

**PAGES
MISSING**

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

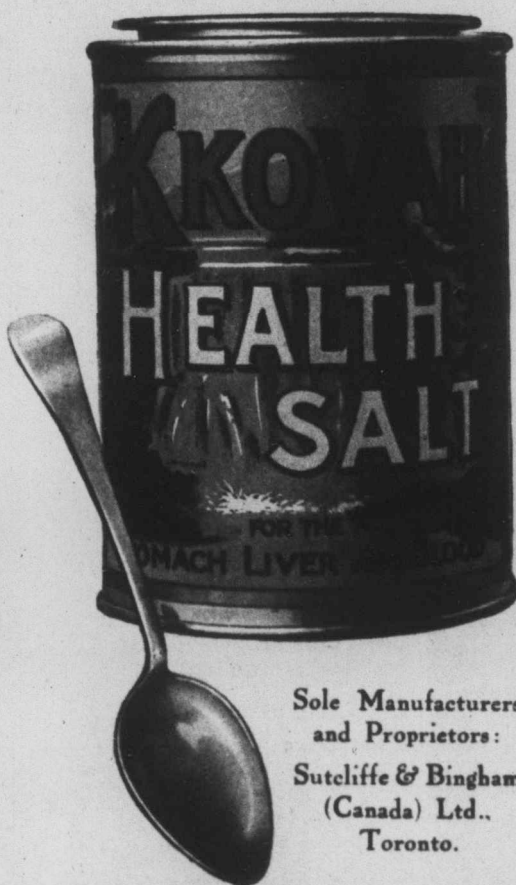
PUBLICATION OFFICE: TORONTO, APRIL 5th, 1918

No. 14

Kkovah Health Salt

*A teaspoonful in the
morning makes life
worth living—*

*Makes you fit—
Keeps you fit.*



STILL INCREASING!

THE proved value of Kkovah Health Salt has resulted in such an increased demand that we have had to establish a branch works in Toronto to deal with it, so that Kkovah is now "made in Canada."

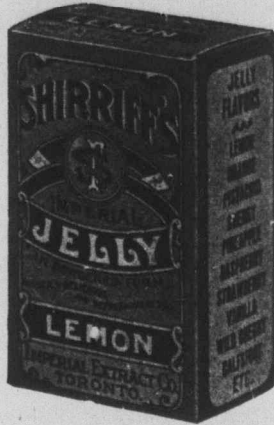
There isn't a line in which you can have greater confidence both for quality and value. Strong publicity will still further increase the demand. Are you ready to meet it?

Selling Agents:

Maclure & Langley, Ltd., Front St. East,
Toronto.

Sole Manufacturers
and Proprietors:
Sutcliffe & Bingham
(Canada) Ltd.,
Toronto.

Make Up Your Customer's Mind For Her



WOULD you rather your customers should make bread puddings, etc., for dessert, or use more jelly powders—the thing *you sell*. The way to have them use more of the thing *you sell* for delicious desserts is to push

Shirriff's JELLY POWDERS

The beautiful, sparkling, delicious jellies they make suggest more. There is a full line of fine fruit flavors, including lemon, orange, raspberry, pineapple, strawberry and wild cherry.

Let us help you push jelly powders. We supply handsome window dressing material to make a sales-winning display.

Write us to-day for full particulars.

Imperial Extract Company, Toronto

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

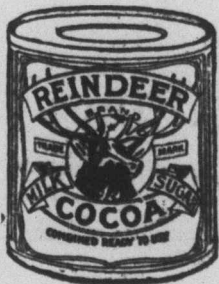
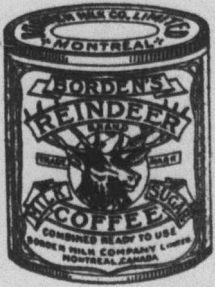
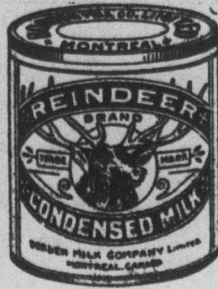
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Science can produce no better

The positive purity of the Borden Milk Products

the supreme, delicious goodness which characterizes them all, is made possible only by exercising the utmost vigilance in selecting and processing the very highest grade milk obtainable.

Three generations ago Borden quality was acknowledged the standard of quality in Milk Products. This proud priority has been consistently maintained throughout the years and to-day people ask for Borden's, confident that the very name Borden is a guarantee of goodness beyond which there is no better.

By keeping your stock displayed you will secure your share of the increasing demand.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



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



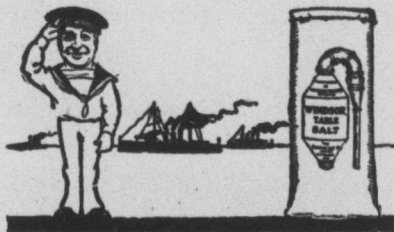
A FIRST-CLASS SELLER

Is a product which sells and sells repeatedly requiring the minimum of effort on the part of the salesman. The best-known, the best-liked and consequently the best-selling brand of Peanut Butter in Canada to-day is Bowes Peanut Butter.

SELL IT—PROFIT BY IT

Manufactured and Guaranteed by

THE BOWES CO., LIMITED, TORONTO, CANADA



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocers' esteem than

Windsor Table Salt

Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED



SHOW this popular cleanser every day in your displays and know what a customer-pleaser it is and what good profits it gives you.

WONDERFUL SOAP is without question a quick mover and a certain repeater.

Also CRYSTAL SOAP CHIPS—
The Best Ever.

Guelph Soap Company
GUELPH, ONTARIO

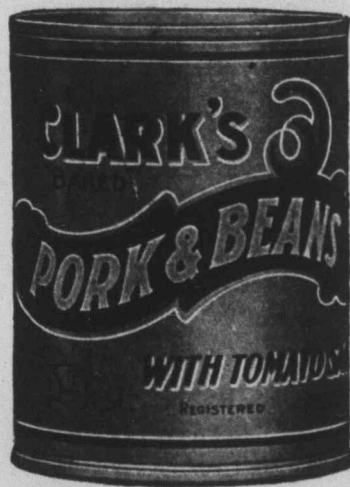
CLARK'S

You realize, Mr. Business Man, that reputation is built upon quality and that your best advertising agent is the "sale" of quality goods.

Clark's



PORK and BEANS



We also think you realize that Clark's Pork and Beans are THE quality Beans and the best of BUSINESS BUILDERS.

Keep your stocks to Standard.

W. CLARK, LIMITED
MONTREAL



Made in Canada



Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS. This is fully recognised by all Authorities interested in FOOD CONSERVATION and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal. RETAILERS should be ready to do their part by having JARS on hand when required.

REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your Wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.



Made in Canada



Adv. of Dominion Glass Company, Limited

Sun-Maid Packages Catch Their Eyes

Display packages of Sun-Maid Raisins so women will see them. Let them match up with our forthcoming national advertising which will show these packages in full color. By displaying Sun-Maid Raisins you give yourself the benefit of our powerful publicity.

Women Know the Worth of Raisins

Women are rapidly learning how Sun-Maid Raisins may be used in all plain foods to give them added flavor and nutrition. See that your customers have a steady supply of all varieties.

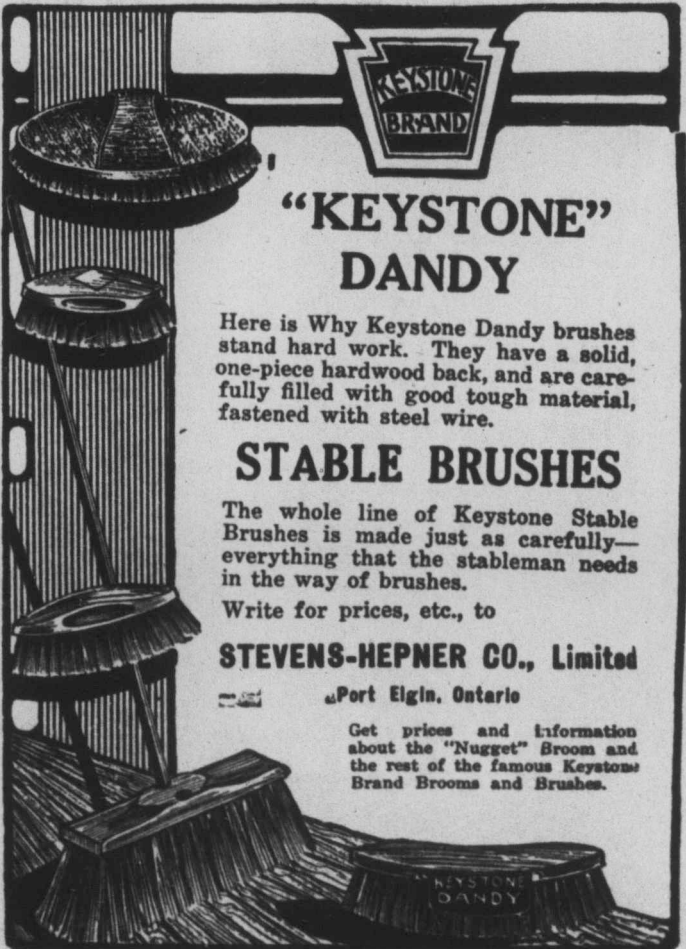
Sun Maid Raisins

Three varieties of Sun-Maid Raisins: Seeded (seeds removed); Seedless (grown without seeds); Clusters (on the stem).



California Associated Raisin Co.

Membership, 8,000 Growers
Fresno, California



"KEYSTONE" DANDY

Here is Why Keystone Dandy brushes stand hard work. They have a solid, one-piece hardwood back, and are carefully filled with good tough material, fastened with steel wire.

STABLE BRUSHES

The whole line of Keystone Stable Brushes is made just as carefully—everything that the stableman needs in the way of brushes.

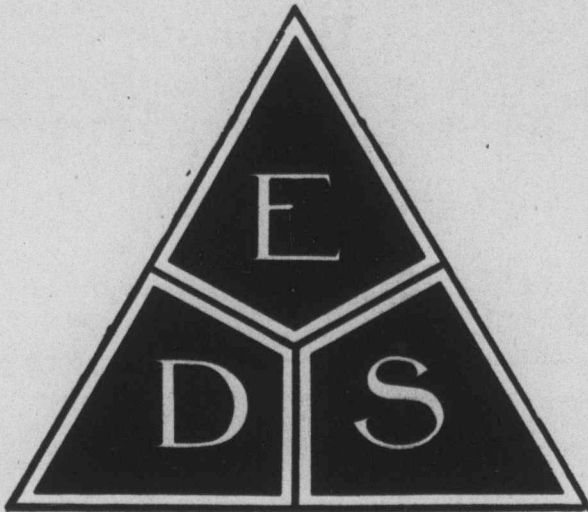
Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

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



This brand
on a Marmalade label
is a guarantee of
good sales

Your customers are well aware of the quality standard represented by the "E.D.S." trade mark.

The new season's pack of

E. D. S.
ORANGE MARMALADE

possesses all the excellence and all the superiority they are wont to expect in an E.D.S. product.

Show E.D.S. Orange Marmalade in your displays. It is made from selected Oranges and Pure Cane Sugar—tip-top quality always.



E. D. Smith and Son,
Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

Bristol, Somerville & Co.,

[Formerly Geo. E. Bristol & Co.] Hamilton

In stock Extra Choice Morris' Margarine
Quality strictly high-class.

Bristol, Somerville & Co.

Maple Syrup

"Canada's Best" Brand is a maple syrup unsurpassed in flavor and taste, made from first run Maple Syrup.

Maple Sugar Twin Block

Maple Butter --- a creamery maple composition

Maple Chocolate Creams

Our Maple products are unequalled in
quality and price

CANADA MAPLE EXCHANGE, LTD.
MONTREAL

Furnivall's
FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Furnivall's Jams are dependable sellers because their goodness appeals to the most particular people. Repeats are sure with Furnivall's. Are you selling them?

FURNIVALL-NEW, Limited
Hamilton Canada

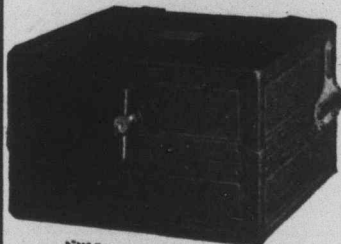
England's Most Popular Sauce

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

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

H.P. SAUCE

"McCASKEY" ACCOUNT SYSTEMS



For Every Business.

Send for booklet—

"A Credit Plan That Works."

McCASKEY SYSTEMS, LTD.

245 Carlaw Avenue

TORONTO

"McCASKEY" CLOSED

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

—AT ALL JOBBERS—

SMALL'S, Limited - Montreal, Que.

Two money-makers every good grocer should sell:

ROYAL SALAD DRESSING

and

ROYAL MAYONNAISE

Selling Royal Salad Dressing and Royal Mayonnaise is an easy matter.

Their quality appeals to people who look for something better and a first sale always means another and another.

You should feature Royal Salad Dressing and Royal Mayonnaise.

They are good summer lines.

Horton-Cato Mfg. Co.
 WINDSOR, ONT.

If you are about to order your supplies of Laundry Blue, remember that

5 C.

OCEAN BLUE

packets will add to your reputation, as well as your profits. It is the Blue that helps most on washing days.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
 The Gray Bldg., 24-26 Wellington St. W., Toronto
 WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton.
 For British Columbia and Yukon—Creeden & Ivory, Rooms 6 and 8, Jones Block, 407 Hastings Street W., Vancouver, B.C.



ROLA EGG POWDER

is Profitable to You



Packed one dozen in an attractive display carton (6 dozen in case.)

It is an EGG Powder in reality and not only in name.

Pure,
Wholesome,
Nutritious,
and does all the work of eggs at a cost equalling 12½¢ per dozen.

Repeat business from all districts where it has been introduced proves that the public want a really first class product.

Order from your wholesaler

SELLING AGENTS:
ROSE & LAFLAMME, LIMITED
MONTREAL - TORONTO

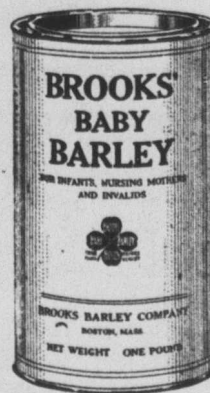
This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.

Order from your wholesaler.



THREE SIZES.

1/2 lb.,	per doz.	- \$	2.30
1 "	" "	-	3.80
3 1/2 "	" "	-	11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited
TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.

COWAN'S COCOA—

"Perfection Brand" Purest and Best

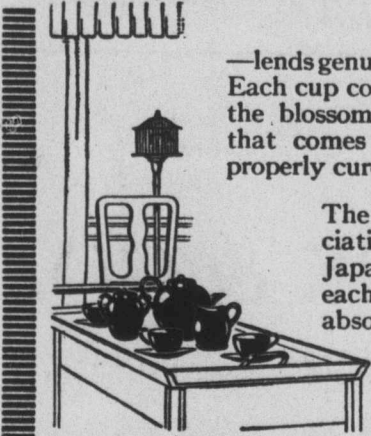
Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians

"In
Every
Home!"



JAPAN TEA



—lends genuine distinction to hospitality. Each cup contains the delicate aroma of the blossoms of Japan and the flavor that comes only from tender leaves, properly cured.

The Japan Tea Growers' Association and the Government of Japan place their guarantee on each pound — a guarantee of absolute purity.

"Tea is a medium of no inconsiderable amount of nutriment."
18 —Enc. Britannica.

It's the quality of Japan Tea that recommends it to people who are appreciative of a distinctive flavor and aroma in every cup of this popular beverage.

The increasing demand for Japan Tea is evidence that its superiority is recognized by discriminating tea users.

Good Grocers everywhere are handling Japan Tea and are reaping the benefits of our consumer advertising.

Be one of them. The profits are worth while.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.
F. D. COCKBURN CO
Grocery Brokers
Manufacturers' Agents **WINNIPEG.**

MANUFACTURERS :
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

The Canada Nut Co., Limited
"Specialising in Shelled Peanuts."
Large stock always on hand.
VANCOUVER, B.C.



Reach out for the money in the Western Field!

We can put it within your reach because we have all the facilities necessary to the successful marketing of your goods to the wholesale and retail trade of Western Canada. Twelve of our men are continually calling on the wholesale and retail trade—nine of them doing retail work. We'll give you the service you're looking for and the results that count. Write us.

SCOTT-BATHGATE COMPANY, LIMITED
Wholesale Grocer Brokers and Manufacturers Agents
149 Notre Dame Avenue East
Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne
Ave. E., Winnipeg, Can.

