole, on an up-grade, and the grocery business is getting its share. Collections continue good in the country, and to improve in the city. Money is becoming more free, and people seem more disposed to loosen up. The retail trade is in pretty good shape, considering circumstances, and we hear that wholesalers find a disposition among the trade to seek no long credits except where inevitable. Rather the trade want to buy small and often, and pay for their purchases quickly. Jobbers and wholesalers think that retailers have held their end up well, and there are comparatively few having to be carried.

New-laid eggs are firmer, a trifle, this week, for though supplies are very large, demand for consumption continues un-

abated, and there is a pronounced storage demand, too. This is full early to store eggs, and particularly at what may be termed comparatively high levels, but the egg man has ever his nerve with him, and he may get away with it. But a break in a month's time—right in the middle of heaviest production—would be awkward.

Cold weather means a temporary hold-up on trade in summer drinks and flypapers and the like summer lines.

**SUGAR.**—At this writing local situation is weaker, though there has been considerable fluctuation in New York, consequent upon which there was a firmer tone here for a day or two. Trading is fair; demand steadily good. The undertone is firm enough, and some prophets predict higher prices. But conditions in this market would not appear to warrant that, whatever New York may do.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	6 71
20 lb. bags .....	6 81
10 lb. bags .....	6 86
2 and 5-lb. cartons .....	7 00
Nova Scotia refined, 100-lb. bags .....	6 61
New Brunswick refined, 100-lb. bags .....	6 71
Extra Ground Sugars—	
Barrels .....	7 11
50 lb. boxes .....	7 29
25 lb. boxes .....	7 41
Powdered Sugars—	
Barrels .....	6 91
50 lb. boxes .....	7 11
25 lb. boxes .....	7 31
Crystal Diamonds—	
Barrels .....	7 36
100 lb. boxes .....	7 46
50 lb. boxes .....	7 56
Cartons (25 to case) .....	8 11
Cartons (50 to case) .....	8 11
Crystal Dominoes, cartons .....	8 11
Paris Lump—	
100 lb. boxes .....	7 06
50 lb. boxes .....	7 56
25 lb. boxes .....	7 76
Yellow Sugars—	
No. 1 .....	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—The advance that the Canadian Grocer has been predicting for the last two or three months has at last occurred in the case of one concern in Canada. The others have not yet advanced prices, but in the case of this one house the lowest grade brown label now goes to the retailer for 33c and the consumer for 40c. The advance is solely subsequent upon the exorbitant prices which now obtain at the London auction. These have gradually got higher and higher until the very lowest grade of tea now costs 1/-, or 24c. This tea would have cost six months ago not more than 8d, or 16c, so that the percentage increase is very remarkable. There seems to be no prospect of any let-up in this advancing tendency. Rather the contrary is likely. Some facts with regard to the enormous increase in Russian consumption are interesting.

In 1912-13 Russia took from India 40,000,000 pounds of tea. In 1913-14 she took 44,000,000 pounds; this year she was only able to get 28,000,000 pounds. If Russia had been able to get the other 15,000,000 pounds of Indian tea there would be no Indian tea for Canadian buyers at less than \$1 per pound, and indeed if Russia could get the boats to

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bring all the tea that she wants, we question very much whether we should see any Indian tea in this market at all.

As we explained in our introduction to the market and in our market summary this week, we think it unlikely that prices will continue even as low as this present advance leaves them. A further advance is in the offing, and certainly with levels where they are in London and Colombo, higher quotations would be justified.

We were shown by a tea man here a circular list of teas that were sold at auction in Colombo on the 25th of March, and we took, for instance: "Inverness" Pekoe which then brought 1/2 3/4 d.; "St. Johns," which then brought 1/2 1/4 d.; "Pedro," which then brought 1/2 3/4 d.; which, converted into currency, would be about thirty cents. Added to these prices would be surcharge freights and war risks which would be, from Colombo, at least three cents a pound, and this is to a merchant who has facilities for buying at auction. Otherwise he would have to pay a profit to a broker. Therefore these teas laid down here would cost, roughly speaking, thirty-three cents in cash two months before the goods arrived, as they have to be paid for the day after the auction.

Some years ago these same marks fetched 9d. and 9 1/2 d., or eighteen and nineteen cents at auction in Colombo. Such a disparity in so short a time is unprecedented.

**DRIED FRUITS.**—What may be described as a seasonable dullness pervades the market for dried fruits. The early buying on prunes for futures is pretty well done with and the market at the coast has pretty well struck bottom. Spot stuff is nil. Currants are pretty well dead; a casual enquiry drifts in but not enough to pay expenses. A few Valencia raisins are selling. Peaches and evaporated apples are a trifle firmer, at same levels as obtained last week. Season is advanced fairly far on most lines and buying is only hand-to-mouth.

<b>Apricots—</b>		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 1 1/4
Apples, evaporated, per lb.	0 07 1/2	0 08
<b>Candied Peels—</b>		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 13	0 14
<b>Currants—</b>		
Filiatas, per lb.	0 07 1/2	0 08 1/2
Amalas, choicest, per lb.	0 08	0 09 1/2
Patras, per lb.	0 08 1/2	0 09 1/2
Ventizas, choice	0 08 1/2	0 10
Cleaned, 1/2 cent more.		
<b>Dates—</b>		
Fards, choicest, 12-lb. boxes	0 08 1/2	0 10
Fards, choicest, 60-lb. boxes	0 08	0 09 1/2
Package dates	0 08	0 08 1/2
Hallowes	0 07 1/2	0 07 1/2
<b>Prunes—</b>		
30-40s, California, 25 lb. boxes	0 14 1/2	0 15
40-50s, 25 lb. boxes	0 12 1/2	0 13 1/2
50-60s, 25 lb. boxes	0 12	0 12 1/2
60-70s, 25 lb. boxes	0 10 1/2	0 11 1/2
70-80s, 25 lb. boxes	0 09	0 09 1/2
80-90s, 25 lb. boxes	0 08	0 08
90-100s, 25 lb. boxes	0 07 1/2	0 08
25-lb. boxes, 1/2 cent more.		
<b>Peaches—</b>		
Choice, 50-lb. boxes	0 08	0 08 1/2
25-lb. boxes 1/2 cent more.		
<b>Raisins—</b>		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 11	0 12

Valencia	0 08 1/2	0 09
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/2
Seeded, choice, 1 lb. packets	0 08 1/2	0 10 1/2
Seeded, 15 oz. packets	0 10 1/2	0 11
Seedless, 15 oz. packets	0 10 1/2	0 11
Seedless, 12 oz. packets	0 10	0 10

**NUTS.**—Business continues quiet, and hand-to-mouth is the character of such orders as drift in from time to time. There is some business in shelled almonds and walnuts. Freights are way up—a cent and a half a pound is said to be the charge now—and this will have an effect if and when business picks up. Few consignments are coming through from Europe, and spot stocks are low. It is only that demand is small, too, that keeps price levels down.

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

**SPICES.**—There is little change in the market. Peppers, black and white, are still firm and so are cassias and cream of tartar. Temporary easement afforded by shipments is dwindling, and spot stocks are not comparable to demand for same.

<b>Spices—</b>		
Allspices, ground	0 10	0 10 1/2
Allspices, whole	0 10	0 10 1/2
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 15
Cinnamon, Batavia	0 35	0 40
Cloves, whole	0 28	0 33
Cloves, ground	0 18	0 22
Cream of tartar	0 25	0 35
Curry powder	0 20	0 25
Ginger, Cochin	0 14	0 17
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 24	0 27
Ginger, African, ground	0 18	0 21
Nuts	0 30	0 35
Nutmegs, brown, 64s, 52s; 30s, 42s; 100s	0 30	0 30
Nutmegs, ground, bulk, 45s; 1 lb. tins	0 30	0 30
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 30	0 33
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 30	0 33
Pickling spice	0 18	0 21
Turmeric	0 18	0 20

**MOLASSES AND SYRUPS.**—Item of news is that corn syrup in the new glass jar, put out by the Canada Starch Company, is up from \$2.25 to \$2.40 a dozen. At that there are lots of orders for it; apparently it is a line wanted by retailers. Molasses is in fair demand, and purchasers' stocks are said to be low.

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

<b>Maple Cream Sugar—</b>		
24 twin bars	1 80	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 40

**COFFEE.**—There is nothing new in the way of price changes this week. Lower grades continue on advancing plane. Rios are very firm and may advance. Spot stocks are said to be none too high. Santos is in same position.

<b>Coffee—</b>		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricao	0 28	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicago	0 14	0 14

**RICE AND TAPIOCA.**—Tapioca and sago are very strong, owing to fact that supplies are difficult to get from place of shipping, while stocks here are considerably lower than level which can adequately take care of demand. Rices all round are firm with good buying.

<b>Rice—</b>		
Rangoon "B," per cwt.	3 48	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	
Patna, fancy	0 07 1/2	0 09
<b>Tapioca—</b>		
Pearl, per lb.	0 06	0 07 1/2
Seed, per lb.	0 06	0 07 1/2
Sago, brown, per lb.	0 05	0 05 1/2

### MANITOBA MARKETS.

Winnipeg, May 6.—The general report on business conditions indicates that the past week has seen little activity. This, however, is a satisfactory state of affairs, as it indicates clearly that the farmers are devoting all their time to seeding. A large part of their crop is now in, and within a comparatively short time they will be getting to the towns more frequently.

Sugar continues to be an uncertain commodity as this is written, but there seems a probability that the market will become steadier as far as Manitoba is concerned. With so many refiners in the field, however, it is difficult to say what will happen.

Another feature to the market is the decline in the price of beans, details of which are given under the special heading. Pepper has just been placed upon a higher level owing to scarcity. Particularly is white pepper hard to get. It seems the British Government bought a great deal of the spot goods. New supplies have not been available to take the place of these, and as a result white pepper has risen from 1c to 1 1/2c per lb.—black 1 1/2c per lb. This makes the present quotations—white, in pails, 32c; black, in pails, 19c.

**SUGAR.**—There has been a big decline locally—at least there has been an adjustment, which means that the dealers outside of Winnipeg can now buy better than a week ago, though for the City of Winnipeg dealers the change does not mean as much. As was stated in the Winnipeg report of a week ago, there was locally no sound basis for sugar, and then a good many dealers

# CANADIAN GROCER

probably got sugar at the price which is now made definite—6.95 f.o.b., Winnipeg.

	Per cwt. in sacks.
<b>Sugar, Eastern—</b>	
Standard granulated	6 95
Extra ground or icing, boxes	7 80
Extra ground or icing, bbls.	7 60
Powdered, boxes	7 60
Powdered, bbls.	7 40
Hard lump (100-lb. cases)	7 90
Montreal yellow, bags	6 55
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	6 95
Halves, 10 lbs., per cwt.	5 30
Bales, 20 lbs., per cwt.	6 25
Powdered, barrels	5 60
Powdered, 25s	6 90
Icing, barrels	6 80
Icing, 50s	6 95
Icing, 25s	6 95
Icing, pails	6 85
Cut loaf, barrels	6 65
Cut loaf, 50's	6 95
Cut loaf, 25's	7 15
<b>Sugar, British Columbia—</b>	
Extra standard granulated	6 95
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 60
Icing sugar, bbls.	7 60
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 90
H. P. lumps, 25-lb. boxes	6 65
Yellow, in bags	6 55
<b>Corn Syrup—</b>	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 02
<b>E. C. Cane Syrups—</b>	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

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

	Per gal.
<b>Molasses—</b>	
Barbadoes	0 53
New Orleans	0 24
<b>Maple Syrups—</b>	
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gal., 1 doz.	5 55
New, pure, 1/2 gal., case 2 doz.	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

**DRIED FRUITS.**—Here the week has seen few changes. Prunes and apricots are strong, and will probably continue to go stronger until the new crop arrives. Then it will be lower on both lines. It seems that prunes especially will be affected by the coming of new stock. Prices may be expected to drop sharply during September.