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

IMPORTERS, BROKERS,
MANFS. AGENTS,
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving man-
ufacturers first-class service.

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba,
Saskatchewan and Alberta. They get the business, and can get it
for you. Write us, and we will explain our system.

120 LOMBARD STREET - - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

If you have a business to dispose of, or
are in need of efficient help, try a Want
Ad. in Canadian Grocer, and let it assist
you in filling your needs.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers
and importers in Canada and the United States,
and, if your line does not conflict with any of our
present agencies, we can handle your account, and
guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

*Live sales forces at each of the above points Fully equipped offices and warehouses. We
are in an unexcelled position to handle storage and consignments, and to look after the
distribution of cars.*

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

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

TO
Manufacturers' Agents

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

LOGGIE, SONS & CO.
Merchandise Brokers and
Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

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

ENGLAND
R. D. STOREY & CO.
Manufacturers' Agents and Importers.
4 Brunner Road, Ealing, W. London, England
We can make a big success of your agency, now or after the war. Write us. Good bank reference.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

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

Headquarters for
Evaporated Apples and Beans
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

This Space is Yours
For \$2.50
On Yearly Order

We shall be glad to furnish you with other rates upon application.
Canadian Grocer
143-153 University Ave.
TORONTO

WHEN WRITING TO ADVERTISERS
KINDLY MENTION THIS PAPER

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

Complete Trade Connection.

JOHN E. TURTON

Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.

GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal. Daily Motor Delivery to all parts of City and Suburbs.

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.

Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY

WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

Kindly Mention this Paper when Writing to Advertisers.

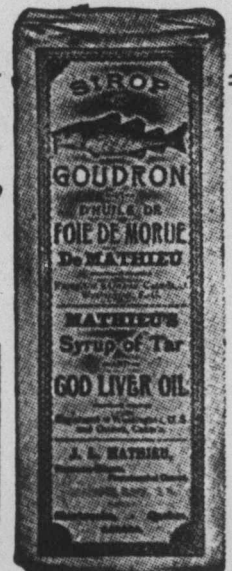
NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



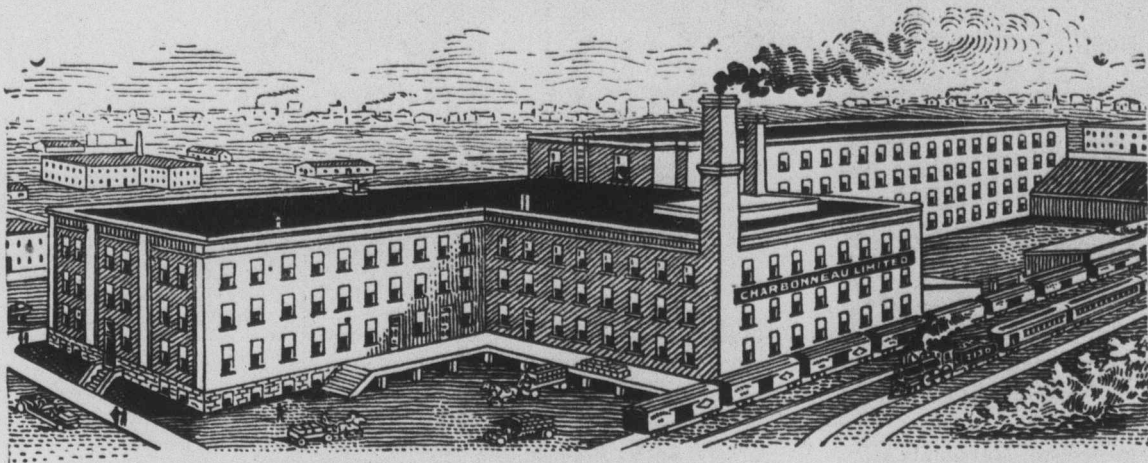
A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Mathieu's "Nervine Powders" and "Syrup of Tar"



SHOW these lines regularly in your counter displays. They are dependable, high quality health restorers and strength builders that your customers will occasionally need. Win their complete confidence and good-will by recommending the two Mathieu lines—the remedies that never fail.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE, QUEBEC



IMPERIAL TABLE SYRUP

Another Charbonneau product and one that always repeats. Recommend it to your customers. Particular people prefer it. Write our distributors or to us direct but do it to-day.

CHARBONNEAU, LIMITED

MANUFACTURERS OF BISCUITS AND CONFECTIONERY, SYRUP REFINERS
MONTREAL

Distributors: Robt. Gillespie Co., Winnipeg and Vancouver. C. Morris & Co., C.P.R. Building, Toronto.
Boivin & Grenier, Quebec City.

TEA CEYLONS

TEA INDIANS

We have some extra choice lines of

Orange Pekoe and Pekoe

now in store.

We specialize in cup quality teas.

OUR POLICY

*Satisfaction
guaranteed.*

or

*Return at
our expense.*

KEARNEY BROS., LIMITED

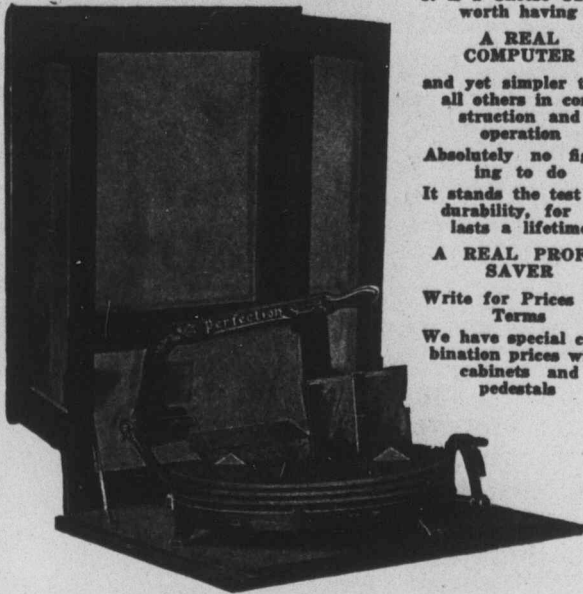
33 ST. PETER STREET

MONTREAL

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

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. **BUY IT NOW.**

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. **BUY IT NOW**

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

You can help your customers to economize

by drawing their attention to

TARTARINE

(Registered)

which is guaranteed equal to cream of tartar for every baking purpose and conforms to all pure food laws. Tartarine costs less than one-third the price of cream of tartar.

Litster Pure Food Co., Limited

1297 Queen Street West
TORONTO

Cobban's Herb Tablets

THE GREAT CURATIVE HERB TABLETS

A Superior Laxative and System Renovator
Direct from Nature's Dispensary



A PURE HERB TABLET

for correcting all abnormal conditions of the Blood, Stomach, Liver and Kidneys.

No. 3299

Trade Mark

The Proprietary or Patent Medicine Act

A Good Profit and a Satisfied Customer

Those two things about represent what any dealer wants in every sale he makes.

COBBAN'S Herb Tablets yield you a liberal margin, and certainly do satisfy the purchaser. That is why they are always good for repeat orders.

COBBAN'S HERB TABLETS

are the ever-popular herb remedy in the modern, easy-to-take form of tablets. They are guaranteed to fulfil every claim.

Order a box of one dozen cartons from your wholesaler or direct from us. The advertising campaign we are running is bringing enquiries that live dealers are turning into sales.

Muncey Supply Company
Muncey Ontario

Watson & Truesdale, 120 Lombard Street, Winnipeg
Distributors for Canadian Northwest

It's Easy To Sell OLIVE BUTTER

People ask for it once they have tried out its delicious, wholesome goodness.

Every good grocer should see to it that Olive Butter is well displayed in his store.

Introduce it to every customer. You can recommend it in the strongest way you know. It will live up to your commendation and put good profits in your cash register.

"Chicken a la King," "Chili, Con Carne" and "Pure Tomato Paste" are three other excellent sellers.

E. W. Jeffress, Limited
WALKERVILLE, ONT.

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



**"EVERY GRAIN
PURE CANE"**

Woodside Refinery not destroyed

It has been reported from outside places that our refinery was destroyed by the great explosion on December 6th. This is not so; our new Refinery at Woodside escaped without injury.

Owing to transportation difficulties, many customers have been unable to get their regular supplies of Royal Acadia Sugar; however, supplies are now coming forward in larger quantities, and we trust that our customers will be able to get their usual supply of Royal Acadia Sugar—Highest Quality.

The Acadia Sugar Refining Co.
Limited
HALIFAX, CANADA



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freeman's Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

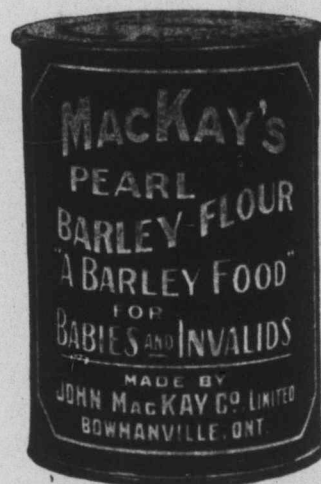
FREEMAN'S DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectalund, Watford,
England.

Freeman's
FOOD PRODUCTS
Watford



IT'S THE REAL MACKAY

MacKay's Pearl Barley Flour

Made - in - Canada. A "Barley Food" without a peer. A seller and a "repeater."

Just the thing for infants, invalids and old people. Gives a delightful flavor to soups and gravies.

Dealers should keep MacKay's well displayed and so link up with our widespread consumer advertising.

Your wholesaler has it.

Recommended by Dr. McGill, Ottawa, Dominion Medical Analyst.

John MacKay Co., Limited

BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

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

COX'S

Instant Powdered

GELATINE



Now that the conservation of Foods which are scarce is so necessary, the Retail Merchants can render service to the cause of the Allies by a better appreciation of the possibilities of certain food products, so that they can be intelligently recommended to the consuming public.

COX'S GELATINE is usually associated with the making of desserts, but its usefulness does not stop there.

COX'S GELATINE is invaluable in the preparation of Soups, Salads and Savories. By its use appetizing and nourishing dishes can be made from left-over Meat, Poultry, Fish and Vegetables, which might otherwise be discarded.

COX'S GELATINE is manufactured by J. & G. Cox, Ltd., EDINBURGH, SCOTLAND.

AGENTS IN CANADA :

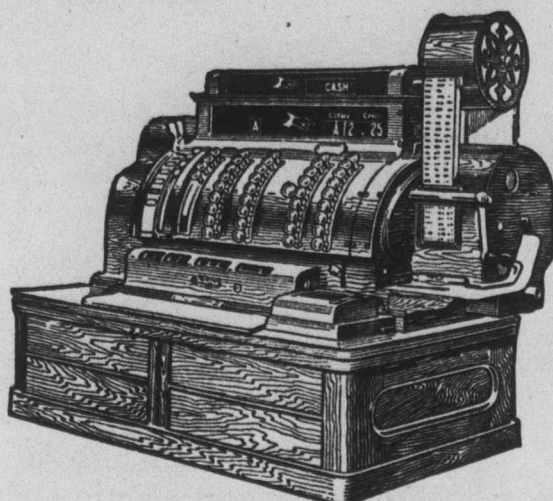
Montreal and Toronto

Winnipeg, Manitoba
Tees & Persse, Ltd.

A. P. Tippet & Company

Vancouver
Martin & Robertson, Ltd.

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



Rising Costs Attack Profits

*More than Ever Before Merchants
Must Guard Every Cent of Profit*

MERCHANTS today are face to face with several difficult problems, the most important of which is the rising cost of merchandise.

In many instances these rising costs are hard to pass on to the customer.

Consequently the merchant's margin of profit is lessened.

Merchants find the use of a National Cash Register helps greatly in solving this serious problem.

It safeguards every cent of profit that they can make.

It conserves their profit by preventing losses, by eliminating mistakes in change, by recording all charge transactions.

It reduces overhead by making clerks more efficient, speeding up store service, reducing the number of clerks required and the deliveries to be made.

It relieves the merchant of details and worry, giving him more time to consider his purchasing and market problems.

**The National Cash
Register Co. of
Canada, Limited, Toronto.**

The National Cash Register Co. of Canada, Limited,
Toronto, Ont.

Please send me full particulars of your latest model cash register and tell me how it will help me in my business.

Name _____

Business _____

Address _____

Fair Methods

“Fair and square” have been the methods used in building up this big national tea business.

The “good-will” of the public and the “co-operation” of the trade have been deservedly earned.

The splendid quality of Red Rose Tea has been always maintained regardless of market conditions.

Every promise made has been fulfilled.



T. H. ESTABROOKS CO., LIMITED
ST. JOHN TORONTO WINNIPEG CALGARY

This is

EGG-O

the Baking Powder that's guaranteed in the tin and in the Baking

The Egg-O guarantee is no mere advertising boast. Rather is it a rock-solid fact strengthened, borne out and backed up day after day by perfectly satisfactory baking results.

Egg-O Baking Powder can always be depended upon to satisfy the critical housewife. The pure materials used in its manufacture, and the fact that it gives excellent results with sweet milk, sour milk, buttermilk or water makes Egg-O the Baking Powder most worthy of your recommendation.



Egg-O Baking Powder Co., Limited
HAMILTON, CANADA

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

We will send you one of these Handsome Show Cards FREE



It will prove a welcome addition to your window display—and attract comment. Every article stands out prominently as **The Best that can be bought.**

MAGOR, SON and COMPANY, LIMITED
 30 CHURCH ST., TORONTO Dominion Agents 191 ST. PAUL ST. W., MONTREAL

“AVICO” PRODUCTS

PURE SPIRIT VINEGAR

It requires scores of great generators

working to capacity, to enable us to keep pace with the ever-growing demand for “AVICO” Pure Spirit Vinegar.

Production has been doubled without material addition to our plant, and that is the secret of the incomparable value we are able to offer the trade in our thoroughly aged, full-flavored, absolutely Pure Spirit Vinegar, at a price very little higher than that of a year ago, even though the cost of raw materials has advanced over 100% during the past year.

This is one example of “AVICO” factory efficiency.

NO WASTE HERE

What we have done is merely eliminate waste by manufacturing under scientifically perfect conditions.

We also make a very superior line of high class beverages, including Raspberry Vinegar, Concentrated Fruit Syrups, Black Cherry Wine, Port Wine and Fruit Ciders.

Our salesmen are now out covering the four Western Provinces and will be glad to tell you more about “AVICO” Products.

YOUR WHOLESALE WILL BE PLEASED TO SUPPLY YOU

ACME VINEGAR CO., LIMITED, Winnipeg

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

CANADIAN GROCER

Vol. XXXII.

TORONTO, APRIL 5, 1918

No. 14

Building a Business in a New Section

A Double Service Proves an Effective Factor in Building Trade — Being in on the Start Proves Advantageous — The Drawing and Holding Power of Attractive Surroundings

IT is only in the course of the past two or three years that the city of Hamilton, Ont., has grown eastward sufficiently to make the junction of King and Milan Streets a point of very great importance. Of late years, however, the growth of the city has led to very extensive building in this location, and it has now become quite an important section of the city.

In the very heart of this district A. W. Jenkins has opened up a very attractive grocery store to look after the trade of the locality. He rightly judged that the man first on the ground was likely to have a very considerable advantage. King and Main Streets come to a point just in the heart of this section, and in the block of buildings built on this angle of land, Mr. Jenkins has opened his store and called it the Delta Grocery.

Being a new locality from a residential standpoint many of the people settling there had not any trade connection, and the bright and attractive appearance of the store with its fine grocery window facing on Main Street and its butcher

department window facing on King Street is sufficient inducement for anyone to visit the store. Once there the ample stock, the fine fixtures and the modern equipment for handling goods, and a courteous and efficient service were enough to cement a firm friendship for the store, so that although it has not been established for a long period of time it has already built up a clientele that many stores might envy. Moreover the section makes its appeal to the well-to-do class, and as a result credit conditions have been found to be very satisfactory. That is a situation that does not always prevail with newly-established stores. Mr. Jenkins, however, has watched this matter with a great deal of care and has assured himself of the probity of the customer before granting extensive credit.

Lighted as it is from two sides the store is as bright as well could be, and perforce it must be clean and sanitary; anything in the way of dust and dirt would be most emphatically brought to the attention of the customer, so every

arrangement has been made with a view to the best display of the goods and at the same time of assuring a proper care. Modern bin fixtures protect the goods, while at the same time keeping them free from dust and dirt, fruit bins keep the fruit off the floor and in good condition, while always on display, while silent salesmen in the centre of the store are used to display candies and pastry.

Instead of the usual walled-in office a neat desk at the centre of the store is used for the girl who attends to the books and answers the telephone calls. All these fixtures give an effect of orderliness and cleanliness that is one of the greatest assets for any store.

But one of the greatest factors in attracting trade is the fact that there is a meat department in connection with the store, which means a united pulling force which adds greatly to the effectiveness of the store's bid for business; a brief description of this department will be found in the Provision Department of this issue.



Interior of the Delta Grocery, Main St., East Hamilton, showing the grocery department.

A Dangerous Law for the Grocer

Instances of Late Where Merchants Have Been Fined For Adulterations Beyond Their Control—The Best Possible Safeguard Unsatisfactory

THERE have been a number of prosecutions lately under the Pure Food Act that, while possibly they are a fair interpretation of the act, are yet a distinct menace to the grocery trade, while at the same time they offer no assurance of better things to the consumer.

In Toronto recently a large grocery store was visited and samples of goods taken by an inspector of the Inland Revenue Department. Among the goods taken were some boxes of dried apples that on examination were found to be wormy. The presence of worms in these goods was considered as an impurity, and the merchant was consequently fined.

In a town in Quebec recently the proprietors of a large grocery establishment were fined for selling adulterated figs. These were Spanish cooking figs, fresh stock and purchased from a grocery wholesale company of unquestioned reliability, yet these figs, under microscopic examination were found to be wormy, and consequently according to the act "adulterated." These merchants were notified by the chief analyst that the goods had been so discovered, and a little later were subpoenaed to appear before a Sherbrooke, Que., magistrate. They enquired of their lawyer as to whether it was worth while to defend the case stating that they could bring every merchant in the vicinity into court to prove that even the best of figs were often wormy, but their lawyer advised them to plead guilty, stating that the finding of the chief analyst was always taken as final by the courts.

Now if it had been the intention of either of these merchants to knowingly sell off color goods there could be no question as to the rights or wrongs of the case, but that was not the situation. This point cannot be made clearer than it is made by the Quebec merchants referred to in a letter to the inspector who made the seizure of the goods and also to the chief analyst.

"If we are liable for prosecution for dried fruits being wormy, especially in the case of figs, it is not safe for a merchant to handle any of these lines. Not only are figs liable to be wormy, but raisins, currants, shelled walnuts, dates and many other lines which we could mention are very apt to get into this condition, especially in hot weather, and it is a circumstance over which no person can possibly have any control. Of course we fully admit that should a food inspector find any of these foodstuffs in such a wormy or dirty condition that they were not fit for human consumption, upon notification same should not be sold, and that if a dealer then persisted in offering such to the public that the goods in question should then be seized and the dealer prosecuted, but

we cannot possibly see any justice in our case and think there is something decidedly wrong with the law in regard to this matter."

And again in the letter to the chief analyst:

"While we do not lay any blame to you personally as you only reported conditions as you found them, i.e., the figs were wormy and dirty, yet we feel that there is something radically wrong with the law in this matter, and of course same would apply to a great many other lines. For instance, it is a very common occurrence for us or any other dealer to find worms in shelled walnuts, almonds, raisins, currents, dates, prunes, evaporated fruits, apples, strawberries, raspberries, and we might continue this list indefinitely. This is a circumstance over which we or any other person cannot possibly have any control whatever, and the only thing that we can see for such cases is that when the worms have damaged the food to such an extent that it is unsanitary and unfit for human consumption that orders should be given prohibiting the sale, and if same was still offered there would then be reason for condemning the dealer to pay damages as well as the goods in question being confiscated."

The contention expressed in this letter will surely appeal to every grocer as eminently reasonable. In other lines of goods it is possible to obtain from the manufacturer a warranty of the purity of goods, that is a good plea in any court in defence of the honest intention

of the dealer. But in such cases as those referred to such a warranty is unobtainable and would be of no service if it could be obtained. The facts of the case may be that the goods were actually beyond criticism when packed. The packer might so guarantee them, yet in the course of a few weeks or months they might develop some adulteration such as worminess through no fault on the part of any handler.

Now when a merchant buys such goods in good faith from reliable parties, and does everything in his power to preserve them in the best of condition, it seems hardly just that he should be held responsible for deterioration through natural causes entirely beyond his control. It is impossible for him to microscopically examine his stock. He must therefore either take this chance of being fined or give up handling such goods.

This surely should not be if the merchant takes the chances of loss on these goods—if they become unsalable surely this is enough of a risk for him to shoulder. He should not be placed under the stigma of wrong-doing as well. If, as the writer of the above letter contends, he flagrantly continues to sell these goods once he has been advised of their condition, then he is subject to summary conviction, but a law that penalizes a man for a fault he is ignorant of and could not avoid is surely a faulty law and should be rectified. The only possible protection for the merchant is to assure himself of the quality and grade of the foods by a careful examination of supplies on arrival, their immediate return if they are found at fault. Even this is not a full protection, as it is quite possible that these faults might be overlooked even in the most careful examination or that they might develop subsequently.

Would Dating Canned Goods Help the Trade?

Those Who Understand the Situation Believe Such Action Would Mean Serious Losses—Would Curtail Production and Cause Waste, Without Any Advantage Obtained

AMATEUR agitators, with a hankering to reform everything, are a very baneful influence because they appeal to an audience as a rule as ill-informed as themselves. For instance, here is a clipping from a recent issue of an Ower, Sound newspaper:

Date of Canning

"If canners were compelled to print on the labels of all canned goods sold the date on which they had been canned it would not only insure fresher and more palatable canned goods, but would tend to greatly cheapen the product. There would be small tendency to carry stock over from one season to the next, and as a result the public would get the benefit. As the matter stands now the canners through large storage warehouses are able to hold over a complete season's

canning in an effort to unduly inflate prices. Were the tins dated the canners would be unable to do this."

This probably appeared a very bright idea to a goodly number of readers. It also probably looked like something new to them, yet this question has been discussed pro and con for a goodly number of years. The United States authorities, who have probably gone to the limit with this class of legislation, have never deemed it necessary to put the dating on the labels.

The whole trend of the times is to favor increased production. It is the most urgent and essential business before the world at the present time next to winning the war, and it is associated with that great idea, in that the shortage of food is unquestionably going to be one of

(Continued on page 26.)



The way Graham's store, St. Catherine St., Montreal, cultivates a demand for various lines of goods

Definite Standard for Baking Powder

Dominion Analyst Advocates a Minimum of 10 Per Cent. in Gas Content—Pronounced Improvement in Quality of Product in Recent Years

A RECENT bulletin of the Inland Reserve Department dealing with the subject of baking powder contains some very interesting and valuable information. Dr. McGill, the chief analyst of the department urges in this connection the necessity of establishing a definite standard for baking powders on a basis of available gas, so that any decline from this standard might be held to be illegal.

"Apart from considerations of the wholesomeness of the ingredients and the harmlessness of the residues left in the bread," continues this report, "it is evident that the gas-producing power of baking powder is its most important character. An article which has been so badly made, or which has so much deteriorated through prolonged keeping as to be incapable of yielding a reasonable volume of gas, is necessarily disappointing to the baker, and, beyond fixed limits which should be legally defined, must be regarded as fraudulent.

"The generally accepted and what may be regarded as the normal baking powder is expected to yield from 12 to 13 per cent. of gas (weight) when freshly made. The nature of cream tartar which was the original acid ingredient of baking powders, doubtless determined this figure, which has been so long and so widely accepted that any considerable departure from it would be confusing to the baker. Although burnt alum and other acid components which have more recently come into use in baking powders are capable of producing a much higher percentage of gas they have usually been reduced in strength by addition of starch or other neutral material so as to conform to the strength of cream of tartar.

"The nature of a mixture of bicarbonate of soda with any acid substance is such that gradual interaction of the components must occur on prolonged keeping, and unless kept very dry and cool this interaction may be quite rapid and must result in the loss of so considerable an amount of gas as to render the article valueless for baking purposes.

"The States of Florida, North Dakota and, I believe some others as well as the Government of Western Australia, have fixed 10 per cent. of gas as a minimum limit for a legal baking powder."

It is a matter for congratulation also that the report shows a generally improving condition in the quality of baking powder during the course of the past twenty-five years. In 1889 the gas percentage of 149 samples averaged only 8.17; in 1900 it had advanced to 9.80; in 1908 to 10.24 and in 1915 to 11.91.

In the inspection of 1915 and 1916 it was found that in the former year 82 per cent. of the 251 samples examined showed over 10 per cent. of gas, and that in the latter year 88 per cent. of the 1915 samples were above that average. This evinces a generally improving situation in regard to this product. Dr. McGill gives it as his opinion that anything under a 10 per cent. content of gas should be made illegal.

AMERICAN SETTLERS INVADE SASKATCHEWAN

The opening of spring is unusually early in Saskatchewan this year, and the land is apparently absorbing all the melting snow, thus preventing the usual spring freshets in many parts of the

province. Early in the week of March 25 farmers in different districts in the south were reported seeding and plowing and harrowing is progressing. If the fine weather continues seeding will be general within a week or two, probably the first week in April. Prospects are that an unusually large acreage will be put under cultivation in Saskatchewan this year as a result of the greater production campaign. The Soldiers of the Soil movement, by which hundreds of school boys will be placed on farms, is meeting with much encouragement. The movement from the States is most marked this spring. Tenants on \$300 an acre land in the middle states are tiring of paying big rentals there when they can buy farm land outright in Western Canada at a low figure. Nine cars of settlers' effects arrived last Sunday at the small town of Webb in southwest Saskatchewan, most of these from points across the line. Business is being well sustained, and wholesalers state that they have been busy from Christmas on, there being no lull in trade following the mid-winter holidays as in former years. Prospects for a good spring business in all parts of the province are reported to be exceptionally bright.

SASKATCHEWAN CREAMERIES TO HANDLE EGGS

The Saskatchewan Co-operative Creameries have inaugurated a department for the handling of eggs and poultry on a co-operative basis and have established cold storage plants at Regina and Vonda. Others are in course of erection at Vonda and Saskatoon, and still additional plants will be constructed in other parts of the province. It is hoped to place Saskatchewan at the head of the provinces of the Dominion in the matter of production of eggs and poultry. A. H. Wilford is at the head of this department.

Expense Ratio Decreased by Turnover

Increased Sales Diminish Percentage of Expense—Answer to Critic of Recent Article
—No Suggestion of Featuring Other Than Profitable Lines—Make the Most
of So-called Unprofitable Lines, and so Decrease Fixed Charges

THE courteous criticism on the article "Turnover's Place in Judging Profits," from Ross Fleming in last week's issue of CANADIAN GROCER, probably expresses the opinions and ideas of many other grocers who read the article referred to. Mr. Fleming appears to show some diffidence in giving expression to his criticism. His temerity, however, needs no apology. The article dealt with the subject in question from a viewpoint quite at variance with that adopted by the average grocer and criticism was expected and invited.

The first point raised by Mr. Fleming is merely one of terms. He refers to the "profit on bread" which is of course 10 per cent. whether we speak of the day's or the year's turnover. Interest on capital as referred to in the article is quite another thing. In the recent enquiry the profit on bacon made by a well-known firm was only a fraction of a cent a pound, not more than 2½ per cent. profit, but the interest earned on capital was stated to be around 80 per cent.

Taking Mr. Fleming's next point he says:

"I also contend that you must average up your profits by increasing the margin on other goods to offset the narrow margin on staples."

Now, we all know that there are many proprietary goods on which an excellent profit is made and every live grocer will of course pay attention to these lines, push them in every way, stock as many of them as he can and will always be on the lookout for more. If Mr. Fleming means that the extra profit on these will average up his general profit, all well and good. But the grocer would make this profit in any case, his making it does not depend upon his selling sugar at a small profit. He is not therefore increasing his margin on those goods to average up his profit.

If, however, Mr. Fleming means that a grocer must take some line or lines of goods and say, "Now in the ordinary way I should sell these for such and such a price but as I make so small a profit on sugar I am going to add 10 or 15 per cent. to their price to make up my deficit," then the writer contends that the idea is wrong and cannot be carried out. You can and should push the sale of goods on which you get a good profit and you should do this in any case, but you cannot charge more for one article because you get only a small profit on some other article. If you could get more for that one article

you would do so irrespective of what you make on sugar. It is not optional with you to charge what you please for any commodity, that is if you want to hold your trade. You are, to a certain extent, bound by what other merchants are charging, and it is not probable that all your competitors would hit upon the same article to bear the extra charge.

Mr. Fleming then gives figures to illustrate his point and asks to be shown where he is wrong. He is not wrong; his figures are quite correct, but it is in the inferences he draws therefrom that he differs with the writer of the article. Mr. Fleming sees in them a proof that the proprietor of the business must increase his charges on some of the goods he is selling; the writer of the article draws from them the deduction that the proprietor must reduce that 25 per cent. expense or go under. If he cannot reduce his actual expenses, if things are already cut down to the finest point, then he must sell more goods and reduce the ratio of expense in that way.

Mr. Fleming admits that additional sales up to the capacity of one's staff lessen the overhead and that is the whole point.

Any ordinary business can handle quite an amount of extra trade without additional staff. In the business which he instances the turnover is \$40 daily. We do not know the constitution of the staff, but presumably a business where the expenses are in the neighborhood of \$60 weekly could easily handle another \$10 a day without additional staff. This would bring the turnover to \$15,000 and reduce expenses to 20 per cent. If they can manage \$20 extra a day expenses would be still further reduced to about 17 per cent. If the business continues to increase there will come a point where additional help becomes a necessity but the increase in the business will by that time be more than sufficient to cover the extra cost.

It should be our aim to increase our sales up to the capacity of our staff and thereby keep our overhead ratio at its lowest possible point. It is not quite clear what Mr. Fleming means when he says our total turnover will not affect our sales to the extent claimed in the article. No hard and fast claim was made. The broad contention is that as turnover increases so the ratio of expense will decrease. That even if expenses increase the relative increase will not be so great as the increase in turnover and so the ratio will decline.

The article in last week's issue dealing with a previous criticism somewhat similar to Mr. Fleming's will probably have come to his notice. The arguments used in that article will also apply to Mr. Fleming's contentions, and his ideas thereon would be heartily welcomed should he feel the inclination to still further indulge in the Irishman's favorite pastime.

CREDIT MEN FAVOR BANKRUPTCY ACT

At a recent meeting of the Canadian Credit Men's Association held in Toronto, the association put itself on record as favoring the proposed Bankruptcy Act that is being brought before the federal parliament at this present session. The new act is aimed to obtain some uniformity in the matter of insolvency legislation, also aims to make a distinction between the honest and the dishonest debtor, and to enable the former to obtain relief.

TWO POINTS THAT ARE CAUSING CONCERN

Retail Licenses

Requests for information as to how the retailer shall obtain his license are being constantly received.

The grocer will in due course receive from the Food Control Board at Ottawa a form of application that must be filled in. These forms will be self-explanatory, and the grocer who lives up to the simple regulations set forth in the recent order will obtain his license in due course. The obligation, however, rests upon the grocer to secure this license by May 1, and in the event of his not receiving this form within a reasonable time before that date he would be well advised to request such a form from H. Amphlett, director of licenses, Canada Food Board, Ottawa.

Re the Income Tax

The question is being frequently asked as to whether a grocer making less than \$3,000 must make an income tax return. There is no definite ruling on this question but CANADIAN GROCER does not think that it would be necessary to do so providing that the exempted amount is reached in a bona fide way.

For instance, a merchant's living charges must be counted in as profit. That is if a merchant's profits are \$2,000 and it costs him \$1,500 then his actual profits are \$3,500 and if he is a married man he must pay on everything over and above \$3,000, or if he is a single man, on everything over and above \$1,500 at the rate of 4 per cent., with a surtax of 2 per cent. additional when the profits exceed \$6,000.

Radical Changes in Restaurant Regulations

Use of Meats, Wheat, Sugar and Butter Limited—Will Create Greater Demand For Fish, Eggs, Etc.—Possible Extension to Private Householders Forecast

THE changes proposed in the government of restaurants certainly step out in a most drastic fashion, and Canada finds herself in a position comparable to those countries where actual scarcity exists. Providing that these regulations are necessary, no one will complain, or at least they will do nothing more than complain. It is rather strange, however, to see Canada coming out so strongly in favor of meatless days, and meatless meals for the week, when the United States has just decided to discard this idea. The meatless day in the United States has been found to create demands that were more dangerous to the world's food supply than was the consumption of meat. The restrictions against the consumption of wheat bread and sugar, however, parallel the regulations in operation in the United States. The most drastic of the regulations that it is expected will come into force almost immediately provide for material restrictions in the kind and quantities of food that may be served in any public restaurant are as follows:

More Meatless Days

Beef and veal may be served at evening meal only.