Apples, evaporated, new, 50's	0 00%
Apricots, choice, 25's	0 13%
Apricots, choice, 10's	0 14
Apricots, standard, 25's	0 12%
<b>Currants—</b>	
Dry clean	0 07%
Washed	0 05%
1 lb. package	0 05%
2 lb. package	0 17%
Voetzias, bulk	0 10
<b>Dates—</b>	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07%
Fard dates, 12-lb. boxes	1 25
<b>Peaches—</b>	
Standard, 25-lb. boxes	0 07%
Choice, 25-lb. boxes	0 07%
Choice, 10-lb. boxes	0 06%
<b>Raisins, Muscatels—</b>	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08%
<b>Raisins, Valencias—</b>	
Fine selected	2 40
Four crown large	2 45
Choice, seeded, lb.	0 11%
Fancy seeded, lb.	0 11
12-oz. packages, fancy	0 08%
12-oz. packages, choice	0 08%
<b>Raisins, Sultanias—</b>	
Corinthian Giants	0 13%
Supertine	0 12%
Finest	0 10%
Fine	0 20%
<b>Prunes, in 25-lb. boxes—</b>	
80 to 100	0 08%
80 to 90	0 08%
70 to 80	0 09%
60 to 70	0 10
50 to 60	0 11
40 to 50	0 11%
<b>Table Layer Figs—</b>	
7-crown, 3-lb. boxes, per lb.	0 15%
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13%
4-crown, 10-lb. boxes, per lb.	0 13
3-crown, 10-lb. boxes, per lb.	0 12%
Glove boxes, per doz.	1 00
Cooking figs, taps, about 25 lbs., lb.	0 07%
Cooking figs, choice naturals, 25-lb. bags, per lb.	0 07 0 07%

**RICE AND TAPIOCA.**—Low quota-

tions on rice continue. They seem certain to remain, moreover, until next fall, present contracts covering all demands. Tapioca, on the other hand, is scarce, and will go up considerably in the next two or three months. It has risen slightly this week, being now quoted at from 5 1/8c to 5 3/8c. Before August tapioca is expected to rise very nearly to 7c.

<b>Rice and Tapioca—</b>		
No. 1 Japan, per lb.	0 04%	0 04%
No. 2 Japan, per lb.	0 03%	0 03%
Siam, per lb.	0 05%	0 05%
Patna, per lb.	0 06%	0 07
Carolina, per lb.	0 06%	0 06%
Sago pearl, per lb.	0 06%	0 06%
Tapioca, pearl, per lb.	0 05%	0 05%

**NUTS.**—Several changes have been struck here, shelled almonds being put upon a slightly higher basis. Peanuts, too, are quoted up from a week ago.

<b>Nuts—</b>	
Brazil, new stock	0 11 1/2
Tarragona almonds	0 13
Peanuts, roasted Jumbos	0 12 1/2
Peanuts, choice	0 10
Pecans	0 21
Marbot walnuts	0 14 1/2
Sicily filberts	0 14%
Shelled almonds	0 41
Shelled walnuts	0 36

**BEANS.**—The falling off in export demand—a condition which has been checked—has yet brought about a downward movement in 3-lb. pickers, which are quoted at \$3.55 at present. Beans are now out of the farmers' hands, and the prices are undoubtedly being controlled. In fact, few beans are available in Ontario to-day. It seems certain they will cover the few cents decline here noted before any great length of time.

Beans—	
Tapioca, pearl, per lb.	0 54 0 54%
Canadian, hand-picked	3 85 3 95
California Lima Beans—	
3-lb. pickers	3 55
Bag lots	0 08%
Less than bag lots	0 08%
Barley—	
10t, per sack, 96 lbs.	3 90
2t, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sack, 40's	3 02
Whole peas, bushel	2 90

## CANNED GOODS. ONTARIO AND QUEBEC PRICES 1914 PACK VEGETABLES.

	Group A.
2's Asparagus tips	\$ 2 62%
2's Asparagus butts	1 47%
2's Beans, crystal wax	1 06
2's Beans, golden wax, midget	0 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32%
Gals. Beans, golden wax	3 77%
2's Beans, Lima	1 22%
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32%
2's Beans, Refuge, midget	1 25
Gals. Beans, Refuge	3 77%
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97%
Gals. Cabbage	2 77%
2's Carrots	0 97%
3's Carrots	1 27%
2's Cauliflower	1 37%
3's Cauliflower	1 77%
2's Corn	0 95
2's Corn, Fancy	1 05
Gals. Corn on Cob	4 52%
2's Parsnips	0 97%
3's Parsnips	1 17%
2's Peas, standard, size 4	0 95
2's Peas, early Jimes, size 3	0 97%
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standard	4 07%
Gals. Peas, Early Jimes	4 17%
Gals. Peas, sweet wrinkles	4 32%
2 1/2's Sauer Kraut, Simcoe	0 92%
3's Sauer Kraut, Simcoe	0 97%
Gals. Sauer Kraut, Simcoe	2 77%
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 85

3's Squash	0 97%
Gals. Squash	2 77%
2's Succotash	0 87%
2's Tomatoes	0 87%
2 1/2's Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92%
3's Turnips	0 97%

FRUITS.	
3's Apples, Standard	0 82%
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 60
2's Blueberries, preserved	1 82%
Gals. Blueberries, std.	6 87%
2's Blk. cherries, pitted, H.S.	1 92%
2's Blk. cherries, not pitted, H.S.	1 82%
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52%
Gals. ptd. red cherries	8 52%
Gals. not ptd. red cherries	8 02%
2's Cherries, white, ptd., H.S.	1 52%
2's Cherries, white, not ptd., H.S.	1 52%
2's Black currants, H.S.	1 47%
2's Preserved black currants	1 77%
Gals. black currants, std.	1 77%
Gals. black currants, solid pack	8 27%
2's Red currants, H.S.	1 47%
2's Red preserved currants	1 77%
Gals. red currants, standard	5 27%
Gals. red currants, solid pack	8 27%
2's Gooseberries, H.S.	1 47%
2's Gooseberries, preserved	1 77%
Gals. gooseberries, standard	7 02%
Gals. gooseberries, solid pack	8 77%
2's Grapes, white, Niagara, preserved	1 45%
Gals. Grapes, white, Niagara, standard	3 22%
2's Lawtonberries, heavy syrup	1 97%
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17%
Gals. Lawtonberries, std.	7 07%
2's Peaches, white, heavy syrup	1 77%
2 1/2's Peaches, white, heavy syrup	2 02%
3's Peaches, white, heavy syrup	2 13%
1 1/2's Peaches, yellow, flats, heavy syrup	1 77%
2 1/2's Peaches, yellow, heavy syrup	2 02%
3's Peaches, yellow, heavy syrup	2 13%
3's Peaches, yellow, whole, heavy syrup	1 17%
3's Peaches, pie, not peeled	1 62%
Gals. Peaches, pie, not peeled	3 02%
Gals. Peaches, pie, peeled	4 77%
Gals. pie fruits, assorted (add 5%)	1 52%
2's Pears, Bartlett, heavy syrup	2 02%
2 1/2's Pears, Bartlett, heavy syrup	2 02%
3's Pears, Bartlett, heavy syrup	1 52%
2 1/2's Pears, Flemish Beauty, heavy syrup	1 77%
3's Pears, Flemish Beauty, heavy syrup	2 02%
2's Pears, Keiffers, heavy syrup	1 27%
2 1/2's Pears, Keiffers, heavy syrup	1 52%
3's Pears, Keiffers, heavy syrup	1 77%
2's Pears, light syrup, Globe	1 12%
3's Pears, light syrup, Globe	1 42%
3's Pears, pie, not peeled	1 42%
3's Pears, pie, not peeled	3 77%
Gals. Pears, pie, not peeled	2 77%
Barrels, per cwt.	5 65
2's Pineapples, sliced, heavy syrup	1 92%
2's Pineapples, shredded, heavy syrup	1 47%
2's Pineapple, whole, heavy syrup	1 92%
3's Pineapples, whole, heavy syrup	2 47%
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damsion, light syrup	0 97%
3's Plums, Damsion, light syrup	1 37%
2's Plums, Damsion, heavy syrup	1 07%
3's Plums, Damsion, heavy syrup	1 42%
Gals. Plums, Damsion, standard	2 77%
2's Plums, Egg, heavy syrup	1 12%
2 1/2's Plums, Egg, heavy syrup	1 37%
3's Plums, Egg, heavy syrup	1 47%
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12%
3's Plums, Green Gage, light syrup	1 37%
3's Plums, Green Gage, heavy syrup	1 47%
Gals. Plums, Green Gage, standard	3 02%
2's Plums, Lombard, light syrup	0 97%
2 1/2's Plums, Lombard, light syrup	1 27%
3's Plums, Lombard, light syrup	1 37%
2's Plums, Lombard, heavy syrup	1 07%
2 1/2's Plums, Lombard, heavy syrup	1 27%
3's Plums, Lombard, heavy syrup	1 42%
Gals. Plums, Lombard, standard	2 77%
2's Raspberries, black, H.S.	1 45
2's Raspberries, black, L.S. (group B)	2 17%
3's Raspberries, black, preserved	2 17%
Gals. Raspberries, black, std.	7 07%
Gals. Raspberries, black, solid pack	9 32%
2's Raspberries, red, H.S.	1 97%
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17%
Gals. Raspberries, red, std.	7 32%
Gals. Raspberries, red, solid pack	9 32%
2's Rhubarb, preserved	1 57%
Gal. Rhubarb, standard	3 67%
2's Strawberries, H.S.	2 17%
2's Strawberries, preserved	2 32%
Gals. Strawberries, standard	7 57%
Gals. Strawberries, solid pack	9 82%
(Group B, 2 1/2c dozen lower.)	
<b>Salmon—</b>	
Socketeyes, tails, 1's, per doz.	2 47%
Socketeyes, tails, 1/2's, per doz.	1 65
Socketeyes, flats, 1's, per doz.	2 52%
Pinks, 1's, per doz.	1 20
Cohoos, 1's, per doz.	0 85
Cohoos, 1/2's, per doz.	1 65
Cohoos, 1/4's, per doz.	0 95

**BRITISH COLUMBIA MARKETS.**  
By Wire.  
Vancouver, May 5.—Business here is generally fairly brisk. Local garden

# CANADIAN GROCER

## SASKATCHEWAN MARKETS.

By Wire.

vegetable stuff is arriving freely. General grocery staples are moving well at prices which obtained in my last quoting. Okanagan canned goods are a feature because of their excellent quality, which is above average. California dried fruits are coming in good supplies.

### PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 35
New Zealand cubes	0 35½
New Zealand brick	0 36
Cheese, per lb., large	0 21
EGGS—	
Local fresh	25 c
Extra selected	21 c
Vancouver Island	26 c
Lard, 3's, per case	\$8 40
Lard, 5's, per case	8 32
Lard, 10's, per case	8 25
Lard, 20's, each	2 70

### GENERAL.

Almonds, shelled, lb.	0 46
Beans, Ontario, per lb.	05½c
Beans, Lyton	05¼c
Cream of tartar, lb.	50 c
Cocconut, lb.	18¼c
Cornmeal, ball	\$3 00
Evap. Apples, 50's	06¾c
Flour, 49's, bbl.	8 75
Lemons, box	3 75
Potatoes, per ton	20 30
Rolled Oats, ball of 80 lbs.	3 85
Onions, lb.	02¼c
Oranges, box	2 75
Rice, 50's, sack	1 80
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

### CANNED GOODS.

Apples, gals. 6/case	\$1 80
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	2 60
Peaches, 2½'s, case	4 60
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

### SALMON.

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

### DRIED FRUITS.

Apricots, per lb., 13¼c; Apples, lb.	08¾c
Currants, per lb., 08¼c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	09 c
Peaches, per lb.	07 c
White Figs, per lb.	06 c

## ALBERTA MARKETS.

By Wire.

Edmonton, May 5.—Fine spring weather is making the country trade good, though in the city is rather stagnant. The flour market is unsettled, and only a small quantity is selling. Rolled oats are firm: higher prices are looked for. Tea packers are talking of increasing prices. Lard is higher, \$8.40, \$8.35, \$8.30, \$2.68. Rice, \$3.85. Sugar remains steady and firm. Lemons are higher: quoted at \$5.

### Produce and Provisions—

Cheese, per lb., old	0 21½
Cheese, new, lb.	0 19½
Butter, creamery, per lb.	0 39
Butter, dairy, No. 1, 29c; No. 2.	0 25
Lard, pure, 3's, per case	8 40
Lard, pure, 5's, per case	8 35
Lard, 10's, per case	8 30
Lard, pure, 20's, each	2 68

### General—

Beans, Ontario, per bushel	3 75	3 90
Beans, Japan, per bush.	3 90	4 00
Coffee, whole roasted, Rio	0 16	
Evaporated apples, 60's	0 09	0 09½
Potatoes, per bush.	0 65	0 70
Rolled oats, 20's, 93c; 40's	1 83	
Rolled oats, ball, 84; 80's	3 60	
Flour, 98's	4 05	4 15
Rice, per cwt.	3 95	
Sugar, standard gran., per cwt.	7 50	7 65
Sugar, yellow, per cwt.	7 15	

### Canned Goods—

Apples, gals., case	1 50	
Corn, standard, per two dozens	2 00	2 10
Peas, standard, 2 dozen	2 10	
Plums, Lombard	2 20	
Peaches	3 25	
Strawberries, 34.45; raspberries	4 00	
Tomatoes, standard, per dozen	2 50	
Salmon, sockeye, 4 doz. tall, case, 1s	7 50	
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35	

### Fruits—

Lemons	5 00
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Regina, May 5.—According to a report just issued by the Department of Agriculture for the Province of Saskatchewan, 85 per cent. of the wheat is in the ground, and seeding operations are progressing favorably. Wheat seeding reached its final stages the end of this week, indicating that the season is from one week to ten days earlier than last year. Most of the reports received by the Department show the seed bed to be in good condition. Slight showers have occurred, which have been of benefit. In some instances wheat is two inches high. Ten per cent. of the oat acreage is now sown.