No beef or veal may be served on Wednesday or Friday.

Pork may be served at morning meal only on Sunday, Tuesday, Thursday and on Monday and Saturday, and may not

be served on Wednesday or Friday at any meal.

One Ounce of White Bread the Limit

No wheat or wheat products shall be served at the mid-day meal.

Substitutes shall be served whenever white bread is served.

No public eating house shall serve more than one ounce of wheat bread, or any product made wholly or in part of wheaten flour, between the hours of 5.30 a.m. and 10 a.m., 11.30 a.m. and 2.30 p.m., and 6 p.m. and 9 p.m.

Only the Traveller Can Eat Sandwiches

Sandwiches made from wheat bread and pork, beef or veal may only be served at railway lunch counters, but only at any time and at all times to bona fide travellers.

Public eating houses other than railway lunch counters shall not serve sandwiches during the mid-day meal.

Public eating houses shall not serve sandwiches filled with beef, veal or pork during hours and on days that these meats are prohibited.

No Bread With the Soup

Bread shall not be placed on tables in public eating houses until the first course is served.

No more than two ounces of standard flour bread or rolls, or any product made from standard flour, shall be served to one person, unless on special request for second serving.

No more than four ounces of bread or other product made from bran, corn, oats, barley or other flour at any one meal to one person, unless on special request for second serving. No bread less than twelve hours' baked shall be served in public eating houses, except in railway trains and steamships.

Bread as a garnish, except under poached eggs, is prohibited. Wheat flour dumplings in hot pies, meat stews or soups, are prohibited.

On and after April 7, 1918, no bakery operated in connection with a public eating place shall make wheat bread or rolls, pastry or other bakery products, from wheat flour other than the standard flour, or from flour containing a higher percentage of extraction than standard, without written permission from the Canada Food Board.

In bakeries connected with public eating houses the regulations governing bakeries shall apply.

Meat and game shall not be served in larger amounts per person than the following portions, weighed after cooking, not including bone:

Beef, eight ounces.

Veal, six ounces.

Mutton and lamb, six ounces.

Fresh pork, six ounces.

Pickled pork, eight ounces.

Venison and other wild meats, eight ounces.

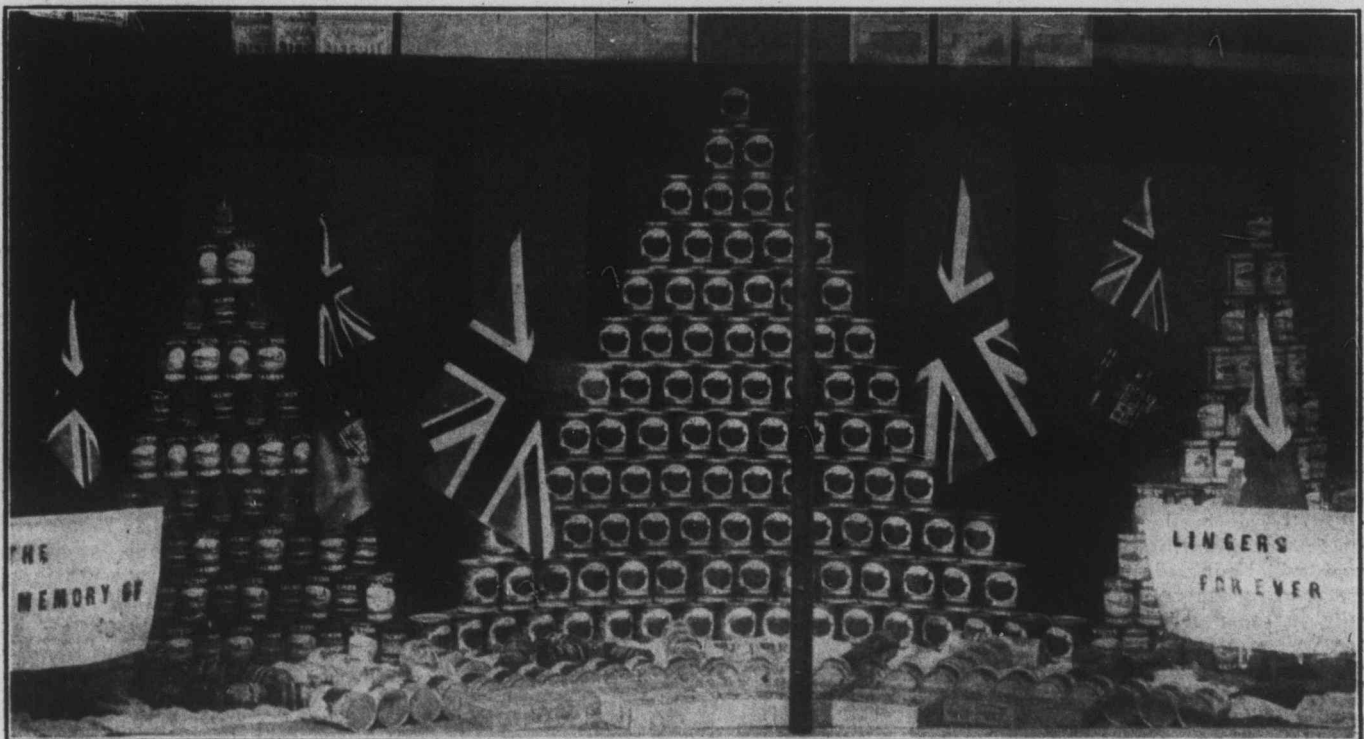
Bacon, four ounces.

Ham, four ounces.

Only one serving of meat or other flesh or fowl per person shall be served at any meal.

One Ounce of Butter and Two Spoonfuls of Sugar

Not more than half an ounce of but-



A timely window display for the present season

ter or oleomargarine may be served, except upon special request, and then not more than half an ounce may be given.

Sugar receptacles shall not be left on dining-tables or counters, except in railway trains or steamships.

Not more than two teaspoons of equal weight of cane sugar shall be served for the purpose of sweetening beverages.

Sugar for any purpose shall only be served when called for.

Must Tell the Reason

From and after April 7, 1918, printed cards must be prominently displayed in public eating houses, so as to be easily read by all guests, bearing the following notice: "All persons in ordering their food ought to consider the needs of Great Britain and the allies for wheat, beef, bacon and foods, and that the Canada Food Board desires the public to do everything in their power to make these commodities available for export, by eating as little as possible of them, and by making use of substitutes and avoiding waste."

Or in lieu of such prominent notice the same shall be printed in red on all menu cards.

May Affect the Home Next

This will mean a good deal of a change in business conditions, but it is not the retailer that will suffer in most instances, as the majority of restaurants buy at wholesale. Wholesalers expect a most pronounced increase in the consumption of some goods, notably in eggs and fish, but also in many other lines that are not affected by the restrictions.

While these regulations affect the grocer to only a limited extent the suggestion that these are tentative measures intended to familiarize the public with these restrictions, and that in the near future similar restrictions will be imposed on the householder, will be of considerable moment to the retailer. When they touch the householder they touch the retail grocer very nearly. As yet, however, this possibility is only a rumor, and there has been no confirmation of this rumor from the Canada Food Board.

WOULD DATING CANNED GOODS HELP TRADE?

(Continued from page 22.)

the vital facts in the winning of that war. Increased production means increase all along the line; among other things, in canned goods, for the whole idea of the canning industry is to preserve fresh fruits and vegetables for future use.

Dating Law Would be a Menace

Now if a dating law were put into effect it would mean that the manufacturers will limit their pack and will not take care of the future vegetables and fruits in season, but will be forced to only pack what can be disposed of in the season.

It does not require much argument to show that instead of this, law reducing prices it would have a decided tendency to enhance prices.

It would seem, therefore, that this danger is being incurred without any compensating gain. Why should these commodities be dated? So that the consumer may get fresh goods is possibly the reply. But many investigations stretching over a space of many years have proved beyond any possibility of contradiction that canned goods will keep practically indefinitely, with no depreciation in their quality. The chemical changes that occur in all canned goods occur within the first few months in which the goods are packed. This fact has been thoroughly established by chemical experiment that this is the case, and that after these early changes there is no other change, no matter how long the goods may be held.

How Dating Law Would Affect Retailer

How would a dating law affect the retailer? It is not hard to see. The average housekeeper's idea of what is and is not fresh stock is rudimentary. Even goods dated only a month or so in advance of the purchase would in all likelihood be looked upon by the housekeeper as old stock, and it would require a good deal of argument on the part of the grocer to convince her to the contrary. And as for goods that are carried over from one season to another, they would be almost unsalable, and certainly would only be marketable at a discount.

Every law that tends to the improvement of the quality of food products is a step in advance. But not every regulative law has this effect, and regulation that achieves nothing is a drag on the wheels of business. Ideas such as this dating scheme find a ready favor with the public, but what does the merchant think of them? CANADIAN GROCER would be glad to hear from any grocer on this subject, no matter which side of the argument he may favor, and would be glad to receive word of any instances that bear on this case.

ASK FOR OFFICIAL EMPOWERED TO EXAMINE FOODSTUFFS

That there should be in every municipality some person with power to inspect foodstuffs with the object of preventing them becoming unfit for food was the substance of a resolution passed by the Regina food economy committee at a

recent meeting as follows:—"That the Canada Food Board be asked to give the food inspector or some other duly authorized person in the municipality power to order the proper disposition on the market of any foodstuffs which in his opinion are about to perish or become unfit for food."

REGINA RETAIL GROCERS' BANQUET

A. L. Struthers of Winnipeg, addressed a wartime banquet of 200 retailers at Regina recently on "Retail Efficiency." N. L. Green, president of the Regina Retail Merchants' Association, presided. Following the banquet a short session of the executive of the association was held, when hearty sympathy was expressed by resolution with the movement to place all available men on farms this spring and summer.

REGINA CITY COUNCIL EXERCISED OVER BREAD PRICES

The reduction in the weight of the standard loaf of bread in Regina, brought about by the order of the Canada Food Board, and the fact that a corresponding decrease in price has not taken place has been the subject of much comment here lately. The matter came to the attention of the city council at a recent meeting, when the principal point of difference among the aldermen was whether the city should place responsibility for enforcing the new bread measure on the Dominion Government, or should amend its by-law to bring it into conformity with the order-in-council. By the vote of the chair it was decided to adopt the city solicitor's recommendation giving the city inspector authority to enforce the order-in-council under discussion. The city by-law provided for a 24-oz. loaf, the recent order-in-council reducing the weight of a standard loaf to 20 oz. It is claimed that with the same price prevailing which was formerly charged for the larger loaf this represents an increase in price of 20 per cent. per pound, and the Provincial Food Control Committee has been asked to conduct a public enquiry into the matter to see if the indirect increase in price is justified. Regina bread is 7.3 cents per lb.

THE BUY-AT-HOME PLEDGE

I believe in my Town, I believe in the goods sold in my Town, and I buy them:

BECAUSE I can get more and better values—
 BECAUSE I want to see the goods—
 BECAUSE I want to get what I buy, when I buy it—
 BECAUSE if I sell my goods here I ought to buy here—
 BECAUSE the man I buy from pays his share of town and county and provincial taxes—
 BECAUSE the man I buy from stands back of his goods, and is here in my Town—
 BECAUSE every dollar I spend at home, gives me another chance at that dollar—
 BECAUSE my home dealer carries me when I run short and out of town dealers will not—
 BECAUSE the town which is good enough for me to live in is good enough for me to buy in—
 BECAUSE the man I buy from in my Town helps support my school, my church, my lodge, and my home—
 BECAUSE every dollar I spend at home, stays at home and makes more money in my com. unity—
 BECAUSE when ill-luck comes, or misfortune, or bereavement overtakes me, the man I buy from in my Town, is here, with his kindly greetings, his words of cheer and sympathy and his pocket-book if necessary.

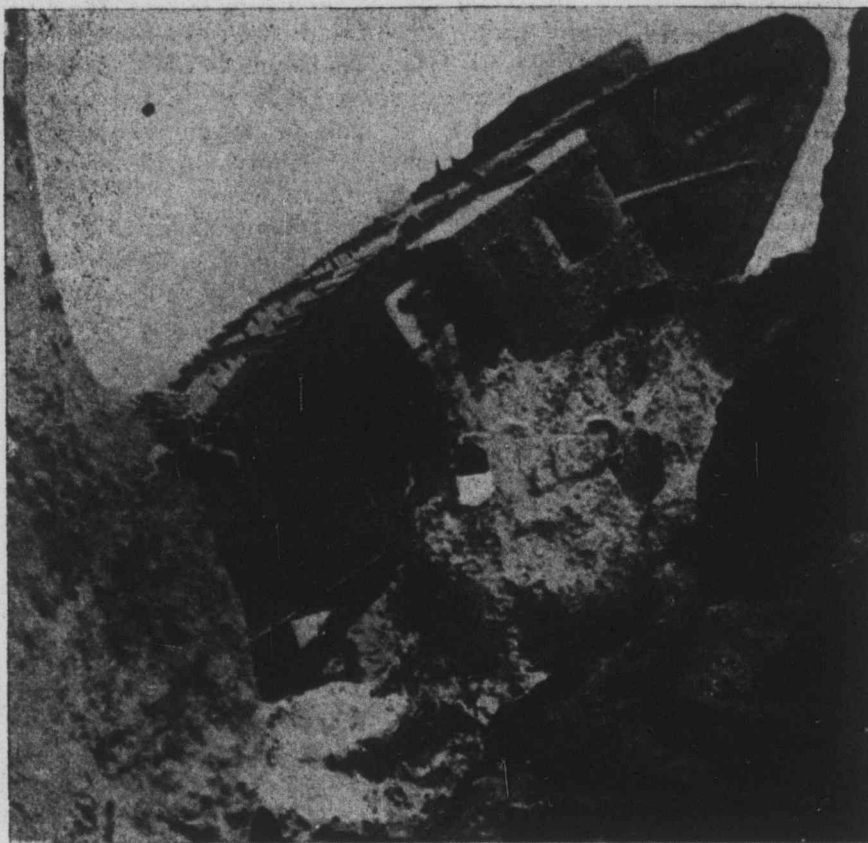
Here is my pledge: Here I live and here I buy. I believe in my Town, I buy at home.

Issued by:

W. W. E. Smith

An effective buy-at-home pledge card issued by the W. W. E. Smith Store, Harvey, N.B.

Current Events in Photograph—No. 14



SUPLANTING THE CAVALRY

THIS remarkable photograph of a tank in action was taken during the battle of Gaza in Palestine. It suggests the wonderful adaptability of these new monsters of warfare. The country is obviously not suited for cavalry operations, as the ground the tank is negotiating would defeat most horses.

TORONTO MILK PRODUCERS WILL MAINTAIN WINTER PRICE— GO ON RECORD AS OPPOSED TO DAYLIGHT SAVING

Three hundred members of the Milk Producers' Association whose product is marketed in Toronto met there recently to discuss the problem of milk prices for the summer months. It has been customary for milk to decline in price during the summer time, but the unanimous decision of this gathering was that prices should remain at the winter standard.

One section of the producers favored increasing the price to \$2.75 an eight-gallon can, but after much discussion they agreed to the motion fixing the price at the figure charged during the winter. However they said that this coming year they intended to make a careful study of the actual cost of producing milk.

R. F. Hicks of Newtonville, and John Newhouse of Snelgrove sponsored the resolution to continue the winter price of \$2.50 an eight-gallon can, delivered at the dairy. Mr. Hicks said that while it was true the cost of labor had advanced considerably of late and while practically all producers had been carrying on business at a loss, it was the

safest in these times to continue the present prices.

Toward the conclusion of the gathering an almost unanimous resolution placed the association on record as against the proposed daylight-saving scheme, and authorized that protest be made to the government. They felt that the farmers had not been considered in framing the bill. While they themselves would not have to go to work by the changed time, they declared hired help would not work after the whistles blew in the cities.

CANNING INDUSTRY BOOMING AT PICTON, ONT.—TWO NEW CANNERIES EXPECTED

The financial success attending the canning industry during 1917 has caused marked activity in the canning business in the Picton, Ont., section this year.