Eggs are down a little, being from one-half to two-thirds of a cent easier. Sugar dropped 10c on April 24th, and flour went up 10c the same date. Flour is now quoted at \$4.05. Butter is a little easier, with creamery at 35c and dairy at 25c. Lard is lower, being quoted:

## READERS' SERVICE DEPARTMENT.

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

3's, \$8.75; 5's, \$8.65; 10's, \$8.60; 20's, \$2.90.

Evaporated apples are slightly advanced. New pineapples are quoted at \$6.50 per case. Apples are higher and almost impossible to obtain. Grapefruit is quoted at \$4.25 per case, and celery is 11 cents.

### Produce and Provisions—

Buttery, creamery, per lb.	0 35
Butter, dairy, No. 1	0 25
Cheese, per lb., large	0 20½
Eggs, new laid	0 20
Lard, 3's, per case	8 75
Lard, 5's, per case	8 65
Lard, 10's, per case	8 60
Lard, 20's, each	2 90

### General—

Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 45	
Cocconut, lb.	0 19	
Cornmeal, ball	2 70	
Evap. apples, 50's	0 06¼	
Flour, 98's	4 05	
Potatoes, Ont., bush.	0 78	
Rolled oats, ball of 80 lbs.	3 50	
Onions, Val.	5 0	
Oysters, per gal.	2 50	
Rice, per cwt.	3 90	
Sugar, standard, grand., per cwt.	7 44	
Sugar, yellow, per cwt.	7 04	
Walnuts, shelled, 41; almonds	0 41	

### Canned Goods—

Apples, gals., case	1 55
Broken beans, 2's	2 58
Beans	2 28
Corn, standard, per 2 dozen	2 28

Peas, standard, per 2 dozen	2 28	
Plums, Lombard	2 15	
Peaches	3 21	
Strawberries, 4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 15	2 80
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, ½'s	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 00	
Fruits and Vegetables—		
Apples, fancy, box	1 75	
Grapefruit, per crate	4 25	
Sweet potatoes, per crate	4 50	
Lemons	4 75	
Oranges	4 25	
Pineapples, case	6 50	
Celery	0 11	
Dried Fruits—		
Apricots, per lb.	0 12½	
Currants, per lb.	0 08½	
Prunes, 70-80, 25's, lb.	0 10½	

## NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., May 4.—Dealers report that business is fair, although rather quiet, owing to the very bad weather. It has been raining the last ten days, and the roads are in bad condition in the country. There are no price changes of special interest. Pork is firmer, and American is worth \$25-28. Market is strong; tendency is to higher quotings. Pork products will probably be affected soon if the present strength continues. Sugar market is unchanged.

Molasses tendency is easier. No price change yet. Dairy products are fairly good except butter, which is particularly scarce, and, therefore, higher in quoting.

Eggs are plentiful. New cheese is lower at 18½-19c.

### Produce and Provisions—

Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	0 17	
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 00
Pork, domestic, per bbl.	25 00	27 80
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 20	0 21
Lard, compound, per lb.	0 11½	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese, new	0 18½	0 19

### Flour and Cereals—

Cornmeal, gran.	5 75
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	9 05
Flour, Ontario	8 60
Rolled oats, per bbl.	8 00
Oatmeal, standard, per bbl.	8 50

### Fresh Fruits and Vegetables—

Lemons, Messina, box	7 60	
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45

### Sugar—

Standard granulated	6 80
United Empire	6 70
Bright yellow	6 60
No. 1 yellow	6 30
Paris lumps	7 50
Lemons, Messina, box	

Beans, hand-picked, bush.	3 45	3 50
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 4c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 35	0 41
Currants, per lb.	0 08½	0 09
Rice, per cwt.	4 00	4 25

There's something lacking in the clerk who will stand still and let a woman customer open the door for herself.

One of the surest ways of keeping behind the times is to insist on operating the store without the addition of any modern fixtures.

It will pay the merchant and his clerks to study just as much as it pays the school boy, and the text books of the store are the trade papers.



# FRUIT AND VEGETABLES



## Strawberries Cheaper: Tomatoes Higher

Quantities of Strawberries Coming in—Asparagus Reduced in Price—Good Business in Pines at Low Levels—Apples and Oranges Firm and Higher.

### MONTREAL.

FRUIT.—Strawberries were cheaper again this week, the price on Tuesday being 13c for pint cups. Whereas a week ago the market was easier on lemons, it is much stronger this week, having jumped from \$2.50-\$2.75 per box of 300 to \$3-\$3.25—an advance of 50c per box. An important jump took place also in the price of California navel oranges, the price for which is now \$3.50 per box for all sizes. The price of Mexican oranges remains the same—\$2.25-\$2.50. Cocoanuts are reasonable at \$5 a sack. Pineapples are down considerably, well colored fruit, sizes 18-24, being quoted at \$3 per crate, with the same price for sizes 30-36. Grapefruit and bananas remain about the same.

Apples—	
Baldwins, No. 1, bbl. ....	3 75
Ben Davis, No 1, bbl. ....	4 00
Spies, No. 1, bbl. ....	4 00
Starks, No. 1 ....	4 50
Russets, No. 1, bbl. ....	4 50
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate ....	2 00
Cocoanuts, sack ....	5 00
Cranberries, bbl. ....	5 00
Grapefruits, case ....	2 50
Grapes, Belgium hothouse, lb. ....	1 00
Lemons—	
Messina, Verdelli, extra fancy, 300 size	3 00
Limes, box ....	1 25
Oranges—	
Cal. Navel, 150-175-200-216-250 ....	3 50
Cal., 96-109 size box ....	3 50
Mexican, 125-150-175 ....	2 25
Pineapples, 18-24 and 30-36 ....	3 00
Strawberries, per pint cup ....	0 13

VEGETABLES.—Asparagus are coming in from Canadian points, and are bringing 80c and \$2 per doz., depending on the size of bunches. The quality is excellent. New beets and carrots are bringing \$1.25 to \$1.50 per doz. bunches and may be cheaper by the end of this week. Practically no wax or green beans are arriving, the price being too high. Old cabbage is worth \$2.50-\$3, and is expected to be done soon. New cabbage is down to \$3.50 to \$4 a crate, more of which is selling the cheaper it gets. Practically no cauliflowers are being offered. Cucumbers sold very well last week, but with the colder weather this week, may not be so much in demand. Celery is getting cheaper, and is very reasonable at \$2.50. Head lettuce is down slightly to \$2.25 per box, while a big reduction took place in curly lettuce. Mushrooms have advanced to \$2.75 per basket. Red onions jumped from

\$1.75 to \$2.75 per bag. Supplies are running low, and they are commencing to sprout after being in stock two days. Spinach is down to \$2.25 per bbl., a drop of 75c. Tomatoes are higher—up to \$4.75 per crate. Watercress is slightly higher. New potatoes are selling now for \$7.50 bbl.

Beets, new, doz. ....	1 25	1 50
Beets, bag ....	0 40	0 40
Beans, wax, basket ....	8 00	9 00
Beans, green, basket ....	8 00	9 00
Cabbage, per bbl. ....	2 50	3 00
Cabbage, red, per bbl. ....	1 00	1 00
Cabbage, new, bbl. ....	3 00	4 00
Carrots, bag ....	0 75	0 75
Carrots, new, doz. ....	1 25	1 50
Cauliflower, Florida-Cal. doz. ....	3 25	3 25
Cucumbers, fancy, doz. ....	1 50	1 75
Celery, Florida ....	2 50	2 75
Hollandish, lb. ....	0 12 1/2	0 12 1/2
Head lettuce, per box, 2 doz. ....	2 50	2 50
Curly lettuce, per box, 3 to 4 doz. ....	1 50	1 75
Mushrooms, 4 lbs., basket ....	2 75	2 75
Onions—		
Red, 100-lb. bags ....	1 75	2 00
Parsnips, bag ....	1 25	1 25
Parsley, Canadian, doz. bunches ....	0 25	0 25
Peppers, green, 3/4-qt. basket ....	0 50	0 50
Potatoes—		
Montreal, bag ....	0 85	0 85
Green Mountain ....	0 65	0 65
New, bbl. ....	7 50	7 50
Potatoes, sweet, Jersey, hpr. ....	2 75	2 75
Radishes, doz. ....	0 35	0 35
Rhubarb, hothouse, doz. ....	0 75	1 25
Spinach, American, in bbls. ....	3 00	3 00
Turnips, bag ....	0 75	0 75
Tomatoes, Florida, crate ....	4 25	4 25
Watercress, American, doz. ....	0 50	0 50
Watercress, Canadian, doz. ....	0 60	0 60

### TORONTO.

FRUIT.—General business continues on the up grade. Orders are larger in bulk and more in quantity, and trade compares very favorably with a year ago. Grapes are off the market now. Apples continue firmer and higher, spies selling from \$4.50 to \$5.50, but in boxes they are easier at \$4.75 to \$5. There are good apples going at the lower price. Pineapples, though demand is keen, are down a dollar. This is Porto Rico stuff, first class quality, and is coming in very plentifully now. Strawberries are selling well at considerably reduced levels. We quote pints at 13 to 15c, and quart baskets all the way from 23 to 28 cents. Stuff is nice and fresh and moves quickly. Navels are up again. We quote \$3.50 as top price for them and understand that lots are getting that figure. Grapefruit at \$2.75 to \$3 is a good seller. Cocoanuts are offered at \$3.75 to \$4, which is a trifle easier.

Apples—	
Greenings ....	2 75
Greenings ....	3 25

Baldwins ....	2 50	2 75
Spies ....	4 50	5 00
Spies, box ....	1 75	2 00
Seeks ....	2 25	2 50
Canada Reds ....	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch ....	1 40	1 75
Cocoanuts, sack ....	4 00	4 25
Grapefruit ....	2 75	3 00
Oranges—		
Florida ....	2 25	2 50
California navels ....	2 75	3 50
Lemons, Messinas ....	3 00	3 50
Lemons, California ....	3 00	3 50
Limes, per 100 ....	1 25	1 25
Pears—		
California, box ....	3 25	3 25
Canadian, late varieties ....	0 25	0 30
Pineapples, Porto Rico, case ....	3 25	3 75
Strawberries, qt. box ....	0 23	0 25
Strawberries, pt. box ....	0 13	0 15

VEGETABLES.—Asparagus is coming in in quantities now and price is lower. We quote \$1.75 to \$2 for fine asparagus. Case stuff is 'way down at \$2 a case. California celery is pretty well off now. There isn't much around but Florida stuff at \$2 to \$2.25 is lower and a good seller at that. Watercress sells for anything from fifty cents to a dollar. The very best fetches top price, though a lot of good stuff sells for 50 cents. Florida tomatoes are up to \$5 outside price, which is 50 cents better than a week ago. Hothouse rhubarb is down to 60c-75c. There is some nice outside-grown stuff at 25 to 30 cents. Potatoes are firm at 60 to 70 cents. New Florida and Bermuda stuff proves a good seller to high-class trade at \$3.75 and \$4 respectively. Root stuff, carrots, turnips and so on, is slow; general business continues good. Cabbage, potatoes and onions seem to have benefited by the cold snap which set in again.

Asparagus, Canadian ....	1 75	2 00
Asparagus, case ....	2 00	2 00
Beets, Canadian, bag ....	0 30	0 40
Beets, American ....	0 75	0 75
Cabbage, Canadian, dozen ....	0 50	0 75
Cabbage, new, doz. ....	1 50	1 50
Carrots, bag ....	0 50	0 75
Carrots, American ....	0 75	0 75
Citrons, doz. ....	0 45	0 45
Cucumbers—		
Slicing, hothouse ....	2 25	2 75
Crates ....	4 00	4 50
Celery, California, case ....	5 00	6 00
Celery, Florida ....	2 00	2 25
Mushrooms, per lb. ....	0 60	0 70
Water cress, 11-qt. basket ....	1 00	1 00
Onions—		
Spanish, big crate ....	4 25	4 50
Can., 75-lb. bags ....	1 25	1 50
Can., 100-lb. sacks ....	2 50	2 75
Green peppers, basket ....	0 75	0 75
Potatoes, Delaware ....	0 65	0 70
Potatoes, Canadian, bag ....	0 60	0 65
Potatoes, Florida, new, bush. ....	3 75	4 00
Potatoes, new, Bermudas ....	4 00	4 00
Parsley, basket, 11-qt. ....	0 30	0 35
Parsley, American ....	0 75	0 75
Pumpkins ....	0 10	0 20
Potatoes, hothouse, lb. ....	0 25	0 30
Tomatoes, Florida, crate ....	4 50	5 00
Turnips, bag ....	0 30	0 30

(Continued on page 45.)



# FISH AND OYSTERS



## Serious Situation in Lobsters

Plethora of Live and Boiled on the Market—Prices 'Way Down—No Export of Canned Stuff—Fish Business Better—Trout and Whitefish in Demand.

### MONTREAL.

FISH AND OYSTERS.—Trade is picking up as the season advances, and prospects are for as large a demand as ever for the coming summer months. Prices as a rule are comparatively low, so that fish food for this and other reasons, should be very popular from now on. All kinds of sea fish, such as halibut, salmon, haddock, codfish, lobster, are in good supply this week. Lake fish, such as trout and whitefish and pike, are coming in in larger quantities, with prices tending lower. River fish is not so plentiful due to exceptionally low water at this time of the year. Brook trout opened up early this week, and prices are a little lower than last year. The opening price in 1914 was 30c; this year it is 26c. Lake trout and whitefish are down this week to 12-13c, which is drop in a week of 2c. The demand for all lines of pickled, salted, dried, preserved fish is quiet. The situation for boiled and live lobsters is getting more serious every day. Something like 12,000 crates, or about 150,000 lobsters, were received in Boston on Saturday last, which it is estimated here, would mean a loss to shippers of around \$30,000. On account of the foreign market being closed to canned lobsters and last year's pack not being yet disposed of, packers this year are not disposed to go into the business, and as a consequence, the market is crowded with live and boiled lobsters. The prospects are that prices this year will touch the lowest level for many years past. This week's quotations are for live medium, 15c lb., and for boiled, all sizes, 12-14c per lb. In ordinary years it takes until the middle of June before the price gets as low as that. At these prices the demand is very good.

### TORONTO.

FISH AND OYSTERS. — The low levels compared with those which obtained last spring are in the main responsible for the good trade which is the portion of the fish men at present. Fresh fish from lake, river and sea are

all moving well, and at advantageous prices. Trout and whitefish continue big sellers on this market. Hotel trade in whitefish is markedly ahead of last year. We quote 14 to 15 cents a pound to the trade. Pike at anywhere from 7 to 10 cents is getting the business. Trout is plentiful now. Price is still 13c and we don't imagine it will get much lower. It commenced the season lower than the Montreal price. Demand is brisk right along for this fish and supplies are increasingly large. Sea stuff gets its ordinary quota of business, and more. Steelhead salmon is a good seller. Halibut at 9 cents is easier in tone, and next week may see a drop. Haddock is getting a big trade right along. Cod and mackerel in lesser proportion are selling. All lines of smoked and shell fish have a limited call. Winkles, little-necks and so forth are getting their accustomed share, but it is not an all-round business. Oysters are more or less dead. Lobster, which is very plentiful, finds ready sale at anywhere from 25 to 35c a pound.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07-.08	.10-.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, filets, per lb.	.08	.12
Haddies, Niobe, boneless, per lb.	.08½	..
Herring, Ciscoe, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperd herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	..
Smoked halibut	..	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red. steel heads, per lb.	.12	.12-.13
Red. sockeyes, per lb.	.12	.10
Red. Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08-.08½	.09
Halibut, eastern chicken, per lb.	.08½-.09	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.08½-.09	.10-.12
Market codfish, per lb.	.08½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.08	..
Blue fish, per lb.	.15-16	..
Smelts	.09	.15-.20
Herrings, per 100 count	3.00	..
Round pike	.06-.5½	..
Grass pike	.06	.06½

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.00	7.50
Dried hake, medium and large, 100 lb.	6.00	..
Dried pollock, medium and large, 100 lb.	6.00	..
Dressed or skinless codfish, 100-lb. case.	7.25	8.00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0.06	0.06
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0.07	0.07
Boneless codfish, strips, 20-lb. boxes	0.12	0.10

Shredded codfish, 12-lb. boxes, 24 cartons, a box	1.00	1.00
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1.70	1.75
Standard, bulk, gal.	1.10	1.40
Selects, per gal., solid meat	2.00	2.00
Best clams, imp. gallon	1.00	..
Best scallops, imp. gallon	2.00	2.25
Best prawns, imp. gallon	2.25	..
Best shrimps, imp. gallon	2.25	..
Sealed, best standards, qt. cans, each.	0.40	..
Sealed, best select, quart cans, each.	0.50	..

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

Cape Cod shell oysters, per bbl.	8.00	..
Canadian cultivated oysters, bbl.	9.00	10.00
Clams, per bbl.	6.00	8.00
Live lobsters, small, lb.	0.15	0.35
Live lobsters, medium and large, lb.	0.15	..
Live lobsters, medium and large	0.15	..
Winkles, bush.	2.00	2.00
Little necks, per 100	1.25	1.00

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	0.12
Haddock, fancy, express, lb.	5-6	0.08
Steak, cod, fancy express, lb.	7-7½	0.10
Herrings, Gaspercaux	2	..
Flounders	6	0.14
Salmon, Western	0.20	0.25
Salmon, Eastern	0.50	..

### FRESH LAKE FISH.

Carp, lb.	0.07	..
Pike, lb.	0.25	0.20
Brook Trout	0.25	0.25
Perch, lb.	0.05	0.10
Snickers, lb.	0.05	0.05
Whitefish, lb.	0.14	0.15
Herrings, lb.	0.13	0.10
Lake trout, lb.	0.12	0.13
Dressed bullheads	0.10	..

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tullies, per lb.	.08½-.09	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.08-.10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.06½-.06	.07-.07

### PICKLED FISH.

Salmon, Labrador, Herces, 300 lb.	20.00	..
Salmon, Labrador, bbls., 200 lbs.	14.00	..
Salmon, Labrador, half bbls., 100 lbs.	7.50	..
Salmon, B.C., bbls.	13.00	14.00
Sea trout, Baffin's Bay, bbls., 200 lb.	12.00	..
Sea trout, Labrador, bbls., 200 lb.	12.00	..
Sea trout, Labrador, half bbls., 200 lb.	6.50	6.00
Mackerel, N.S., bbls., 200 lb.	12.00	..
Mackerel, N.S., half bbls., 100 lb.	7.00	..
Mackerel, N.S., pails, 50 lbs.	7.50	2.00
Herrings, Labrador, bbls.	6.00	6.25
Herrings, Labrador, half bbls.	3.25	3.25
Lake trout, 100-lb. kegs	6.00	6.00
Quebec sardines, bbls.	6.00	..
Quebec sardines, half bbls.	3.50	..
Tongues and sounds, per lb.	0.07½	..
Scotch herrings, imported, half bbls.	8.00	..
Holland herrings, imp'ted milkers, hf bbls.	8.00	..
Holland herrings, imp'ted milkers, kegs.	9.25	9.75-1.00
Holland herrings, mixed, half bbls.	7.00	..
Holland herrings, mixed, kegs	9.25	9.75-1.00
Lochfyne herrings, box	1.35	..
Turbot, bbl.	14.00	..
Green cod, No. 1, bbl.	10.00	10.00
Green cod, No. 2, bbl.	8.50	8.00

### WINNIPEG.

FISH.—The arrival of fresh trout from Lake Superior has featured the trade of the week. This is being quoted at 12½c, and for it there is a very heavy demand. Fresh halibut, salmon and cod from the coast is also moving very well at the prices quoted last week. On the whole, trade is satisfactory.

(Continued on page 45.)



# PRODUCE AND PROVISIONS



## Eggs Firmer: Butter Lower

Provisions Still Firm — Pork Products High — Butter Prices Easier — New Cheese Slow in Coming—Little Live Poultry to be Had—Heavier Storage Demand for Eggs.

### MONTREAL.

PROVISIONS.—There is a good demand for smoked and cooked meats. There are no new developments, prices for all lines being well maintained. The cooler weather of the past two days is not helping this business any, but as soon as the warm weather returns, things should pick up again.

Hams—		
Small, per lb.	0 18	
Medium, per lb.	0 17½	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 21	
Boneless	0 21	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 20	
Roll	0 16	
Shoulders, bone in	0 14	
Shoulders, boneless	0 15	
Cooked Meats—		
Hams, boiled, per lb.	0 26	
Hams, roast, per lb.	0 28	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		Per bbl.
Heavy short cut mess	26 00	
Heavy short cut clear	26 00	
Clear fat backs	29 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 12½	
Tubs, 50 lbs., net	0 13	
Boxes, 50 lbs., net	0 12½	
Pails, wood, 20 lbs., gross	0 12½	
Pails, tin, 20 lbs., gross	0 12½	
Cases, 10 lbs. tins, 60 in case	0 13	
Cases, 3 and 5-lb. tins, 60 in case	0 14½	
Bricks, 1 lb., each	0 14½	
Lard, Compound—		
Tierces, 375 lbs., net	0 09½	0 10
Tubs, 50 lbs., net	0 10½	
Boxes, 50 lbs., net	0 10½	
Pails, wood, 20 lbs., net	0 10½	
Pails, tin, 20 lbs., gross	0 10½	
Cases, 10-lb. tins, 60 lb case	0 11½	
Cases, 3 and 5-lb. tins, 60 in case	0 11½	
Bricks, 1 lb., each	0 12½	
Hogs—		
Dressed, abattoir killed	12 75	13 25

BUTTER.—The market is decidedly easier. It sold at Cowansville on Saturday last for 28¾c, and at St. Hyacinthe for 29½c. Prospects for pasture are excellent, and it only needs sunshine to send things along. No Chicago butter remains, and it is selling to-day for 32c, which price is down a cent.

Butter—	
Finest creamery	0 32
Dairy prints	0 27
Dairy, solids	0 25
Separator prints	0 25
Bakers'	0 23

CHEESE.—Several cheese markets have opened. At Cornwall last Friday, 16¾c to 17c was asked for new make, and at St. Hyacinthe 16c. Old cheese is practically cleaned up, so that there is a good demand for the new. Prices will be fairly high at the start, and it will take a big bunch of cheese to knock the

market down—but it will come down. Prices are unchanged, being 18-19c.

Cheese—		
Old make	0 18	0 19
New make	0 17½	0 18
Old specials, per lb.	0 20	
Stilton	0 19	0 20

EGGS.—Market considerably weaker, prices in the country being 19c to the stores. Stocks in Montreal for April 30 were 42,590 cases, and last year for the same date were 32,050, which is an increase of 25 per cent. Chicago and New York markets are flooded, their receipts amounting to 485,000 cases, prices being down 2c per dozen. Last year in May the receipts here were fully 25 per cent. heavier than in April, and it looks as if they would be heavier this year. No. 1's are quoted this week at 22-23c, which is not much of a change, but the market is decidedly easier, especially for storage.

Eggs, case lots—		
Stamped	0 24	
Selects	0 23	
No. 1's	0 22	

POULTRY.—A local firm has received two cars of dressed chicken, for which they are getting 23c. These run to 4 lbs. and over. Fowl weighing 5 lbs. are bringing 20c dressed. Between 4 and 5 lbs. they bring 18c to 19c, and 16c for under 4 lbs. Live fowl are selling for 19c, 4-5 lbs. The demand for turkeys is quiet. One wholesale firm reports an excellent month in April, their business being 65,000 lbs. ahead of the same month a year ago, and mostly on good stuff. American squabs are bringing \$4.50 per dozen, and there is difficulty getting them on account of an embargo on frozen poultry since August. Canadian squabs are worth 50-60c.