Two new factories are to be in business this year. G. E. Boulter, who for several years was the manager of the Boulter factory in Picton, and for the last seven years teller in the Union Bank here is taking contracts for his new factory which is to be erected on Lake Street. This week the announcement is made that the Hepburn mill on the wharf

is to be converted into a canning factory to be operated by Keith Hepburn under the firm name of the Quinte Canning Company.

This activity in the canning business has led to keen competition for the growing of produce and a marked increase in prices offered. Farmers are this year to be paid 60c per bushel for tomatoes, \$60 per ton for peas, and \$15 per ton for corn. These prices are attractive even with the present good prices for other lines, and the canners should have no difficulty in securing sufficient contracts if the farmers can only be assured of sufficient help to harvest the crop.

RENFREW, ONT., HAS NEW MILL- ING CONCERN

The Renfrew, Ontario, mill of the Interprovincial Flour Mills Co., is now in operation. W. E. McConnell is manager of the new mill. The mill is of 400 barrel capacity and is one of a chain of mills, the others being at Saskatoon and Strome, Sask.

G. F. Durkee, who has conducted a grocery store at Port Rowan, Ont., for the past twenty-one years, has sold out to F. H. Anderson.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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EDITORIAL BRIEFS

DRY days, boys, though judging from the stories of the express companies there are some homes that will be wet as Noah's Ark for some time to come.

* * *

THE Quebec Housewives' League are out in favor of the cash and carry system. If there is any real ambition on the part of the housekeepers to carry parcels they ought surely to be accommodated.

* * *

THE report of the *Labor Gazette* for March declares that there have been slight advances in the cost of most food commodities sold at retail during the month of February, with the exceptions of eggs, cheese, bread and sugar. The average cost of the family's budget of staples is given as \$12.54, as compared with \$12.42 in the preceding month.

A DOLLAR PER HEAD

THE cost of automobiles imported into Canada last year reached the modest total of upwards of \$8,000,000. Now the prosperous chap, who had his mind all made up to the squandering of a few thousand on a new car this year, may be pretty sorrowful, but in the end this one item means a saving of \$1 per head, and that extra dollar is as likely as not to find its way into the grocer's till. Therefore, wherefore be sorrowful?

THE MOST NEEDED MAN

THE Hon. Mr. Lemieux in a recent debate in the House, on the question of whether Mr. O'Connor was to be removed to some other sphere of usefulness, a question which by the way was answered in the negative, described the aforesaid gentleman as pos-

sibly "the most needed man in the public service." That appears either as a purely rhetorical exaltation of the gentleman's value to the country, or as a distinctive assault on the value of the other gentlemen engaged in the public service.

Mr. O'Connor has unquestionably made a great many drastic statements that a certain percentage of the people believe. He has made life a little harder for the heads of some industries. As the heads of industries are fair game for anyone in these times, no one would complain of that if any results had been achieved. Unfortunately not by the faintest fraction of a cent have Mr. O'Connor's activities affected the price of the commodities discussed, while it is only reasonable to believe that the cost of Mr. O'Connor's office has added in some slight degree to the High Cost of Living.

NEW PROHIBITIONS DO NOT HIT GROCER.

THE proposed legislation prohibiting the import of many manufactured goods into Canada is about the only bit of legislation of recent date that does not seem to have been aimed directly at the grocery trade. Barring patent medicines that are quite an item in the trade of the general store, and which in many cases are manufactured in Canada, there does not seem to be anything on the suggested embargo list that will materially affect the grocer, as a grocer.

Of course the grocer would be affected by the suggested tax to be imposed on the manufacturer to offset any betterment in his conditions that might have resulted from these embargoes, but as a business man he is apparently getting off pretty well scot free. That the grocer might have suffered in his business is evidenced by a few of the larger items in the food trade with our neighbor across the line: Meat products, \$31,000,000; corn, \$12,000,000; wheat, \$4,000,000; fruits and nuts, \$3,400,000; wheat flour, \$890,000.

LET US GROW WHAT WE NEED

IN this great campaign for production that is before us, it would be a wise thing to use a little judgment, and try to plant the things that are likely to be in demand. We grew a lot of carrots and onions last year, and doubtless a lot of other things would have been more plentiful at the present time had we devoted ourselves to disposing of these same articles. But the sad fact is that we didn't. There are still large stocks on hand in various centres that are wanting a buyer, and wanting one fairly immediately.

Of course the general answer will be to state that the merchant has been responsible for this condition by hoarding, and holding for high prices. That, however, is not the case. Carrots could be bought at any time during the past season for very moderate figures. But there was no great demand for them.

It would be wise, therefore, in our planning of increased production, not to overlook the fact that it is wise not to provide more of one thing than the people happen to want, or else to provide ahead for some satisfactory method of distribution that will ensure that there shall be no waste.

THINKING THINGS OUT WITH THE STAFF

THE merchant who does all the thinking for his staff has no particular reason to complain if his staff do not greatly discommode themselves to do any thinking on their own part. Plowing the lone furrow especially in these days is a profitless business. The merchant in the end must depend upon his clerks to sell a fair portion of his goods, and in doing all the thinking he is handicapping his own staff.

The staff conference is one of the best business propositions that has yet been conceived. Practically all wholesale houses adopt some such method. But probably the bulk of the retailers never try to formulate a definite united policy, an offensive in which all the forces of the store are working toward a common end. In the Spring and Summer Number that will appear on the last Friday of this month there will be a large number of articles that may be of some value, or that may be of profound value. If the suggestions they convey reach only the proprietor, then their influence naturally stops there. There will be some big ideas in this number. Give them a chance to help you in your business. Arrange to get your staff around you, and see how these ideas may be adapted or improved to meet your own special needs.

THE WAY OF THE FOOD DICTATOR IS HARD

THE New York *Evening Post*, in a recent editorial, had this to say on the question of Food Controllers:

"Food dictators have a hard row to hoe. In the first place, they must face people's unwillingness to draw their belts generally tighter; secondly, they must try to suspend the customary laws of supply and demand in all the main commodities, erect a huge dam of government regulation against the operation of these laws. Any leakage leads at once to a roar of condemnation. Thus they have to face a storm of abuse from both sides, from producers as well as consumers. This is why the casualties among food dictators are so great, greater, perhaps, than in any other branch of the service."

DAYLIGHT SAVING ON THE WAY

GOOD news came from Ottawa during the week to the effect that the Daylight Saving Bill is ready for its third reading. The only detail that has been left in abeyance is the time when it shall become operative.

There is one thing in favor of a short announce-

ment, namely, that it will take up very few seconds to make the change through Canada once the announcement is made that it is to become effective. Thanks to the efficiency of the press as a publicity means it can be flashed across the Dominion within a very short space of time. It seems highly probable that hardwaremen will have the best opportunity they have ever had to talk garden tools and other instruments and equipment that will help along production.

THE GROCER AS A SALESMAN

THERE seems to be an impression among a great many grocers that it is their business and in their interests to merely hand out the goods that are daily called for. Some few grocers rather take credit to themselves in the fact that they do not make any effort to influence sales, while others have built up a sound and satisfactory business through their ability to tell their customers just what goods would suit them best.

Many grocers rather than risk offence will sell only the article asked for. In other words they make little effort to study the actual needs of their customers other than seeing that they have a sufficiently comprehensive stock to take in anything that might possibly be demanded. Now the customer is not always in the best position to know of the relative merits and the relative food values of these goods. Mainly they buy on a basis of habit rather than on a basis of food value. Surely the grocer should be in a position to give his customers such information as would ensure them getting the best value for their money. His customers are his clients, and he should see that their best interests are served. He should not let them go on purchasing goods that he knows do not show a maximum of value for the price without advising of the existence of other and better lines. The fear that such action will annoy customers is ill-founded. Of course a certain amount of tact must be used. The grocer must know his customers and their preferences and their idiosyncrasies so that he may not run full tilt against some prejudice or waste his energy on someone whose mind is already made up.

In short the grocer should be in fact as well as in name a salesman. It is something that requires tact, understanding and not a little wisdom, but it is a paying proposition, as the experience of a multitude of merchants has amply proven.

A BRITISH Antarctic explorer suggests the establishment of a line of refrigerator ships to bring whale meat from the Polar seas, to take the place of other meat now so scarce. Suppose you cannot expect too much in the way of an idea from a person interested in the South Pole.

Now We Must Keep Books

New Licensing Regulations Require Some System Whereby the Business Income May be Discovered—A System Complete Enough to Provide Proof if Required
—Some Simple, Sufficient and Flexible Systems

By Henry Johnson, Jr.

CANADA'S Food Board now steps up to every grocer, big and little, and says to him:

"Friend, from now onwards I want to know how much income you make out of your business. I can't know this unless you know it. You can't know it unless you keep accurate accounts. And, since we're busy ourselves these days, we must insist that you keep such accounts as we can verify rapidly. Moreover, much as we might like to take your statement without question, knowing you to be an honest man, there are some we cannot trust, and we have to treat all alike. So you must prepare to show us conclusively when we call for records."

We must understand that this demand is quite final. What they say goes. So let us realize that we are to be obliged by changed circumstances to do something exceedingly good for ourselves, something we know in our hearts we have neglected as we had no right to do. There will be some scratching of heads, some tall wondering just how we are going about it; but we know we must do it and that we must do it now. We shall therefore most gladly welcome any practical suggestions as to how we may do it in a water-tight way, without taking all our time for the task.

Working to the Harvard Sheets

Many of us are using the Harvard sheets successfully. Many others have wished they could use them, but have been unsuccessful in formulating a set of books to lead up to those sheets; for the sheets are made for recapitulation, for results, and they have not found a way to lead up to those results.

Again, it is necessary to have things that can be checked. That means records in balance; and that means double entry or its equivalent; and those of us who have had experience with old-style double entry are apt to be appalled by the detailed writing and re-writing required by these old-style methods.

But now comes forward a system-deviser with a simple set of records which affords all the balance, cross check and security of double entry with the minimum of writing. It is, in fact, a single entry system; but provided with two sets of columns into which balancing entries are extended on the left and right sides of the detail column, so that the two figure-columns always must be equal in total, thereby affording an instant and palpable check, just as your daily work progresses.

Hence, hereby the busy grocer can keep his records in shape for his own guidance; for his protection in case of fire (his ever-present danger); as a clear current history of his business so that at all times

he may know just how things are going; so that he may know those things IN TIME to steer clear of impending difficulties and correct errors; and in such condition that he can hand the board what it wants in short order and in convincingly workmanlike shape.

The results of a month, an epoch of several months, or a year can be transferred to certain simple forms provided with the system, or to the Harvard sheets, or to both, with the minimum of labor; so nothing need be left to chance or guess.

Wide Range of Flexibility

A special advantage is the ready facility with which the system may be expanded or contracted to meet your requirements. All of it can be kept in a single loose-leaf binder, just the sections necessary for your store. If you have the smallest kind of place and sell only \$25 daily, for cash, you obviously will not need customers' ledger, purchase ledger, controlling ledger; and several other features can be curtailed or omitted. If you are in the \$100,000-a-year class, operating under license from the Government, you can have section after section, each in its own binder, and you can expand these as much as you need or like. In fact, an admirable point about the system is that it is suitable for the smallest business, yet adequate for all the needs of practically any other.

Three points are specially valuable to any merchant. One is the plan of depositing all your cash receipts in the bank, thus making your bank deposits absolutely correspond with your total receipts—in itself a most valuable check on your business. Second is the system of paying all important bills by check. The third is the keeping of a stated sum of cash separately for the payment of petty items. This is provided with a neat, compact form whereon all such small payments are accounted for, plus a little receipt form to be signed by the payee, thus furnishing you with a clean receipt from everybody to whom you pay the smallest sum. To have such receipts from your clerks alone for the wages as paid is worth the price of the system.

The cost for the initial layout for the average merchant is \$19.85—nothing at all compared with its value. A set of sample forms with detailed instructions for their use is furnished for \$1. You can study those samples. Then when you buy the outfit, this first dollar paid is credited against the \$19.85, so your investigation costs you nothing. The patentees are ready, also, to answer all questions, help you out with any problems which may stump you, and in all other ways aid you

to make the system a permanent part of your business equipment.

Double Entry Can Be Simple Too

The name double-entry is unfortunate as applied to many other systems. A better name would be self-checking, or, as one concern has it, safeguard. For really there is nothing about a double-entry system suitable to anyone's requirements that need scare him.

I am reminded of the story of the clock which stopped because it got to figuring on all the ticks it must perform during its life. It stated that it was ticking four a second, 240 a minute, 14,400 an hour, 345,600 in 24 hours—and then going right on without a stop. It was just plumb scared of its job! But then somebody said: "Tick once," and the clock did it, and then again, and the clock did it again. Then he asked whether there was anything hard about it. The clock said no, to do it a few times was not hard. So he pointed out to the clock that it only had to tick once at a time; and when the clock realized that fact, it started off again, and has been ticking steadily ever since without a sign of exhaustion or worry.

When double-entry is mentioned to the novice he pictures himself selling a cake of yeast, entering it to the credit of merchandise and to the debit of cash, and says "Gracious, I have no time for that kind of thing—I have to work for a living!" And it is hard to get that idea dislodged. But there is no need for such an impression; for double-entry can be made to fit into the smallest kind of business, double check all transactions, keep records in absolute balance, and yet take up no more time than the most inadequate, slipshod excuse for system.

Ask Yourself WHY You Keep Records

If you ask yourself why you keep records, you must certainly see that the only kind worth keeping are such as actually tell you what you are doing. Slipshod systems will not do that; so the work expended on them is really worse than wasted; because not only do they not account, but they lend you a false sense of security.

If you followed the details of my own system, tried during more than 20 years of successful business, probably you agreed with me that it was simplicity itself. In fact, it was just that. My cashier used to complete her daily work on the journal in about an hour every morning on the average. I needed from half to an hour every month to post my ledger. All the time, my affairs were ascertainable down to the penny at any time within a few hours; and they were right before me, in sufficient detail for practical purposes, all the time.

(Continued on page 32.)

THE CLERKS' DEPARTMENT

THE BANKER WHO SAVED THE CREDIT OF BRITAIN

The Great Part Played by Governor of Bank of England in the World Crisis

The war has very seriously strained the financial resources of all nations. In fact it is little short of miraculous that finance has not cracked under the strain put upon it. Before the war men did not think in higher financial terms than millions. To-day we think in billions and before the war is over we may even talk and think in trillions. And through all this change finance has stood up and managed to successfully meet all contingencies.

One of the reasons for the success with which money troubles in Great Britain have been met, is found in the ability and staunchness of the Governor of the Bank of England. Lord Cunliffe has been equal to every emergency and his courage and resource have saved the situation many times. A sketch of this remarkable financier appears in the *London Bankers' Magazine*.

Speaking as we do with a knowledge of very many of those who have occupied the chair at the Bank of England during the past twenty-five years, the first comment we would make with regard to the present occupant is the exceptionally strong note of individuality which characterizes him. In one sense, of course, it is entirely a matter of accident that Lord Cunliffe should have filled the position of governor of the bank for a longer period than any of his predecessors, the initial cause being that he happened to be in the chair at the outbreak of war; and the determination with which some of the original war finance problems were handled by him—to say nothing of the great complication of those problems—immediately forced upon the directors of the bank the adoption of the policy which has been so often advocated by writers on money market affairs, namely, something like continuity of management of the central institution. There are probably very few, however, who could have stood the quite abnormal strain of the responsibilities incidental to that position during the past few years, especially as it is a position which evokes daily criticism, moreover, to which often no reply can be given, inasmuch as motives and causes actuating the policy cannot be disclosed in the midst of a great war. Indeed, it will be impossible to write a full and fair account of the part played by the Bank of England in the crisis of the past three years until the crisis itself has passed. All the same, we believe it will not be without interest if at this juncture, and accompanying Lord Cunliffe's portrait, we give our readers a brief sketch of his career and offer a few general comments upon the policy of the bank during the past three unexampled years in the history of this country.

The grandson of one banker—James Cunliffe, of Blackburn in Lancashire—and son of another—the late Roger Cunliffe of Alexander Cunliffe & Co., of Lombard street—Walter Cunliffe was born in December, 1855, if not absolutely in Lancashire, of good old Lancashire stock. He was educated at Harrow, and although undistinguished as a scholar, he represented his school three times at Wimbledon in the schools' competition for the Ashburnham shield, shooting twice for the Spencer cup. From Harrow he went to Trinity College, Cambridge, and gained his "blue" in athletics, winning the inter-varsity mile in 1877. After taking his degree he travelled abroad and began life in earnest working for a year as a stockman in Queensland, Australia. He has visited many parts of the world, either for business or sport—in fact, with the exception of South and Central Africa, there are few places which he has not seen, and many of his reminiscences of rough life in mining camps or his big game shooting expeditions are interesting.

Eventually he settled down in partnership with his brother Leonard as merchant bankers, or an accepting house, under the name of Cunliffe Brothers, which perhaps fortunately under the circumstances never aspired to doing a large business, and was one of the few of those houses who were not caught with their wings rather too far spread when the great war broke out in August, 1914.

In 1895 he was made a director of the Bank of England, and held that position until 1911, when he was elected deputy governor, in succession to Mr. A. C. Cole, who became governor. On the outbreak of war Mr. Cunliffe, doubtless to his own consternation, found himself in the governor's chair, which he has occupied since 1911. Lord Cunliffe is now in the midst of his fifth year of office, as, so far, it has been thought desirable to make no change during the war. His only directorate is that of the North Eastern Railway Company, to which he was elected in 1905.

To recount the work of Lord Cunliffe during the three strenuous years of the war would be to fill not a short magazine article, but many volumes.

It is highly interesting and somewhat instructive to think for a moment of some of the problems which have had to be dealt with during the three years by those responsible for the controlling of the banking system of the country. In the first place there was the obvious task of stemming the effects of the sudden outbreak of the European Armageddon, with its shattering effect upon the whole fabric of the international system of credit. Within the briefest space of time, arrangements had to be made at home for carrying on the banking of the country, and for providing the necessary currency requirements. Steps had to be taken to provide means for meeting the gigantic liabilities represented by outstanding bills of exchange and also to deal with every case where the sudden-

ness of the war occasioned temporary insolvency in directions where only time was required to liquify frozen assets. The Stock Exchange, as we all remember, was closed, dealings in public securities on any important scale were at a standstill, and, although at the moment of the outbreak of the conflict, the trade balance was so overwhelmingly in favor of this country as to justify huge gold shipments to London, the very state of war and the consequent danger of shipping the metal, added to the many difficulties with which the country was called upon to contend. Indeed, as many writers have justly said, it was as though some great financial earthquake had occurred, interrupting completely and disorganizing for the time being the whole credit system of the world. Exceptional energy and ability were demanded, and also an unusual measure of courage. In no ordinary degree these attributes were displayed both by the then Chancellor of the Exchequer, Mr. Lloyd George, and by the governor of the Bank of England. Any halting measures, any lack of courage, might easily have created at that period such financial disaster as to imperil the very war itself at its commencement. But whatever minor mistakes may have been made, and it was inevitable that during a period when rapid action was the very essence of the situation, mistakes should have been made, and despite all the criticisms which have been offered at various stages of the crisis by the money market, it was at the time, and always will be, conceded that the courage and energy displayed by the governor of the Bank of England were mainly responsible for the complete absence of panic and the growth of the crisis.

It will never be forgotten how, to meet the situation in the bill market and to preserve the prestige of London as a great monetary centre, bills to the extent of hundreds of millions were discounted at the central institution under conditions which absolutely relieved all but the original parties to the bill of further liability. Moreover, it must be remembered that in those days we had not grown accustomed, as we have done since, to thinking and talking in terms of hundreds of millions, and when the financial history of the present war comes to be written, we fancy it will be generally allowed that there has been no greater example of financial courage than was then displayed in the almost prodigal liberality of the State and the bank in their arrangements for the assistance of the money market. And as on so many occasions where courage has dominated the situation, the reward of success followed, so that within a remarkably short period the Chancellor of the Exchequer was able to announce that the amount of undischarged liabilities to the Bank of England was really exceedingly small.

Moreover, to recall a minor but by no means unimportant incidental, it is, we fancy, an open secret that it was the governor of the Bank of England who took the whole responsibility of placing a guard over the enemy banks on the 3rd August, immediately after Sir Edward Grey's speech in the House of Commons, thus frustrating any attempts to remove their securities before war was actually declared.

But these were merely some of the preliminaries of the situation which had to be handled by the Bank of England at the outbreak of war. During the two and a half years considerably more than two

thousand million pounds has been raised in actual long-dated loans by the government, while if exchequer bonds and treasury bills are added the total is, of course, considerably over three thousand millions. All of these great loan flotations, though loyally participated in by the bankers in Lombard street, have been organized and floated by the Bank of England, and so perfect has been the organization of that institution that in every case the operation has gone through with a smoothness that has been little short of marvellous.

And yet, if the work and the problems of war finance had ended here, they might have been described as simple in character. But they have not. As we all know, there has been no graver aspect of war finance than that which has concerned itself with the financing of our imports from abroad. By reason of the colossal character of the war and the number of nations concerned in it, the trade balance in favor of the neutral countries, and against the belligerents, has been of a completely overwhelming character, while the burden has centered mainly upon Great Britain by reason of the extent to which, in addition to bearing her own share in the cost of the war, she has also financed a goodly part of the imports of her Allies as well. In this particular aspect of the situation the responsibilities of the Bank of England must have been stupendous, for although not defined by any act of parliament, it is none the less the primary responsibility of that institution to safeguard the gold supplies of this country. And yet, it is certainly no exaggeration to say that so far as the adverse balance of trade itself was concerned, the figures were of such a character that no nation on earth could possibly have been able to control the gold position without the utmost skill and the greatest courage. Thanks, however, to concerted action on the part of the Allies and to the formation of strong exchange committee, with Lord Cunliffe at its head, the situation has so far been dealt with in a conspicuously successful manner, although the moments of anxiety must have been frequent and great. Finally, however, as we all know, the financial arrangements pursued over a long period between America and this country became enormously strengthened by the actual entry of the States into the war, so that, so far as that country is concerned, the pressure of the problem has slightly relaxed. No small part of this problem of gold movements, however, has consisted, even in its physical aspect, of shifting the metal to the various centres

required, and we believe it was largely by the ingenuity of Lord Cunliffe that at a very early stage in the war the idea was conceived of making Canada a centre first for receiving gold from New York intended for London, and later for feeding New York with gold when it became the turn of the Allies to settle their heavy indebtedness to the United States.

Moreover, throughout the whole of the war period down to the present time, it must be remembered that the Bank of England has had to fulfil the peculiarly difficult and delicate task of serving primarily and always the interests of the state, and at the same time continuing to fulfil its functions as the pivot of the money market, and to arrange matters that so far as might be possible ordinary financial business in Lombard street should continue. Under conditions such as these, it is scarcely surprising—it could hardly have been otherwise—that the one called upon to fulfil the unwelcome office of governor of the bank should have been exposed to constant criticisms. With a knowledge of the inwardness of events known to few, the bank's policy must often have been inspired by considerations entirely beyond the ken of the London money market, and it says much for the confidence which was inspired by Lord Cunliffe's general policy during the trying times at the beginning of the war that, despite criticism, the money market has placed increasing confidence in his judgment, even when the policy pursued has oft-times been contrary to its own immediate interests. Nor is this feeling of trust difficult to explain. It is not that mistakes may not have been committed, but in business as in other departments of life, a strong leader always commands respect and confidence, and of courage and determination there has been no lack under Lord Cunliffe's governorship. There has been no task and no situation from which he has flinched, for one moment, and even some time since when, through illness, he should have been resting, he continued at his post under conditions which unquestionably involved serious risk to his health.

And now to the many services which Lord Cunliffe has already rendered to the nation must be recorded the fact that, together with our foremost statesman and diplomatist, Mr. Balfour, he took part in the mission to the United States immediately following the entry of that country into the war. By general consent that mission has come to be recognized as one of the most successful ever sent out from this country. On the political side a better choice than Mr. Balfour could not

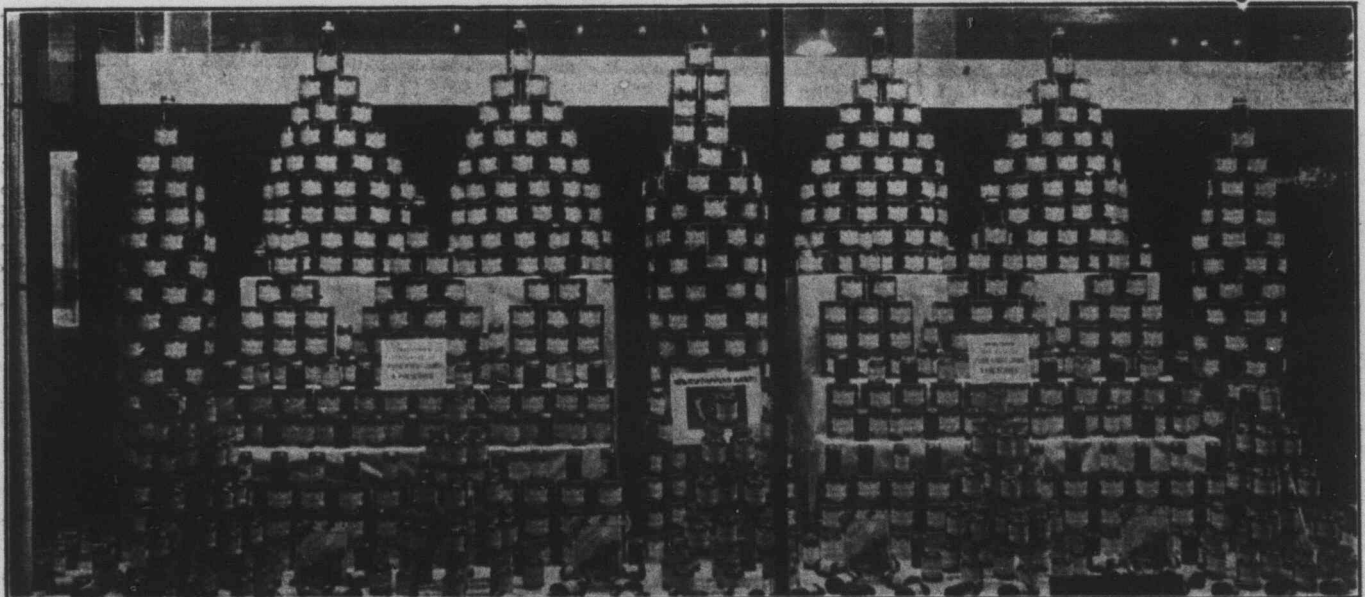
possibly have been made, and it is quite evident that his transparent sincerity made him a simply invaluable representative in clearing away any doubts, if they had previously existed, of our motives and aims in the present great war. And as regards finance, there was, of course, no one who was more intimate with every problem which has arisen since the outbreak of the war down to the present time than Lord Cunliffe, a circumstance which must have been of inestimable benefit in the many conferences on the other side of the Atlantic before the financial arrangements in connection with the granting of credits were finally concluded. Those credits so far as may be gathered have been arranged on terms thoroughly advantageous to this country, and amply reflecting the readiness of America to take its part in the war. It is well to remember, however, that where money matters are concerned, friendly sentiment in itself is not sufficient, and America was entitled to the fullest and most explicit information as to the general situation of the Allies. That the situation was adequately handled and expressed by our financial representative, Lord Cunliffe, is sufficiently evidenced by the smoothness with which negotiations appear to have proceeded. Moreover, it must not be forgotten that, given a long continuance of the war, the monetary operations between America and this country are likely to be numerous and extensive.

NOW WE MUST KEEP BOOKS

(Continued from page 30.)

Yet that was a double-entry system. I always have preferred it because not only simple, but logical and self-checking. What appeals to me about the single-entry plan I detailed at the beginning of this story is the fact that it seems to completely supply all features of the double-entry, while being readily comprehensible to anybody.

A not inconsiderable portion of the value of keeping accurate records is that no man can do it without THINKING, and thinking regularly and logically. Bookkeeping is the essence of logic. The two are infinitely valuable to any merchant. So we may well welcome this newly imposed task.



Quantity displays of marmalade and jams similar to the above are one of the most effective sales methods.

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

The late spring has delayed the maple sugar crop but shipments are expected next week.

W. Frank Hatheway, of Hatheway & Co., Ltd., St. John, is in Barbadoes for the spring months.

Practically all the grocers of St. John have secured their business licenses under the new federal act.

On account of the food conservation movement the bakers in St. John agreed to make no hot cross buns for the Good Friday trade as in other years.

The U. S. Government having taken over the last steamer of the E. S. S. Corporation, St. John, is now cut off entirely from steamer communication with Boston, a situation which imposes a serious handicap on the import and export of many lines of groceries and produce.

The licensing of grocers by the Dominion Government has raised an interesting issue in St. John with regard to the case of the smaller wholesalers who are not members of the guild. In the past they have been debarred by their lack of membership in the guild from purchasing flour and sugar direct. Now that they hold the government license as wholesalers they do not see how this concession can be refused them.

Quebec

Miss Antoinette Beaudoin, Montreal, has sold her business.

Albert Lamouche, grocer, has succeeded A. Provost at 503 Visitation Street, Montreal.

P. E. Pelletier has opened a grocery store in Prince Arthur Street, St. Lambert, Quebec.

R. Ricard, fruit dealer of Three Rivers, Quebec, was a Montreal visitor during Easter week.

L. Papineau, butcher of St. John's, Quebec, was in Montreal prior to the Easter holidays.

Among those calling in Montreal the past week was F. Morin, a fruit dealer of Three Rivers, Quebec.

P. R. Minto, sales manager of the Cowan Company, Montreal, is visiting the Toronto office this week.

Ovile Leveille, Lachine, Que., has purchased the grocery business formerly conducted by Mrs. J. Lauthier, at this point.

H. Merrill, local manager for the Ogilvie Flour Mills Co., Ltd., Montreal, was in New York over the week end.

E. Nicholson, with the Mutual Purchasing Co., Ltd., Winnipeg, was in Montreal last week where he remained for several days.



Captain Aubrey McKinnon has been killed in action on March 21. Capt. McKinnon was the senior partner of McKinnon & Horton, grocers, George Street, Sydney, N.S., for a number of years. Previously he had lived in North Sydney.

Capt. McKinnon, who was 28 years old, commenced soldiering eleven years ago, when he received a commission in the 94th Battalion. On the declaration of war he discontinued taking an active part in the business and undertook war duties. He left here last June for overseas with the rank of captain, but in order to serve in France reverted to the rank of lieutenant. Joining the 85th Battalion during last November, he served with them till his death.

Private Thomas McBroom, Govan, Sask., who enlisted with the 195th Battalion in March, 1916, returned from the front on Monday night. Private McBroom received shrapnel wounds in the face, arms and legs in July of last year at Hill 70.

* Before enlisting he was employed in Harry Latta's grocery store.

T. H. Johnston, manager of the Canadian Fish and Cold Storage Co., Ltd., of Prince Rupert, B.C., was a Montreal visitor this week in the interests of his firm.

Chas. Chaput, president of the wholesale grocery firm of Chaput, Fils et Cie, Montreal, has been confined to his home through illness. Mr. Chaput is expected to be at his desk again in the course of a few days.

Ontario

Alex. Mowbray, Wingham, has sold to Robert Brooks.

Mrs. E. Marshall, London has sold to J. H. Benbeau.

J. E. Gullberg, general store of Minaki, Ont., has sold out.

W. G. Cummings, Britannia, Ont., has been succeeded by L. N. Lascelle.

Jas. Cain, Huntsville, has advertised his business for sale as he has decided to retire from business.

John Waddell, citizen of Harriston, Ont., and for many years a grocer there, died at his home in Toronto recently.

The general store business of St. Amour and Lalonde, St. Amour, Ont., has been changed to E. St. Amour.

Albert Pinkerton, who for many years has been actively associated with the business life of Pinkerton, Ont., died recently at his home after a brief illness. Mr. Pinkerton was postmaster of the town as well as storekeeper and secretary of the fair.

Beverly McDonald, who for a good many years past has conducted grocery stores in both Picton and Napanee, Ont., has sold his Napanee business to the Normile Grocery Company. He is continuing the Picton business.

Western Canada

B. Gimovski, Winnipeg, has been succeeded by Harry Cohen.

Ross Brothers, grocers, Winnipeg, has been succeeded by John Ross.

E. E. Tilley, Minnedosa, Man., has been succeeded by H. H. Tilley.

Collum Bros., Winnipeg, have been succeeded by Harry E. Bowen.

S. Waldman, general store, Roblin, Man., has been succeeded by Z. Marantz.

White and Ziegler, general store, Souris, Man., have dissolved partnership. Lines Bros., general store, Cantour, Sask., has been sold to Mackenzie and Mann.

The general store of Price and Company, Lavenham, Sask., suffered recently through fire. The store was insured.