Fresh Stock—		Live.	Dressed.
Fowl, 3 lbs. and over	19	20	
Fowl, small	16	14-16	
Spring chicken		23-25	
Turkeys, fancy		20-25	
Ducks		16-18	
Geese		10-13	15
Pigeons, pair		30-35	
Squab pigeons, pair		50-60	

### TORONTO.

PROVISIONS.—Hams, in medium, are slightly higher, and we quote 17c to 17½c, though large are half a cent down. Breakfast bacon is very slightly easier this week. Lard in pure remains firm; compound not so firm. All pork products are very strong, and market

tene displays unusual strength. Hogs are firm and high.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 14½	0 15
Backs—		
Plain, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 13½	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11½
Tubs, 60 lbs.	0 12	0 13½
Pails	0 12½	0 12½
Tins, 3 and 5 lbs., per lb.	0 13	0 13½
Bricks, 1 lb., per lb.	0 13½	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 10	0 10½
Hogs—		
F.O.B. live, per cwt.		7 45
Live, fed and watered, per cwt.		7 75
Dressed, per cwt.	10 00	10 50

BUTTER.—There is virtually nothing in the way of price changes this week, though creamery fresh made is a little closer in range, and we quote 32c to 34c on this. The tendency is toward easiness. Market values have been held high; the early clean-up in storage and exports to England having been bull factors. Supplies are coming in right along now, however, as pastures are early this spring, and flow of milk is increasing considerably. Shortage of feed as a reason for poor milk seems to have disappeared, and the new stuff is coming in plentifully enough now.

Butter—		
Creamery prints, fresh made	0 32	0 34
Creamery prints, storage	0 31	0 33
Separator prints	0 27	0 29
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 22	0 23

CHEESE.—Old cheese, what there is of it, is very firmly held and prices keep up around the 19c level, with 19½c for an outside price. Prices on new stuff are higher this week by a half to three-quarters of a cent, because supplies are not coming in as was expected. High prices and cheese have been synonymous for so long now that buyers wonder what low prices will look like.

Cheese—		
Old, large	0 19	0 19½
Old, twins	0 19½	0 19½
New, twins	0 18½	0 17½
New, large	0 18	0 17½

## CANADIAN GROCER

**EGGS.**—Demand for storage purposes continues to be heavy, and we quote our prices on new-laid a cent higher than last week. Supplies of new-laid are very good, but the heavy call for storage, notwithstanding the earliness of the season for so doing, is firming up the market temporarily at any rate. As we pointed out, it is somewhat of a gamble. It is said that there is a good deal of speculative buying in the country.

**POULTRY.**—Fresh stuff is conspicuous by its absence. There is hardly any at all, and frozen is getting the business from an unusually good demand. Fowl is worth around 10 to 11 cents, and chicken 11 to 13 cents. Some fancy prices are being paid, we hear, but prices on poultry just now are a matter for a man's conscience. There is a great disparity between live and dressed stuff.

Fresh Stock	Live	Dressed
Chickens	0 11-0 13	0 17-0 20
Fowl	0 10-0 11	0 14-0 16
Ducks	0 10-0 12	0 16-0 18
Turkeys	0 12-0 15	0 20-0 28

### WINNIPEG.

**PRODUCE.**—The market is without any feature this week, except that the general tone continues strong, with the one exception of eggs. Lard is firm at the old quotations. It does not seem that an advance may be expected immediately. On the other hand, there is no apparent likelihood of a decline.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	21 00
Lard—	
Tierces	13 00
Tubs	7 95
Pails	2 73
Cases, 50	8 32
Cases, 35	8 40

**BUTTER.**—While there is certain to be a drop in prices here within the next few weeks, the change has not come yet. Undoubtedly more milk is beginning to go to the creameries, and as soon as this assumes a large volume, a drop may be expected.

Butter—	
Creamery, Manitoba	0 35
Dairy	0 27 0 31
Cooking	0 22 0 23
Bricks, 1 lb., per lb.	0 13 0 13½

**CHEESE.**—Much the same state of affairs exists here as is seen in regard to butter. The cheese factories are getting busier all the time, and it is very likely that there will shortly be a decline.

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

**EGGS.**—Supplies being received are fully up to expectations, and as a result there is no upward movement to the market—at least none of any account. Generally eggs are now quoted at from 17½c to 18c. Something around this price is expected to obtain until summer.

Eggs, new laid, doz.	0 17½ 0 18
----------------------	------------

**POULTRY.**—Still there is a good de-

mand for this line, and prices are holding firm.

Fresh Stock—		
Turkeys, per lb.	0 18	0 25
Ducks, per lb.	0 10	0 16
Chickens, per lb.	0 15	0 25
Geese, per lb.	0 15	0 17

### FISH AND OYSTERS.

(Continued from page 43.)

Fish—		
New fresh jackfish	0 03½	
New tullbees	0 06	
Fresh whitefish	0 08	
Fresh pickerel	0 07½	
Fresh trout	0 12½	
Gold eyes	0 03½	
Halibut	0 09	
Frozen halibut	0 09	
Salmon	0 16	
Frozen salmon	0 10	
Fresh cod	0 10	
Fresh smelts	0 11	
Oysters, per gal., Imperial	2 50	
Carriers (4% Imperial gal.)	10 75	
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	17 00	
Haddies	0 08	
Haddies, fillets	0 12½	
Bloaters, box	1 50	
Kippers, per box	1 75	
Ocean herring, lb.	0 08	

### FRUIT AND VEGETABLES.

(Continued from page 42.)

Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, small	2 50	2 75
Parsnips, Canadian, bag	0 55	0 65
Parsnips, California, crate	2 50	0 75
Pomegranates, doz.	3 00	3 25
Pomegranates, crate	0 60	0 75
Rhubarb, hothouse	0 25	0 30
Rhubarb, outside	0 25	0 30
Spinach, bushel	1 30	

### WINNIPEG.

**FRUIT AND VEGETABLES.**—A growing demand for practically all fruit lines is noted. The feature of this week is the continued upward movement of lemons. From \$4.25 Californians have now moved to \$5. They are, of course, being brought in in iced cars. It seems quite certain that the price will continue to go up, largely because of the greatly increased demand. Strawberries are practically all coming in by car express now, and are selling at \$5 per crate—there is a very good demand. Cherries have been received on the local market this week, coming in from California by express. They are selling at \$3.50 per 10-lb. box, and at this price the demand is limited. Pineapples are down since last week. Now they are coming in car loads and are selling at \$5 per case.

Apples—	
Washington	1 60
B. C., box apples	1 50
Bananas, lb.	0 04½
Cranberries, case	2 75
Cocoanuts, doz.	1 00
Grape fruit	3 25 4 00
Lemons—	
California	5 00
Oranges, California Navels	3 50
Pineapples, per case	6 30
Strawberries—	
Car express, per crate	5 00

**VEGETABLES.**—The demand for all lines of vegetables has increased greatly. For the new goods, which came on the market for the first time last week, there is a steady call. No changes in price have been struck there as yet. A feature is still the scarcity of onions, for which there is a very big demand. One car, which came on the market this week, was sold out before its arrival. Some supplies are coming, but they are not nearly equal to the demand.

Asparagus—	
Washington, per case (about 20 lbs.)	2 50
California, per case (about 25-35 lbs.)	5 00

Celery, Florida (about 4 doz. to case)	4 00
Texas cabbages	0 04½
Cauliflower, per doz.	2 00
Head lettuce, California, per doz.	1 00
Leaf lettuce, doz.	0 40
Onions—	
Oregon, 100-lb. sacks	3 25
Potatoes, new, Louisiana, per lb.	0 08
Parsley, per doz. bunches	0 40
Rhubarb, Washington, 40-lb. crate	2 00
Sweet potatoes, per lb.	0 06
Spinach, Washington, 20-lb. crate	1 75
Tomatoes, Florida, per case	6 00
Honey, comb, per case (24 sections)	5 50
Green peas, California, per lb.	0 15
Carrots and beets, California, doz. bchs.	1 00

### WHOLESALE AND RETAILERS MEET.

St. John, N.B., May 1.—(Special to Canadian Grocer.)—A committee, representing the Wholesale Grocers, met a committee of the Retail Grocers' Section of the Retail Merchants' Association, in the board rooms of the latter, on April 27th, when several important matters were taken up. One question was how to deal with the great evil of severe price-cutting in the retail trade. It was the unanimous opinion of the meeting that severe price-cutting was an evil that should not be countenanced by any class of trade. An agreement has been reached by both committees to prevent this evil, which will be reported back to the different organizations.

The Retail Grocers' Section meets the first Monday in each month. At the next meeting on Monday, May 3rd, this question will be placed before the meeting. What should be done with manufacturers' products, which were being used by price-cutters to secure business, was another question, and the opinion of the joint committee was that manufacturers of these lines should be approached immediately, and if they do not see fit to market their goods through legitimate channels and to discontinue selling to price cutters, the retail trade will discontinue placing their goods on the market. This is another question which will be referred to in the general meeting of the grocers.

From present indications it looks as if there will be a large and representative meeting of the grocers on Monday evening, particulars of which will be forwarded for next week's issue.

### UNITED CIGAR STORES.

George J. Whalen, founder of the United Cigar Stores Co., retired the other day on the occasion of his 50th birthday from active participation in the affairs of the cigar stores and the other enterprises with whose success he has been so intimately associated. Speaking of the future he expressed the belief that the retail tobacco trade of the country could be increased to a billion dollars a year with enough for everybody if it had a constructive organization equal to that in other lines of endeavor. "At present," said Mr. Whalen, "there is too much fault-finding and too little helpful co-operation."





# FLOUR AND CEREALS



## Flour Prices Firm: Mill Feeds Steady

No Change in Flour Levels—Tendency is Toward Higher Prices—Wheat Slightly Lower in Chicago—Cereal Business Dull—Toronto Reports Good Demand in Mill Feeds.

### MONTREAL.

FLOUR.—Prices on both Ontario and Manitobas remain nominal, and the trade is still buying from hand-to-mouth. The market is steady and firm. While prices on Manitobas have been raised recently, it is understood that sales are being made at lower than current quotations. There is some export business going on, but this is almost impossible at present prices. Yet flour men are living in hopes, believing that prices will be all right, and that the demand will come as soon as dealers have sold out their present stocks. Millers all over Ontario report that the wheat crop this year, if nothing happens until it is harvested, will be a bumper one. Fields, which in former years were patchy, having been frozen out, have come through perfectly. The weather has been cold lately, having dropped to 40 degrees; should it go any lower, it might affect the winter wheat crop.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 75
Strong bakers	7 50
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small
	lots. lots.
Fancy patents	7 55 7 75
90 per cent., in wood	7 00 7 25
90 per cent., in bags	3 00 3 25

CEREALS.—Buying of rolled oats and of most cereals is only hand-to-mouth, dealers buying only as they require it. Prices on rolled oats are pretty well maintained.

Cornmeal—	Per 96-lb. sack
Gold dust	2 50 2 55
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	3 45
25 bags or more	3 40
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, over rolled oats in 90s, in jute.	10 per cent.
Rolled Wheat—	100-lb. bbls.
Small lots	3 90
Hominy, per 96-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 30
Barley, pot	2 70 2 75

FEEDS.—About the same condition exists in this market as in flour. The demand is only from hand-to-mouth, the amount of business done being very small. There is a steady feeling on all lines, bran and shorts still being quoted at \$26 and \$28. The consumption is expected to fall off considerably within

the next week on account of the approach of warmer weather.

Mill Feeds—	Per ton
Bran	28 00
Shorts	28 00
Middlings	30 00
Wheat moulee	30 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 96 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	0 75
Feed wheat, bag	2 35

### TORONTO.

FLOUR AND CEREALS.—Market remains firm at prices which obtained last week. There is no advance, though the tone is strong, and flour prices are still below the wheat market. May wheat in Chicago, at this writing, is down a couple of cents from last week, and the general situation is a trifle easier. Export business in flour is good, particularly Manitoba flour. Ontario winter wheat is quieter. Domestic demand is not up to much yet, though there is a slight improvement over two or three weeks ago. A rumor, which had the effect of slightly weakening the market tone here, was to the effect that the Government had passed an Order-in-Council prohibiting exports of wheat, flour and some other foodstuffs to any country except Great Britain. This has neither been confirmed or denied, and we give it for what it is worth. Demand for Manitoba flour in Canada is noticeably picking up. Winter wheat remains quiet.

Manitoba Wheat Flour—	Small Car	lots.	lots.
	per bbl.	per bbl.	per bbl.
First patents	8 30	8 10	
Second patents	7 80	7 60	
Strong bakers	7 60	7 50	
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—	Small Car	lots.	lots.
	per bbl.	per bbl.	per bbl.
Fancy patents	7 40	7 20	
90 per cent.	7 20	7 00	
Straight roller	7 00	6 80	
Blended flour	7 00	7 30	

CEREALS.—Market is dull all round, and more or less without feature, except it be the demand for split peas, which keeps up. They are very scarce, and prices have firmed up. Rolled oats are easy. Barley has a fair call at ruling prices.

Barley, pearl, 96 lbs.	5 00
Buckwheat grits, 96 lbs.	4 25 4 50

Corn flour, 96 lbs.	3 00	3 20
Cornmeal, yellow, 96 lbs.	2 25	2 40
Graham flour, 96 lbs.	3 70	3 80
Hominy, granulated, 96 lbs.	3 00	
Hominy, pearl, 96 lbs.	3 00	
Oatmeal, standard, 96 lbs.	3 92½	
Oatmeal, granulated, 96 lbs.	3 92½	
Peas, Canadian, boiling, bush.	2 80	2 90
Peas, split, 96 lbs.	5 25	
Rolled oats, 90-lb. bags	3 35	3 55
Rolled wheat, 100-lb. bbl.	3 85	4 00
Rye flour, 96 lbs.	3 10	3 25
Whole wheat flour, 96 lbs.	3 75	3 80
Wheatlets, 96 lbs.	4 00	4 15

MILL FEEDS.—There is good business still to be had in most lines. The warmer weather has been delayed, and that has helped some. There is said to be considerable export business in mill feeds. Bran is very firm.

Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 55 0 61
No. 3, C.W., bay ports	0 67

### WINNIPEG.

FLOUR AND CEREAL.—Great uncertainty is felt as to the future of this market. The higher prices struck last week, following the advance of wheat, still hold. At the present time, however, the wheat market is unsteady. It is quite evident that some jockeying is going on. If the very high prices which have been touched in the last day or two continue, a still further advance in flour appears almost certain. On the other hand, wheat may drop, in which case a decline in flour may come. It seems hard to estimate what is going to happen. Some well informed men indicate their belief that the quotations as they now are made will hold for some little time.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 90
Second patents	7 60
Low grades	5 60
Rolled oats, 90's	2 90
Standard oatmeal, 96 lbs.	6 15
Cornmeal, 96's	3 80

The customer who goes away feeling good goes away to return another day and pay you another profit.

Don't be afraid to try out the new goods put out by the old, reliable manufacturers. They are willing to take all the chances.

CANADIAN GROCER

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## TILLSON'S "SCOTCH" FINE CUT OATMEAL and TILLSON'S "SCOTCH" HEALTH BRAN

They have the same quality and flavor as

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6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	90
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12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
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No. 10 (20c size), 2 doz. cs. 1 85	
No. 8 (15c size), 4 doz. cs. 1 30	
No. 2 (10c size), 6 doz. cs. 0 80	
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Also in tins. Prices on application.

**ROYAL BAKING POWDER.**

Size	Per doz.	Bbl. lots Less than or 10 cases 10 case lots and over
Dime	\$ .95	\$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

**FOREST CITY BAKING POWDER.**

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

**BLUE.**

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

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100 books and over, each	0 03 1/2
500 books to 1,000 books	0 03

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

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

**DOMINION CANNERS, LIMITED.**

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

**Aylmer Pure Jellies.**

Red Currant	2 10
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Crabapple	1 45
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Plum jam	1 85
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Gooseberry	1 85
Grape	1 85

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	5 lbs. 7 lbs.
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Black currant	0 65 0 85
Raspberry	0 65 0 85

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

Strawberry	0 14
Raspberry	0 14

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Perfection, 1-lb. tins, doz.	4 50
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Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

**(Unsweetened Chocolate).**

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35



ALL ROADS LEAD TO  
**Royal Baking Powder**

The grocer whose stock consists of well-known high-grade articles, such as **Royal Baking Powder**, attracts to his store the best class of customers—people who have been trained by advertising to buy articles of good quality.

**Royal Baking Powder** appeals to good customers because it is made of Cream of Tartar; they know it is absolutely pure and the best baking powder that can be produced.

**Royal Baking Powder** will pay you more in the long run than any other baking powder.

ROYAL BAKING POWDER COMPANY, NEW YORK



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

*How is it Affecting You?*

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

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

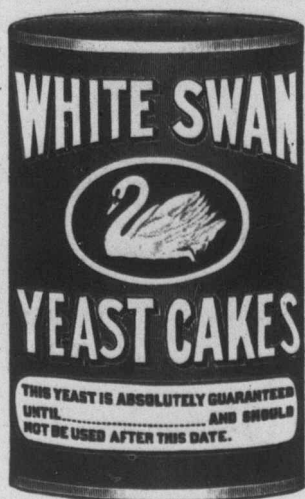
We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

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

ORDER NOW.

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



# Protection

Note expiry date on face of label.

We stand the loss on stale goods.

## PRICE

3 dozen 5c packages, \$1.20.

## PROFIT

A free coupon in each case worth a 10c rebate or you can save 10 coupons and get one case free.

## QUALITY

If used before expiry date and not found entirely satisfactory, refund purchasers money and we will credit you with full retail price.

## GUARANTEE

Every sale is accompanied with our money-back guarantee which permits you to return at any time any WHITE SWAN goods that are not found entirely as represented, or which prove unsatisfactory in any way.

We never consider a sale complete until the customer is entirely satisfied, and if there is anything wrong—we make it right.

*Order from your jobber.*

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

Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
Diamond, 1/4's, 6 and 12-lb. boxes .....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz. ....	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes ..	0 57
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes .....	0 31
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26
Nonparell wafers, No. 1, 5-lb. boxes .....	0 31
Nonparell wafers, No. 2, 5-lb. boxes .....	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box .....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 85
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 85
Almond nut bars, 24 bars, per box .....	0 85

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

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

Elite, 10c size (for cooking) doz. ....	0 30
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 80
Breakfast cocoa, 1/4's and 1/2's .....	0 36
No. 1 chocolate .....	0 50
Navy chocolate, 1/2's .....	0 26
Vanilla sticks, per gr. ....	1 00
Diamond chocolate, 1/2's ..	0 24
Plain choice chocolate liquors ..	20 30
Sweet chocolate coatings ..	0 20

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**

East of Fort William, Ont.

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

Peerless Brand, Hotel, each, 2 doz. ....	4 25
Jersey Brand, Hotel, each, 2 doz. ....	4 25
St. Charles Brand, gallons, each, 1/2 doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
"Regal" Coffee and Milk, each, 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80

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

**WHITE SWAN.**

1 lb. tins, 4 doz. to case, weight 80 lbs. ....	38
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	
Add one-half cent per pound to the above.	

**ENGLISH BREAKFAST COFFEE.**

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

**MOJA.**

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

**PRESENTATION COFFEE.**

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb. ....	27
Shipping weight, 50 lbs. per case.	

**MINTO BROS. MELAGAMA COFFEE.**

1s, 1 1/2s, Grd. ....	25 30
1s, 1 1/4s, B. & G. ....	32 40
1s only, B. & G. ....	35 45
1s, 1/2s, B. & G. ....	38 50
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.	

**MINTO COFFEE (Bulk).**

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

**FLAVORING EXTRACTS.**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.**

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

**CRESCENT MFG. CO. CRESCENT MAPLEINE. Special Delivered Price for Canada.**

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

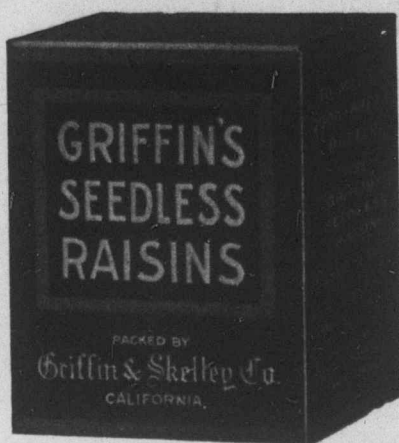
**GELATINE.**

Knox Plain Sparkling Gelatine (2-qt. size), per doz. ....	1 90
Knox Acidulated Gelatine (Lemon flavor), (2-pt. size), per doz. ....	1 30
Cox's Instant Powdered Gelatine (1-pt. size), per doz. ....	1 10

Wholesome

Nutritious

Clean



# Griffin's Seedless Raisins

Sell them by the dozen.

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

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

**Now You Can Drink All  
 The Coffee You Want**

FOR SALE BY

Canadian Wholesale Grocers



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

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

Canadian Sales Agent:

**Edmund Littler**  
 169 William Street  
 MONTREAL, CANADA

No Apology  
 No Explanation  
 No Argument

when selling

**PURE GOLD  
 EXTRACTS**

The consumer knows by  
 actual experience that

**“Pure Gold”**

on the label is a guarantee  
 of quality.

“Follow the line of  
 least resistance and  
 stock standard  
 goods.”

*“The memory of quality lingers  
 when prices are forgotten.”*

**PURE GOLD MFG. CO.,  
 LIMITED  
 TORONTO**

**BOAR'S HEAD LARD**

**COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces .....	0 10¼
Tubs, 60 lbs. ....	0 10¼
Palls, 20 lbs. ....	0 10¼
Tins, 20 lbs. ....	0 10¼
Cases, 3 lbs., 20 to case ..	0 11¼
Cases, 5 lbs., 12 to case ..	0 11¼
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

**MUSTARD.**

COLMAN'S OR KEEN'S.

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

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

**JELLY POWDERS.**

WHITE SWAN SPICES AND

CEREALS, LTD.

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

List Price.

**SOAP AND WASHING**

**POWDERS.**

SNAP HAND CLEANER.

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

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), \$4.15 each  
 with 20 bars of Quick Naptha as  
 a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases .....	\$ 5 90
Five cases or more .....	4 95

WHITE SWAN LYE.

Single cases, 4 doz. ....	\$ 3 50
5 case lots, 4 doz. ....	3 55
Shipping weight 50 lbs. per case.	

THE CANADA STARCH CO.,

LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS.

Laundry Starches—	
Boxes.	Cents.
40 lbs., Canada Laundry ..	.06¼
40 lbs., boxes Canada white	
gloss, 1 lb. pkg. ....	.06¼
48 lbs. No. 1 white or blue,	
4 lb. cartons .....	.07¼
48 lbs. No. 1 white or blue,	
3 lb. cartons .....	.07¼
100 lbs., kegs, No. 1 white	.06¼
200 lbs., bbls., No. 1 white	.06¼
30 lbs., Edwardsburg silver	
gloss, 1 lb. chrome pkgs.	.07¼
48 lbs. silver gloss, in 6-lb.	
tin canisters .....	.08¼
36 lbs., silver gloss 6-lb.	
draw lid boxes .....	.08¼
100 lbs., kegs, silver gloss,	
large crystals .....	.07¼
28 lbs., Benson's Satin, 1-lb.	
cartons, chrome label ...	.07¼

40 lbs., Benson's Enamel	
(cold water), per case ...	3 00
20 lbs., Benson's Enamel	
(cold water), per case ...	1 50
Celluloid—boxes containing	
45 cartons, per case .....	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s	
prepared corn .....	.07¼
40 lbs. Canada pure corn	
starch .....	.06¼
(120-lb. boxes ¼c higher.)	

Casco Potato Flour, 20-lb.	
boxes, per lb. ....	10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs. ....	.06
--------------------------	-----

Acme Gloss Starch—

1-lb. cartons, boxes of 40	
lbs. ....	.06¼

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs. ....	.06¼
Kegs, 100 lbs. ....	.06¼

Lily White Gloss—

1-lb. fancy carton cases 30	
lbs. ....	.07¼
8 in case .....	.08

6-lb. toy trunks, lock and	
key, 6-lb. toy drum, with	
drumsticks, 8 in case ...	.08¼

Kegs, extra large crystals,	
106 lbs. ....	.07¼

Canadian Electric Starch—

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

Boxes containing 45 cartons,	
per case .....	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06¼
Brantford Prepared Corn—	
1-lb. pkts. boxes of 40 lbs.	.07¼
“Crystal Maize” Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¼
(20-lb. boxes ¼c higher than 40's)	

OCEAN MILLS, MONTREAL.

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

# UPTON'S CLOVER HONEY

Have you seen our  
new package?

Write us for price list.

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

Factories at Hamilton and St. Catharines

# Boost Up Your Trade

By displays of Fresh Fruits and Green Vegetables. Nothing more attractive than a good showing of the finest seasonal lines.