J. E. A. Mitchell, who conducted a general store business at Toga, Sask., has been succeeded by J. W. Mitchell.

J. L. Morton, who conducted a general store in Wawanesa, is moving to Shackleton, Man.

Harris Bros., grocers, Winnipeg, have been succeeded by the Logan Food Supply Co.

S. Lowe, general store, Summary, Sask., has been succeeded by A. W. Barber.

Argue Elliott and Co., general store of Mather, Manitoba, have opened a general store at Lomond, Alta.

Rostum and Green, Success, Sask., have dissolved partnership, W. R. Rostum continuing the business.

Ash and Burwell, general store, Asquith, Sask., have dissolved partnership, F. P. Ash continuing the business.

The C. H. Grant Co., Winnipeg, have been appointed agents for the Balfour Guthrie Co., Vancouver, B.C., and also Canadian sales agents for the Defiance Packing Co., for their lines of salmon, herring and other sea foods.

MANAGER OF CANADIAN BRANCH OF ROMAN MEAL COMPANY DIES

Joseph A. Jackson, general manager of the Roman Meal Company, died suddenly at his home in Toronto Sunday after a brief illness from heart disorder.

Mr. Jackson was well known in trade circles and his death will be felt as a distinct loss by a wide circle of friends and acquaintances. Mr. Jackson became manager of the Roman Meal Company on the establishment of the Canadian branch, four years ago. He was a brother of Dr. Jackson, founder of the company.

He was deeply interested in religious and social reform work, and previous to his association with the Roman Meal Co. he was the secretary of the Provincial Sunday School Association. He is survived by a wife and two daughters.

SASKATCHEWAN R. M. A. WILL HOLD CONVENTION

The Saskatchewan branch of the Retail Merchants' Association will hold its annual convention in Saskatoon on May 14-15-16. Arrangements are yet to be made for a building in which to meet, but program for the three days has been practically agreed on. E. B. Moon, director of the Department of Community Building and Trade Betterment of the *Farmers' Review*, Chicago, is expected to deliver a number of addresses at the convention.

F. E. Raymond, secretary of the association, expects a large attendance and arrangements will be made for a bigger convention than in previous years.

QUEBEC MERCHANTS AND HOUSEWIVES DISCUSS CASH AND CARRY

At a joint meeting of Quebec Housewives' League and the Retail Merchants' Association held recently at the City Hall, the question of the cash-and-carry system was discussed by those present.

After much exchange of opinion in which several merchants expressed their approval of the system if it could be carried on in a profitable manner, Mr. O. Shink, president of the Retail Merchants, complimented the ladies for their energy in working for the public welfare and assured them that the matter would be taken up by the merchants, and if it was found to be feasible some action might be taken in the matter in the near future.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

WHERE TO GET COCA COLA

Would you please give me the address of a Coca Cola agent?

Kooert Kirby, Sarnia, Ont.

Ans.—Address The Coca Cola Company, 65 Bellwoods Ave., Toronto.

IS A WHOLESALE LICENSE NECESSARY FOR A GENERAL STORE?

Is it necessary for a general store to take out a wholesaler's license to handle farmers' butter and eggs and resell them to the regular trade buyers?

H. J. Craig, Ailsa Craig, Ont.

Ans.—There has been no definite ruling on this case, so no definite answer can be given. We believe, however, that you can continue that business as formerly without getting a wholesaler's license. That business is an established part of the general store business. It is not in any sense a wholesale business, but is a charge for an accommodation that the general store provides as an accumulator of produce. We feel confident that the Canada Food Board would not consider this activity as coming under the heading of a wholesale business.

WASTE PAPER BUYERS

Please let me know where I can sell clean baled paper, and about what it is worth at present.

M. J. Carriere, Hammond, Ont.

Ans.—Present Toronto quotations on waste paper is \$6.00 a ton in small lots at Toronto. A far more advantageous way to sell, however, is for a number of merchants to get together, and arrange to load a car. Quotations on car lots are \$8 f.o.b. cars at shipping point at points south of North Bay and east of Fort William.

The E. Pullan Company, 10 Maud Street, Toronto, are large handlers of waste paper. Other handlers of waste paper are: Guelph Rag and Metal Co., Guelph, Ont.; Galt Rag and Metal Co., Galt, Ont.; Kingston Rag and Metal Co., Kingston, Ont.; St. Lawrence Pulp and Paper Co., Ottawa, Ont.; Rosenfeld and Co., Brantford, Ont.; Rosenfeld & Levitt, Barrie, Ont.; Hamilton Rag and Metal Co., Hamilton, Ont.

HARDSHIP IN MILL FEED REGULATION

Am I supposed to sell mill feeds at an advance of 10c per cwt. over cost at railway? I have 16 miles to haul my freight at a cost of 20c per cwt. My cost on each hundred pounds sold would be 10c. You state that no costs for delivery from railway to storehouse may be added. I had better stop handling mill feeds if this is correct.—J. W. Troyer, Magnetawan, Ont.

Ans.—Order No. 14 distinctly reads—"By dealers distributing ex-warehouses or premises to consumers, not more than 10 cents per bag of 100 pounds may be added to the cost at the railway station where dealer takes delivery." We agree with you

entirely that this is absurd as it applies to your case. Would advise that you write Henry D. Thomson, chairman of the Food Control Board, outlining your case and asking him for decision on the matter.

COAL OIL CARBURETOR

I am having some difficulty with the carburetor of my car. Do you know anything about a coal oil carburetor, and where it is manufactured?

M. J. Carriere, Hammond, Ont.

Ans.—We have had no experience with this carburetor; apparently, however, it is being used with success. Consult the manufacturers, Ker Carb, Ltd., 3 Adelaide St. West, Toronto.

SELLING FLOUR AND SUGAR

Is there any law against selling farmers and others in the country five bags of flour or more at one time? It has been the custom here for thirty years to do so. Also is it contrary to law to sell sugar in the same quantities?

W. Hay, Falkenburg Station, Ont.

Ans.—There is no law prohibiting the sale of flour or sugar in any quantities in which the merchant may be able to sell it, though, of course, every merchant should realize the situation that exists in these commodities, and see to it that his customers do not buy in more than normal quantities.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

**For Subscribers
INFORMATION WANTED**

Date.....191...

Please give me information on the following:.....

Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FURTHER shipments of strawberries reaching the market during the week have served to lower prices somewhat.

Supplies of boxed apples are in fair condition and the good demand continues. The first shipment of California Valencia oranges has arrived and although high in price, it is intimated the primary markets are slightly easier which may mean later shipments will be somewhat lower.

A fresh car of tomatoes is in and prices range from \$6.50 to \$7.00 per case, a considerable decline over last week's figure. California celery is practically done and Florida is being offered at \$3.00 per case with a tendency toward higher levels. Onions, beets and turnips are all slightly easier.

Little change is apparent in package goods or cereals. Rolled oats in bags has declined in some quarters in a slightly easier market. Other lines remain unchanged. The demand for mill feeds continues heavy.

The first shipment of new maple syrup has reached the market and prices are slightly higher than those formerly ruling. Orders are being booked against further arrivals. Difficulty in transportation is still being felt in getting shipments of molasses through.

Receipts of rices show some improvement and an advance in fancy Honduras to 13c per pound in full bag lots has been made in some quarters. All shipments of lima beans have been placed under an embargo by the United States Government, pending a survey of available supplies for their use. The new regulations providing for inspection of Indian rices for acid content has placed the possibility of further shipments in an uncertain light.

Nuts are being firmly held and shipments of shelled almonds and walnuts have been received. A shipment of Spanish peanuts is reported coming. The sugar situation shows some slight improvement in the matter of receipts but by no means sufficient to relieve the shortage materially. Teas and coffees continue to move out in good volume and prices held unchanged. Matches, waxed paper, peanut butter and coconut all underwent revision upwards.

QUEBEC MARKETS

MONTREAL, April 2.—It has been a quiet week for the trade, with no outstanding features. There have been moderate increases in some lines and generally improved feeling in others. There are rumors of advances in rice and in all lines of nuts. The sugar situation seems to be improving.

*Wrapping Paper Up;
Crisco Marked Higher*

Montreal.
WRAPPING PAPER, CRISCO.—There has been an advance of 25c per hundred pounds on wrapping paper of the Manila and gray stock, the new price being \$5.50. On the other hand, the kraft paper is quoted at \$10 by one jobber, a decline of 50c per 100 lbs. Crisco

is quoted higher the former price being \$10.80 and new \$11.00.

*Olive Oil, Jelly Powder
And Matches Advance*

Montreal.
OLIVE OIL, JELLY POWDERS, MATCHES, ETC.—Advances were made in some quarters during the week on olive oil. The prices range at from \$5.75 to \$6.50 per gallon. One jobber has advanced the price of Jello jelly-powders from \$1 to \$1.15 per dozen. Matches have advanced, practically 25c per case on an average. The 500's are up 35c per case and the 200's 25c. Wash boards of the Eddy fibre make are up 5 per cent. excepting the Twin Beaver.

*Laundry Blues, Ammonia,
Sal Soda, Bird Seed Up*

Montreal.
BLUES, AMMONIA, SODA, BIRD SEED.—There have been some advances in odd lines during the week. Canada laundry blue has advanced 1 cent and is now 19c per lb. Ammonia is higher, the advance on the 10c size being 10c per dozen and on the smaller size this is 5c. One jobber is selling only at open prices. Sal soda in the 60 lb. boxes is up 10c to \$1.30 and the 2½ lb. packages are quoted at \$2.30 against the previous price of \$1.85. Bird seed is higher at 16c per package, the old price being 13c.

*Ground Rice And
Coconut Higher*

Montreal.
COCOANUT, RICE FLOUR.—Shredded coconut has been advanced and the loose is quoted up one cent per pound. Schépp's is now selling at 60c doz. for the ½ lb. packages. Five lb. pails are now 33c lb.; 20 lb. pails, 31c. Ground rice also has advanced and this is quoted at 18c lb., the former price being 15c.

*Shortage Sugar Stiffens
Prices; Outlook Better*

Montreal.
SUGAR.—There is not a great deal of change in the sugar situation here and some of the refiners state that there is unlikely to be. That is to say, the Sugar Commission will adjust the quantities of raws that are to be allotted, as they decide to be fair and just. Transportation will naturally improve the receipts into United States ports and with improvement now assured through shipping that is already dispatched for raws, improvement will probably soon be evident. One refiner told CANADIAN GROCER that he saw no reason for any higher prices. In the meantime the distribution is being urged through jobbers by the Food Controller's Department, CANADIAN GROCER is informed, in order that there may be a more equable distribution and that this may be more prompt. Atlantic Sugar Refineries are selling at \$8.90 and Dominion at \$8.55, while other prices have been unchanged.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 40
St. Lawrence Sugar Refinery	8 40
Canada Sugar Refinery	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 55
Special icing, Barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05

Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Good Movement Still Of Canned Goods

Montreal.
CANNED GOODS.—There is quite a considerable amount of activity still in the canned goods markets. The packer's representatives state that they have no supplies. This means that trading continues to pass largely between the jobbing sections, with stocks being distributed to meet the demands of various territory. The retail trade is also better this season of the year. Prices are held very firmly all around and no revisions are made. One jobber has a shipment in of Pilchards—said to be a very fine line of canned fish and something the same nature as salmon. This is selling at \$1.90 per doz. against the cheapest corresponding size canned salmon at \$2.10.

Salmon Sockeye—		
“Clover Leaf,” ½-lb. flats	2 40	2 45
1 lb. flat		4 00
1 lb. talls, cases 4 doz.		3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls		1 80
Pinks, 1-lb. talls		2 40
Cohoos, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 “¼s”		20 00
Canned Vegetables—		
Tomatoes, 1's		1 20
Tomatoes, 3s		2 75
Tomatoes, U.S. pack (2s)		2 10
Tomatoes, 2½s		2 45
Peas, standards		1 75
Peas, Early June		1 90
Beans, golden wax	1 85	1 90
Beans, Refugee	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s		3 00
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz.		8 50
Red raspberries, 2s		2 90
Simcoes		2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s		5 00
Blueberries, 2s, doz.		1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.		6 00
Carrots, sliced, 2s		1 45
Apples (gallons)	5 00	
Peaches, 2s (heavy syrup)		2 00
Pears, 3s (heavy syrup)		2 45
Pineapples, 1½s		2 25
Greengage plums (light syrup)		1 90
Lombard plums (heavy syrup), 2s		1 70

Increases Probable In All Nut Prices

Montreal.
NUTS.—The recent order regarding the prohibition of imports from Europe has had the immediate effect of firming

nut prices. These have not been changed all around, but there is a decided tendency to firmness in every line. The biggest advance of the week is that made for shelled walnuts, which are now quoted at 70c, and this follows a definite prediction as made in CANADIAN GROCER last week. Supplies are limited, and if the embargo continues to rule, as in all probability it will, there will be every probability of a bare market next fall. Inquiries are becoming more frequent from the trade for supplies.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 48
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 14	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Stelly), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, “Diamond G”	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 21
Peanuts, shelled, Spanish, No. 1		0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2		0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans “paper shell,” extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)		0 70
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1		0 24

Dried Fruits Firm; Fig Market Strong

Montreal.
DRIED FRUITS.—The strength of the fig market is reflected in advance, and this is a direct result of the recent embargo orders referred to in these columns a week ago. The supplies are now being measured, and it is expected that prices will advance further. Evaporated apples are the only item in the list that show any easiness of price. Other lines, while selling only in limited volume, are held in a firm market, and will likely rule high, in view of the restrictions as to sale and import. It is just difficult at present to relate how well the various jobbing houses are prepared against a shortage, but stocks for the time being are ample of most lines.

Apricots—		
Choice		0 28
Fancy		0 30
Apples (evaporated)	0 22	0 23
Peaches (fancy)		0 21
Drained Peels—		
Citron		0 35
Lemon		0 27½
Orange		0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown		4 00
Muscateles, loose, 2 crown		0 11
Muscateles, loose, 3-crown, lb.		0 11½
Muscateles, 4-crown, lb.		0 12
Cal. seedless, 16 oz.		0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.		0 13
Choice seeded, 16 oz. pkgs.		0 12
Montreal.		
Valencias, selected		0 11
Valencias, 4-crown layers		0 11½
Currants, old		0 24
Do., new		0 32
Dates, Excelsior, per case		8 75
Do., Dromedary		6 50
Figs (new), 100 to case		11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)		0 20
Figs, Portuguese		0 13
Figs, Fancy Cal. White (Choice)—Pkg. 16 oz. (10 pkgs.)		1 75

Pkgs. 10 oz. (12 pkgs.)		1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40		0 17
California, 40-50s		0 13½
25-lb. cases, 50-60s		0 13
60-70s		0 12½
70-80s	0 12½	0 13½
80-90s	0 12	0 12½
90-100s	0 11	0 12
Oregon, 30-40s		0 10
40-50s		0 15½
50-60s		0 15½

Rice Holds Firm; No Changes Reported

Montreal.
RICE, TAPIOCA, ETC.—There is a seasonably fair demand for rice at maintained prices. In speaking with a large rice miller he told CANADIAN GROCER that, while the medium of exchange and the shortage of labor were the contributing factors in the essential advances that had been made, he expected that there would be plenty of rice to meet the demands of the trade over the coming season. In the meantime the prices are likely to rule strong. Shipping difficulties will probably continue to be a big factor and the delivery, therefore, cannot be expected to right itself for the present, or probably not through the season. Prices are unchanged and quotations as follows:

Carolina	11 50	12 50
“Texas,” per 100 lbs.		9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	8 75	10 50
Rangoon “B”		8 50
Rangoon “B,” 200-lb. lots		7 70
Rangoon CC	7 60	8 20
Mandarin	8 75	8 90
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15½	0 16

Movement Limited In Syrup And Molasses

Montreal.
SYRUPS AND MOLASSES.—There is a fair amount of trade for syrups and also for molasses, but as a general thing this is not above normal. The rather heavy demand for corn syrups has declined and sales are smaller than they have been for some weeks. Prices have been maintained without change of any consequence in deliveries. While the demand for molasses is not large the supply is very short. One jobber reports that some of his requirements are now coming forward, but in small quantities only. Prices are held unchanged, with the undertone strong.