**Pineapples, Strawberries,  
Lettuce, Radish, Asparagus, New  
Cabbage, Grape-Fruit,  
Oranges, Bananas, Cucumbers,  
Tomatoes, Celery,  
Texas Bermuda Onions (Silver and  
Yellow)**

THE HOUSE OF QUALITY

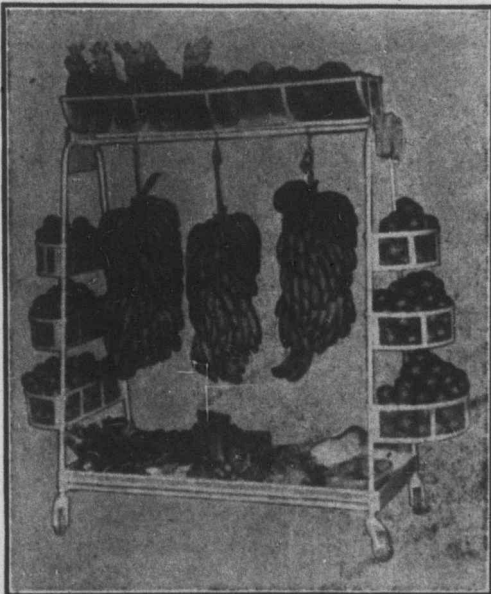
**Hugh Walker & Son**

Established 1861

GUELPH

and

NORTH BAY



Fruit  
Display  
Stand  
or  
Silent  
Salesman

**A Handy, Portable Stand that Displays and  
Sells Your Stock**

—a real silent salesman, a profitable investment that not only makes a handsome fixture, but is a source of better business. Live Merchants of Canada are displaying their stock of fruits, vegetables, etc., on these stands, and claim that they more than pay for themselves by moving stock quickly. They are easily moved about, not unsightly like boxes, and are easy to select from.

Write for full particulars.

**METAL CRAFT COMPANY**  
GRIMSBY, ONT.

# Our Tiger (50 cent line) Brooms

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

We make **Factory Brooms.**

**Walter Woods & Co.**  
HAMILTON



# In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

# Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to cooperate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

¼ Oil Sardines	Kipped Herring
Finnan Haddies	Herring in Tomato Sauce
(Oval and Round Tins)	Clams
	Scallops

## CONNORS BROS.

LIMITED

Black's Harbor, N. B.



### COW BRAND BAKING SOLA

In boxes only.

Packed as follows:

5c packages (96) .....	\$ 3 20
1 lb. packages (60) .....	3 20
½ lb. packages (120) .....	3 40
1 lb. 30 } Packages, Mixed	3 30
½ lb. 60 }	

### SYRUP.

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

2-lb. tins, 2 doz. in case ..	\$2 65
5-lb. tins, 1 doz. in case ..	3 00
10-lb. tins, ½ doz. in case ..	2 30
20-lb. tins, ¼ doz. in case ..	2 85
Barrels, 700 lbs. ....	3¾
Half barrels, 350 lbs. ....	4
Quarter barrels, 175 lbs. ....	4¼
Pails, 38½ lbs. ....	1 95
Pails, 25 lbs. each .....	1 40

### LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ..	3 00
5-lb. tins, 1 doz. in case ..	3 35
10-lb. tins, ½ doz. in case ..	3 25
20-lb. tins, ¼ doz. in case ..	3 20
(5, 10 and 20-lb. tins have wire handles.)	

### ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case ..	\$2 65
Barrels .....	0 03¾
¼ barrels .....	0 04

### CANNED HADDIES. "THISTLE" BRAND.

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

### INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
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### BEAVER BRAND CORN AND MAPLE SYRUP.

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

### MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

### Gingerbread Brand.

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

### DOMOLCO BRAND.

2s, Tins, 2 doz. to case.	
Quebec and Ontario, per case ..	2 95
Manitoba, per case .....	3 40
Saskatchewan, per case .....	3 05
Alberta, per case .....	3 75
British Columbia, per case ..	2 40
British Columbia, per case ..	3 55

### SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles, 3 and 6 doz. cases, doz. ....	0 90
Pint bottles, 3 doz. cases, doz. ....	1 75

### H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen .....	1 90
H. P. Pickles—	
Cases of 2 doz. pints .....	3 25
Cases of 3 doz., ¼ pints ..	2 20

### STOVE POLISH.

JAMES DOME BLACK LEAD.

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

### NUGGET POLISHES.

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

### TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.33	.40
Blue Label, 1s, ½s, ¼s, and ⅛s .....	.40	.50
Red Label, 1s and ½s ..	.46	.60
Gold Label, ½s .....	.54	.70
Red-Gold Label, ½s ..	.55	.80

### ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS. JAMS AND JELLIES.

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

### MARMALADE.

2's, per doz. ....	\$ 2 30
4's, per pail .....	0 40
5's, per pail .....	0 45
7's, per pail .....	0 65
30's, wood, lb. ....	0 08¾
12-oz. glass jar, doz. ....	1 20
Tumbler, glass, doz. ....	1 00
Prices subject to change without notice.	

MINTO BROS., Limited, Toronto.

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

### MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 20	0 35
Green Label, 1s, ½s, ¼s ..	0 32	0 40
Blue Label, 1s, ½s, ¼s ..	0 37	0 50
Yellow Label, 1s, ½s, ¼s ..	0 42	0 60
Purple Label, ¼s only .....	0 55	0 80
Gold Label, ¼s only ..	0 70	1 00

### MINTO TEA.

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

### YEAST.

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

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

Black Watch, 8s, butts 9 lbs., boxes 6 lbs. ....	\$0 60
Bobs, 6s and 12s, 12 and 6 lbs. ....	0 40
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. ....	0 46
Currency, 6s, ½ butts, 9 lbs. 0 40	
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs. ....	0 48
Walnut Bars, 8½s, boxes 7 lbs. ....	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes .....	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes .....	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies .....	0 68
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs. 0 57	
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs. 0 56	
Great West, pouches, 9s ...	0 72
Forest and Stream, tins, 11s, 2 lb. cartons .....	0 80

## Order a caddy of this big seller

For a live-selling, profitable plug tobacco, there's nothing on the market that will compare with

# TUCKETT'S T & B PLUG (SMOKING)

It's made of the finest Virginia leaf, carefully selected and expertly cured. Stock T. & B. Plug and give your customers better value for their money.

Order a caddy to-day.

**TUCKETT LIMITED**  
HAMILTON

A 10c Plug  
Finest Virginia  
Smoking



### Are You Interested

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

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

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

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

No Other Paper Reaches  
All These Men.

**RATES:**

(payable in advance)

- 2c per word, first insertion.
- 1c per word, subsequent insertions.
- 5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

**Canadian Grocer**  
143-153 University Ave., Toronto

Daily arrivals of  
fine, fresh, frozen

## Lake Trout and Herring

also Pickled Herring.  
Just the thing for  
deliciously appetizing  
and economical  
meals. Big margin  
for the dealer.

¶ Only few hundred  
barrels Georgian Bay  
Apples left. Rush  
your order through  
—NOW.

**Lemon Bros.**  
Owen Sound, Ont.

## Lemons

under these brands  
are the best:

- “St. Nicholas”
- “Home Guard”
- “Puck”
- “Queen City”
- “Kicking”

**J. J. McCABE**  
Agent  
Toronto

# Buyers' Guide

WRITE TO  
10 Garfield Chambers, Belfast, Ireland,  
for Sample Copy of the  
**Irish Grocer, Drug, Provision and  
General Trades' Journal**  
If you are interested in Irish trade.

We are buyers of evaporated and  
farmers' dried apples. Prices and tags  
on application.

**O. E. Robinson & Co.**  
Ingersoll Ontario

Write us for New Price List of  
**WINDSOR SALT**  
**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, Manager

**SUCHARD'S COCOA**  
The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa  
On Sale Anywhere.  
**FRANK L. BENEDICT & CO.**  
Agents Montreal

**EGG FILLERS**  
Our capacity is three times the total  
Filler requirements of Canada.  
PROMPT DELIVERIES  
by us are therefore certain.  
**THE TRENT MFG. CO., LTD.**  
TRENTON, ONTARIO, CANADA

**ST. MARC COFFEE**  
Gives all users entire  
satisfaction.  
**AUGUSTIN COMTE & CO., LTD.**  
725 Notre Dame E. Montreal



## TANGLEFOOT



The Non-Poisonous Fly Destroyer

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

ESTABLISHED 1849  
**BRADSTREET'S**

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
	Victoria, B.C.

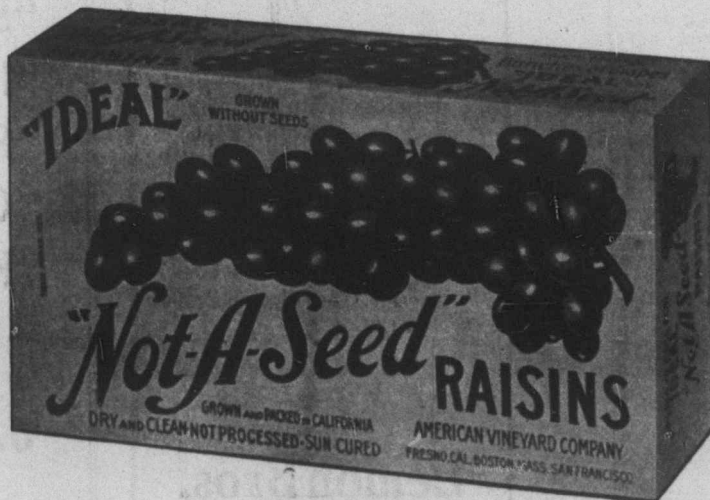
Reputation gained by long years of vigorous,  
conscientious and successful work.

**Thomas C. Irving,** General Manager  
Western Canada  
TORONTO

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

More than five  
million families  
annually testify to  
their superiority.

For twenty years  
the standard of  
clean, wholesome,  
natural, sun-cured,  
seedless raisins.



May be purchased  
from any wholesale  
grocer in Canada.

Canadian Agents:  
**Nicholson & Bain,**  
Winnipeg, Edmonton,  
Saskatoon, Regina.

**Eugene Moore,**  
Toronto.

**Universal Importing  
Company,**  
Montreal.

11 x 22 six-color display card  
mailed on application.

Always sold in this package.

**AMERICAN VINEYARD COMPANY, Growers and Packers**

**CLASSIFIED ADVERTISING**

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

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

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

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

**FOR SALE**

**FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures \$3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015**

**FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61116**

**REFRIGERATOR FOR SALE — ALMOST new. Suitable for grocer or butcher business. Will sell cheap; good terms to responsible party. Apply E. W. Hibbard, 551 8th St., Brandon, Man.**

**WANTED**

**WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)**

**WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.**

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

**MISCELLANEOUS**

**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, 97 Ontario St., Toronto.**



The  
**"GORGON"**  
A British  
**DESTROYER**

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

Send a Trial Order

**Hodgson, Sumner & Co. LIMITED Montreal**

Agents for Quebec, Ontario, New Brunswick, Nova Scotia, P.E. Island

**A SEED DEPARTMENT**

will add to your profits

*Kelway Langport England*

grow and sell

**SEEDS OF ALL KINDS**

for Traders

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

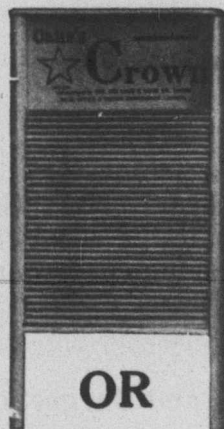
Buy well ahead to secure

**LOWEST PRICES.**

**WRITE TO-DAY**

**"It's an ill wind that blows no good"**

**A L U M I N U M**



**Z I N C**

**OR**

**The War—**

has raised the price of zinc and consequently the price of washboards—

**BUT**

the **BIG CANE VALUE IN WASHBOARDS IS BIGGER THAN EVER** because it has come to a point where we can use aluminum in place of zinc.

**ALUMINUM IS LESS LIABLE TO CRACK, SPLIT OR CARRY DEFECTS THAT WILL TEAR THE CLOTHING BEING WASHED ON IT, AND IT PRESENTS A MUCH BRIGHTER APPEARANCE THAN ZINC, AND IS MORE ATTRACTIVE ON THAT ACCOUNT.**

We are prepared to deliver our standard brands of washboards with aluminum washing plate at the same price as that of zinc ones on receipt of instructions from our customers, through the jobbing trade. **ORDER NOW.**

**The Wm. Cane & Sons Co., Limited**

**Newmarket, Ont.**

**We Call on Your Customers**

Through the Magazines and tell them how good and useful is

**MAPLEINE**

The last word in flavors

Order from

**Frédéric E. Robson & Co., 25 Front St. E., Toronto, Ont.**

**Mason & Hickey 287 Stanley St., Winnipeg, Man.**

**CRESCENT MFG. CO. SEATTLE, WASH.**



**OAKLEY'S KNIFE POLISH**

**WILLIAMS-ZOHOZ**



**JOHN OAKLEY & SONS, LIMITED, LONDON . ENGLAND.**

**AGENTS**

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

**ALLISON COUPON BOOKS**

Minimize the Risk of Loss on Credit. Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

**HOW THEY WORK:**

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere. Manufactured by **ALLISON COUPON COMPANY Indianapolis, Indiana, U.S.A.**

## An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods—Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of \$3. The second prize will be \$2, and the third \$1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

### Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.
2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.
3. Answers should be confined to as brief space as possible.
4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.
5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

# Continental Grocery Bags

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

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—

As witness the reputation (DOMINION WIDE), of the

## Continental Grocery Bags

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

## The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO  
Agencies throughout Canada

## Stock of Spécial "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

## CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write For Prices.

## CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; Hamblin & Brereton, Limited, 510 Ninth Ave., Calgary, Alta.; Hamblin & Brereton, Limited, Edmonton, Alta.; T. A. MacNab & Co., St. John's, Newfoundland.

# Furnivall's

FINE FRUIT  
**PURE JAM**

Now is the time when appetites are keyed to the flavor of delectable goodness and natural purity. And now is the time when Furnivall's Pure Fruit Jam stands out prominently as the choicest and best in fruit jams. Feature Furnivall's to-day.



## Furnivall-New LIMITED Hamilton, Ont.

Agents:—Hallfax, B. C. Woodworth, 533 Roble St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

## LIKE FLOUR OR SUGAR

You have a speedy selling staple in

# Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in ¼-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.

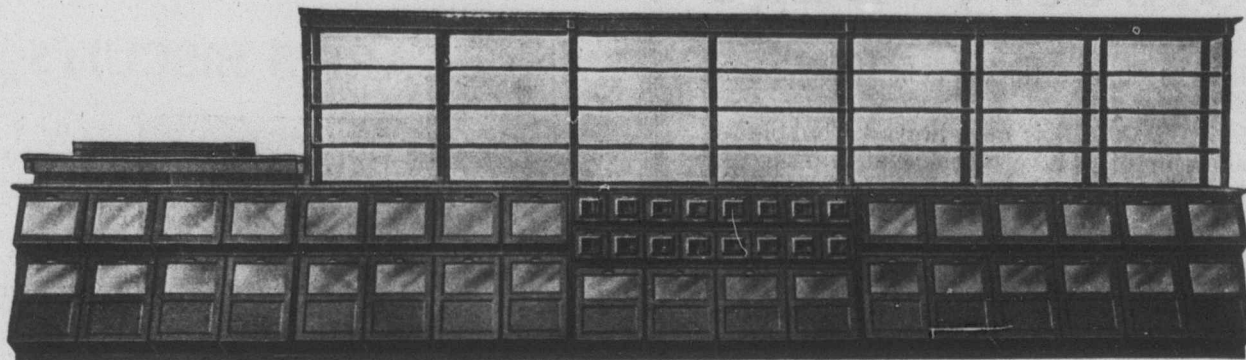


MADE IN CANADA

THE IMPERIAL OIL COMPANY  
Limited

BRANCHES IN ALL CITIES

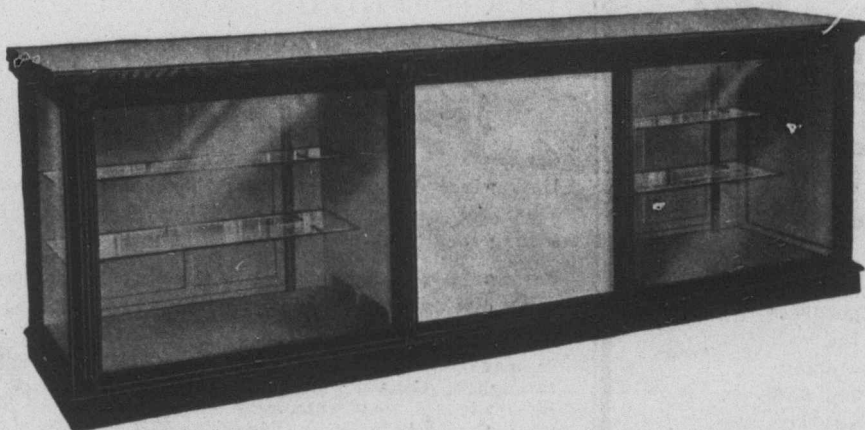
# The Clean Food System



Interchangeable Sectional Grocery Wall Case Combination "X."

This sectional case is made in golden oak as shown, complete with shelving, ready for prompt shipment on a day's notice. You select the number of sections to make up the necessary length, set them up, and start business. If on expiration of your lease you move to larger quarters, you add to or rearrange to suit the building. Lower Case 48" high, shelving 48" high.

You may put Pure Food in drawers used in ordinary store fixtures, or even in Pure Food Counters and Cases, and while stock is as pure and clean as you can get it, you cannot possibly keep it clean, owing to partly open or loose-fitting drawers allowing the ever-present fly and other germ carriers when working on counters or sweeping to contaminate your stock. On a busy day your clerks will not take the time to carefully close a drawer or box each time they serve an order, but with the Walker Bin Clean Food System, the bins being counterbalanced or pivoted, close automatically, and fit snugly to the dust-proof and air-tight bin chamber. Stock is not air-dried, dusty and indifferent in flavor, but is as nearly clean and fresh as it is possible to serve it to your trade from bulk. Counters with bins for sack lots of cereals, meal and sugar in all sizes.



## Refrigerator Counter

No. 19-0

Opalite Top and Panel. Also furnished with marble or glass display top.

Stock sizes 9' and 11'.

We will have stock for prompt shipment of wall cases, counters and show cases, in Vancouver, Edmonton, Saskatoon, Winnipeg Agencies for Western trade and in Berlin for the East.

## The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

### WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.  
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.

Saskatoon:—North West Specialty Company.  
Winnipeg:—Watson & Truesdale, 120 Lombard St.

### EASTERN AGENCIES:

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.

Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.

St. John, N.B.:—R. R. Rankine, 110 Carmarthen St.

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# SALMON

We guarantee our price the lowest, on the following brands:

## Special

### "VICTORIA" Red Sockeye Salmon

1s tall

The best quality on the market.  
Freight paid on 5 case orders to any point of Quebec and Ontario.

Our stock comprises also :

- |              |                 |
|--------------|-----------------|
| Clover Leaf  | Jacques Cartier |
| Horse Shoe   | Rainbow         |
| Sovereign    | Belle           |
| O-Wee-Kai-No | P. P. P.        |
| Lacrosse     | Cavalier        |
| Sun Dial     | Star            |
| Autumn Leaf  | Carnation       |

There's no backing out. It's printed "The best offer we've made," and remember the quality is guaranteed.

**Rock-Bottom Prices**  
**Courteous Service**  
**Prompt Delivery**

**Laporte, Martin, Limitée**

568 St. Paul Street, MONTREAL



# A Straight Talk from the Manager

## *The "Go-Getter"*

¶ Some weeks ago I met a friend—a grocer—and after the usual greeting our talk drifted around to business. Before going further it will be as well to tell you that my friend is a very successful merchant and has made a success against very keen competition from "price-cutters" and chain stores.

¶ "Well, how do you find business?" I asked. "I find it by going out and hunting for it," was the reply, and continuing said: "When I want business I go out after it. I'd go broke waiting for it. I'm a 'go-getter.'"

¶ That reply sums up the case.

¶ The grocer that hides behind his counter waiting for business to find him, usually finds the amount in his cash drawer at closing time much smaller than he expected. He gets the left-over business from his competitors—the long-credits and no-goods—and has considerable trouble with his creditors.

¶ But this "go-getter" grocer keeps his cash drawer bell tingling by getting after trade in an aggressive way. He gets a larger profit on his goods because he "sells his goods" instead of "takes orders for groceries." He has built up a big business and beat out the chain store and price-cutters by giving his customers a service they didn't get elsewhere and backing it up by selling quality goods—the kind that pleased the customer and brought them back for more.

¶ "But how does this affect me?" you say. Here's where it hits you. What this "go-getter" did you can do. The secret of his success is an open one and can be readily applied to your business.

¶ It is simply making the most of your opportunity. My clothing friend, I told you about last week, met an emergency by adding a new line that appealed to a different class of customers. My friend, the "go-getter," went after the business—and got it, too—when he found the chain store cutting into his trade. He went out and developed a new market for his goods, and has prospered.

¶ The "go-getter" believes in making his window sell groceries—he spends considerable time on his displays, but it pays because they pull business.

¶ He makes his local paper sell goods for him. He employs it regularly and pockets a nice profit from the goods it sells.

¶ He has been a regular reader of Canadian Grocer for many years. He has found in it many ideas that have helped him to success, and many advertisements that have pointed the way to better profits. He has found in it the solution of many a problem that had baffled him and from its pages has received the inspiration that has so materially aided him in building up his business.

¶ His clerks read it—ads and all. His competitors say that his clerks are "good men"—they get the business because they know the goods they are selling.

¶ ARE YOU A "GO-GETTER" or a "sit-and-waiter?"

¶ Think it over.

# ACETAR

*—the modern vinegar*



**ACETAR** gives you a better profit and retails at the popular price of 15c. It is also sold in bulk in the usual size barrels and kegs.

**ACETAR** gives you a surer profit when sold in the bottle. There is no waste from spillage, over-measure or leaking barrels. The sealed bottle prevents any possible contamination and is a guaranty of absolute purity.

**ACETAR** conforms to the "Acid Test" of the Dominion Government's Vinegar Standards and surpasses in the quality of the ingredients used.

**ACETAR** thoroughly satisfies your customer—they will come back for more, not sometimes, but invariably. You can recommend Acetar with the full knowledge of its superiority in quality and efficiency.

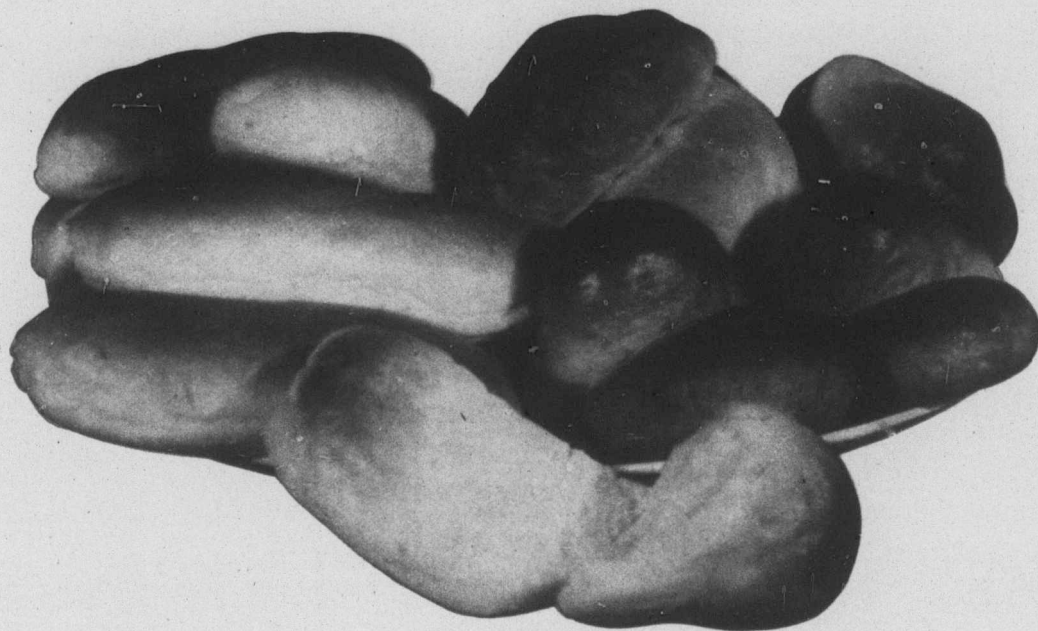
ACETAR WILL MAKE MONEY FOR YOU

STANDARD CHEMICAL, IRON & LUMBER CO.  
OF CANADA, LIMITED

TORONTO

MONTREAL

WINNIPEG



These, Brother Grocer, are *not* professional products. They are the pride of common, every-day flour buyers who prefer FIVE ROSES for obvious reasons. The Finger Rolls you see were baked by a Montreal matron, the French Rolls should be credited to a young lady of Lachine. Faithfully and without exaggeration, our engravers' truthful camera submits them here. The simple difference is that FIVE ROSES is written all over them.

# Five Roses<sup>★</sup>

FLOUR *for Breads-Cakes  
Puddings-Pastries*

Hot Rolls or Buns for Breakfast, Bread or Biscuits — think how many housewives in your district serve them every morning. Let YOUR customers make them from FIVE ROSES in the FIVE ROSES way, and you will have captured the breakfast table without fear of counter attack. Sell the flour that insures a happy, healthy breakfast, and every meal becomes open to your salesmanship. Every single thing that FIVE ROSES makes entrenches you more firmly in the flour buyer's confidence. Those who for years have sold FIVE ROSES will tell you whether or not it echoes pleasingly in the cash register.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**  
**MONTREAL**

\*Guaranteed NOT BLEACHED—NOT BLENDED.