Corn Syrup—		
Barrels, about 700 lbs.		0 07
Half bbl. or quarter bbl., ¼c per lb. over bbl.		0 07½
Kegs		0 07½
2-lb. tins, 2 doz. in case, case		4 65
5-lb. tins, 1 doz. in case, case		5 20
10-lb. tins, ½ doz. in case, case		4 95
20-lb. tins, ¼ doz. in case, case		4 90
2-gal. 25-lb. pails, each		2 15
3-gal. 33½-lb. pails, each		3 25
5-gal. 65-lb. pails, each		5 25

	Prices for	
	Fancy, Choice,	
	Island of Montreal	
Barbadoes Molasses—		
Punchons	0 92	0 95
Barrels		0 96
Half barrels		0 98

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

Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case.....	5 50
Barrels, per 100 lbs.....	8 00
Half barrels, per 100 lbs.....	8 25

Bean Market Unchanged; Sales Limited

Montreal.

BEANS.—There is not a great deal of interest or change in the situation on beans. Trading has been gradually reduced in many sections, and the quantities selling are pretty well confined to the immediate needs of the trade as stocks become low. Prices are well held, notwithstanding, and it is improbable that there will be a great deal of change, although some of the grades may soon be marked higher. The seeding needs will have to be met after a while, and this will absorb much of the spot supply.

Beans—

Canadian, hand-picked, bush..	9 50	10 50
Ontario, new crop, 3 to 4 lbs..	8 15	
British Columbia	8 15	
Do., in 100-lb. sacks, gross,		
per 100 lbs.....	15 00	15 50
Canadian, 3-lb. pickers, per bu.	9 00	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	9 00	10 00
Michigan, hand-picked	9 50	10 50
Yellow Eyes, per lb.	0 14	
Rangoon beans, per bush.....	7 00	7 50
Lima, per lb.	0 20	
Chilean beans, per lb.	0 14 1/2	
Manchurian white beans, lb..	0 15	
South American	5 20	
Peas, white soup, per bush.....	5 00	5 50
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot.), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs. ...	7 50	8 00

Cereal Market Firm; All Prices Held

Montreal.

CEREALS.—There is very little change in the cereal market. Prices rule firmly and business is fair. The position on barley, both pot and pearl, is strong, and rye flour is firmly held. Oatmeal and rolled oats are in a firm position, and these are selling in a limited way on a maintained basis. The higher prices for package oats are well held and the range is smaller this week, the family size packages selling at \$6.20 and \$6.35.

Barley, pearl	8.25-8.75	9 50
Barley, pot, 98 lbs.....	6.25-6.75	7 50
Buckwheat flour, 98 lbs.		7 25
Corn flour, 98 lbs.	6 50	7 25
Cornmeal, yellow, 98 lbs.....	6 50	6 60
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.....	7 50	7 75
Oatmeal, standard, 98 lbs.	6.04-6.25	6 60
Oatmeal, granulated, 98 lbs....	6.04-6.25	6 60
Peas, Canadian, boiling, bush....	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb. bags	5.50-5.60	6 00
Rolled oats (family pack.), case	6 20	6 35
Rolled oats (small size), case...	2 05	2 30
Rye flour, small lots, 98 lbs.....		7 20

Flour Demand Lighter; Feeds Still Strong

Montreal.

FLOUR AND FEEDS.—There is a somewhat lighter demand for flours this week, and it would seem that the trade has gradually readjusted itself to the adoption and use of the new flour, and that this readjustment has now made a temporary quieter condition in the market. So soon as stocks become adjusted to the needs of the trade there will doubtless be a steady demand. Mills are able to meet all requirements for flour of

the prescribed standard. In the matter of feeds the same shortage of supply exists. There is said to be less demand for bran, but for shorts and for the other grades of oat feeds there is still a large request. Prices are firm and orders are being filled in rotation, say the millers.

War Standard, Graham and Whole

Wheat Flours—	
Car lots (on track)	11 10
Car lots (delivered), Bakers....	11 20
Small lots (delivered)	11 30
Bran, per ton	35 40
Shorts	40 40
Crushed oats	61 00 73 00
Barley chop	78 00 87 00
Barley meal	77 40
Feed oats, per bushel	1 16

Oranges Score Big Advance; Apples Lower

Montreal.

FRUITS AND VEGETABLES.—There was a fairly good demand for fruits during Easter week. Prices on oranges have scored another advance and these are now selling up to \$10 per case. The position on grapefruit is one of firming tendency, too. New strawberries are on the market and are selling around 22c per box for pints. Apple prices have dropped. In the vegetable market there is a better feeling and price changes are somewhat revised, but unimportant. The demand will be better from this time on say the dealers. Potatoes are still selling at better prices although there have been no reductions since last report.

Bananas (fancy large), bunch...	4 00	4 50
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos		5 50
Oranges, California navels	9 00	10 00
Oranges, Jamaica		6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)		5 50
Grape fruit, Cuban	4 00	4 50
Grape fruit, California	5 00	6 00
Grape fruit, Florida	5 00	6 00
Lemons (fancy new Messina), as		
to size	5 50	8 50
Lemons, California seedless		5 00
Grape fruit (fancy Jamaica)....	3 25	3 75
Grape fruit (fancy Porto Ricos)		
80, 96, 64		4 75
Grape fruit (fancy Porto Ricos)		
54, 46		4 50
Pineapples, Cuban, grate		5 00
Grapes, Malaga (keg)	7 00	7 50
Pineapples, Florida	6 50	7 00
Grapes, Malaga, medium		10 00
Cocoanuts (sack)		7 25
Apples, (bbls.)—		
Strawberries		0 22
Wealthy, No. 1	7 00	7 50
Fameuse	7 00	8 50
Ben Davis	3 25	4 00
Russets	4 50	5 00
Apples, boxed		2 75
Pears (eating), small lots only,		
doz.	0 30	0 60
Ontario Apples—		
Spys, No. 1, per bbl.....	8 00	8 50
Do., No. 3 (special), bbl....		5 50
Do., No. 3, bbl.		4 50
Pewaukee, No. 1, bbl.		6 50
Do., No. 2, bbl.		5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.		4 00
No. 2		3 25
Boxed apples (all sizes)		2 75
Rhubarb, doz.	1 50	1 75
Cauliflower (California), crate,		
2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	2 50	3 00
Cabbage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate....		4 50
Cabbage, New Florida, hampers..		1 85
Celery, Canadian, per doz.....	0 50	1 00
Celery, Cal., 4, 5, 6 doz. case..		5 00
Celery (Wash.), doz.		1 50
Celery, Florida	3 00	3 50
Cucumbers (Boston), doz.	2 50	3 00
Horseradish (Can.)		0 20
Endive (Can.)		0 25
Endive (American)		0 40
Mint		0 60

Leeks		5 00
Onions, red, 100-lb. bag		2 50
Oyster plant		2 50
Parsley (American)		2 00
Parsley (Canadian)		1 00
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Potatoes (sweet), per hamper, as		
to size	2 50	4 50
Potatoes, bag	1 50	1 60
Potatoes (New Brunswick), bag.		1 75
Carrots, bag	0 50	0 75
Beets, bag (60-lb. bag)		0 75
Parsnips (60-lb. bag)		1 00
Turnips (Quebec), bag		1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.		0 40
Tomatoes, Florida, crate	7 50	9 00
Lettuce, curly (3 doz.)		2 50
Lettuce, curly, dozen	0 90	1 00
Lettuce, Boston, hothouse (2 doz.		
in box)	2 25	3 00
Lettuce (Florida), hamper	2 75	4 00
Lettuce, California, 5 doz.....	5 50	6 50
Mushrooms (lb.)		1 00
Cranberries (Cape Cod), box....		5 50
Do., per gallon		0 90
Watercress (Can.)		0 40
Watercress (Amer.)		1 25

Honey and Syrup Demand Fair, Supply Short

Montreal.

MAPLE PRODUCTS AND HONEY.—There was a fairly active trade during Easter week for honey and for maple syrup. Of the former there is not a great supply and few lots are coming to hand. There is some inquiry for newly-made maple products, and while the farmers have had a good run of sap they are not yet marketing much of the product. There will be much more produced it is hoped this year than formerly. Of sugar and syrup supplies are very short, that is of the old product. Prices rule firmly and are unchanged.

Honey—

Buckwheat, 5-10 lb. tins, lb....	0 19
Buckwheat, 60-lb. tins, lb.....	0 16 1/2
Clover, 5-10 lb. tins, per lb.....	0 22
Clover, 60-lb. tins	0 21
Comb, per section	0 21
Maple Product—	
Syrup, 13 lbs. Imp. meas., gal.	1 70 1 80
11-lb. tins	1 35 1 45
Sugar, in blocks, per lb.....	0 19 0 20

Java and Japan Teas Strong; Trade Fair

Montreal.

TEA.—There is a fairly active tea market. This is evident in the local as well as in the outside markets. All prices are ruling high for Javas and also for Ceylons. Trading is quite active in nearby options, while that in futures is more limited, so much uncertainty ruling with regard to delivery. Prices here, while unchanged, are very strong, and advances will probably be made on the better grades in the very near future.

Ceylon and Indias—

Pekoe, Souchongs, per lb.	0 35	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50
Javas—		
Pekoes	0 31	0 34
Broken Orange Pekoes	0 33	0 36
Orange Pekoes	0 35	0 40
Inferior grades of broken teas may be had from jobbers on request at favorable prices.		

Normal Coffee Demand; Less Speculative Trade

Montreal.

COFFEE AND COCOA.—The local situation is normal. Trading in coffee is fairly satisfactory and supplies are well

maintained. The cheaper grades will be higher than at present, think some of the importers. Trading in futures is less marked and this is accounted for through the Government's action regarding the movements of speculators. In the New York market there is quite a good deal of trading for immediate or near delivery and this is being done on a maintained price basis with a firm ruling undertone.

Local Spice Trade Fair

SPICES.—There has been little change

in the situation on spices this week and the condition of trade is seasonably good. The situation with regard to delivery of certain lines from producing centres is still giving spice men some concern. Prices here, as well as outside, continue to rule with a strong undertone, and there is every likelihood of several lines such as nutmegs, cassias and peppers reaching higher price levels in the near future. Trading is necessarily being done on spot stocks and these are fairly well maintained in a general way.

ONTARIO MARKETS

TORONTO, April 3.—Revised prices for the week are not so numerous as usual, and little excitement marks the various markets. Spices are becoming increasingly hard to get and the market is very firm. Shipments of fresh fruit and vegetables are coming along in better quantities, and the prices in some lines have eased off somewhat. Declines in strawberries and tomatoes are two notable examples, in addition to which California cauliflower, Canadian onions and rhubarb are all slightly easier. The movement in tea continues good, and spot stocks show a very firm undertone. Business is fairly good, though by no means heavy, this condition being seasonable.

Sugar Shows Very Little Improvement

Toronto.
SUGAR.—Little improvement is to be noted in the situation during the week, refiners continuing to allot moderate quantities of sugar as shipments arrive. There has been an increase in receipts during the week, but by no means sufficient to relieve the shortage materially. In the South supplies of raws are reaching the refiners in larger volume, consequently supplies of refined are becoming more ample. Continued improvement will be welcomed and the commandeering of Dutch shipping is expected to relieve the tonnage situation materially. No change in prices over those recorded last week has been made, though the base price is 3c higher to cover difference in freight. This is provided for in quotations below.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated.....	8 57
Acadia Sugar Refinery, extra granulated..	8 82
Can. Sugar Refinery, extra granulated..	8 57
Cases, 10-lb. tins, 1/2 doz. to cs.	4 95
Dom. Sugar Refinery, extra granulated..	8 57
Iceing sugar, barrels	8 74
Powdered, barrels	8 64

St. Lawrence and Canada Sugar differentials: —25-lb. sacks, 10c over 100-lb.; 20-lb., 15c advance; 10-lb. gunnies, 20c advance; 5-lb. gunnies, 40c advance; 5-lb. cartons, 25c advance; 2-lb. cartons, 30c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Cocoanut Advances; Matches 45c Higher

Toronto.
COCOANUT, MATCHES.—An advance in the price of cocoanut has been made, and new prices issued in bulk and barrels are 30c per pound; in pails, 20 lbs., 33c; in pails, 15 lbs., 34c per pound. Matches also show an upward trend, selling at \$6.90 per case, which is 45c higher than previous quotations. Stocks of Reindeer coffee and cocoa, which were depleted in some quarters, have been renewed, quotations being made for the large at \$5.75 per case, or \$2.90 dozen, and for the small \$6 per case, or \$1.50 dozen. Other lines to record advances are waxed paper, now selling at 40c ream; A. & H. sal soda, 36's, packages, \$2.15 case; Squirrel peanut butter, 1's, \$3.85 dozen.

Shipments Of Molasses Still Delayed

Toronto.
MOLASSES, SYRUP.—Shipments of molasses, which it had been expected would reach the local market long ere this, are still "on the way," and predictions as to possible date of arrival are not being made. However, traffic congestion is gradually disappearing, and something more nearly a normal service is assuming shape as far as the railways are concerned. Imported molasses must necessarily depend on shipping and the scarcity of bottoms makes uncertainty the ruling factor in deliveries. Corn and cane syrup remain unchanged.

Corn Syrups—		
Barrels, per lb.	0 07	
Cases, 2-lb. tins, 2 doz. in case	4 65	
Cases, 5-lb. tins, 1 doz. in case	5 20	
Do., No. 1 yellow	8 14	
Half barrels, 1/2c over bbls.; 1/4 bbls., 1/2c over		
Cane Syrups—		
Barrels and half barrels, second grade. It	0 06	
Cases, 2-lb. tins, 2 doz. in case	5 05	
Molasses—		
Fancy Barbadoes, barrels	0 98	1 00
Choice Barbadoes, barrels.....	0 88	0 90
West India, 1/2 bbls., gal.....	0 55	0 65
West India, 10-gal. kegs.....	6 50	
West India, 5-gal. kegs.....	3 25	
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 75	
Tins, 3-lb., table grade, case 2 doz., Barbadoes	6 40	
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30	
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20	
Tins, 2-lb., baking grade, case 2 doz.	3 50	
Tins, 3-lb., baking grade, case		

of 2 doz.	4 60
Tins, 5-lb., baking grade, case of 1 doz.	3 90
Tins, 10-lb., baking grade, case of 1/2 doz.	3 75
West Indies, 1 1/2, 48s.	5 00
West Indies, 2s, 36s	4 25

Corn Slightly Firmer; Marmalade Up

Toronto.
CANNED GOODS.—A slightly firmer tone is evident in new quotations issued on corn, which in some quarters range as high as \$2.65 to \$2.75 per dozen. Other lines of canned vegetables remain unchanged, and whereas some doubt exists as to whether supplies are sufficient to carry through till the new pack, the general feeling is that ample stocks are available. A change in Shirriff's marmalade reveals present quotations as follows:—24 12-oz. jars \$2.20 dozen loose, \$2.30 dozen packed; 24 16-oz. jars \$2.75 loose, \$2.85 packed; 12 2-lb. jars \$4.85 loose, \$5.10 packed; 12 4-lb. tins \$8.50 loose, \$8.85 packed. Aylmer pumpkin, 3's, is being quoted at \$1.90 dozen. Quotations generally prevailing are:

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

Salmon—		
Soekeye, 1s, doz.	4 00	4 50
Soekeye, 1/2s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., 1/2s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 85	1 90
Cohoos, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, 1/2-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2 1/2s	2 65	2 75
Peas, standard	1 95	2 25
Peas, early June	2 00	2 32 1/2
Beans, golden wax, doz.	1 85	2 10
Beans, Migret, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 45	2 75
Pumpkins, 2 1/2s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	1 75	
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin.....	0 83	0 90
Do., black currant, 4-lb. tin...	0 77	0 83
Do., strawberry, 4-lb. tin.....	0 83	0 90
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	3 45	
Red currants, doz.	3 45	
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Evaporated Pears 14c; Other Lines Steady

Toronto.
DRIED FRUITS.—Evaporated pears in 25-lb. boxes are on the market, sales being effected at 14c per pound. Little change has marked other lines of dried fruits, though 12c is now lowest quotation being made on fancy seeded raisins in 1-lb. packets and prices range to 13 1/2c per pound. In the primary market on currants prices are in favor of the buyer,

and Grecian are somewhat easier. Prunes show no change for the week, and stocks are reported in very fair shape. Dates are in transit to this market, and will show somewhat higher prices on arrival.

Apples, evaporated	0 21	0 22
Apricots, unpitted	0 16	0 16
Do., fancy, 25s	0 30	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australian, lb.	0 30	0 35
Dates—		
Excelsior, pkgs., 3 doz. in case	4 50	4 75
Dromedary dates, 3 doz. in case		6 00
Figs—		
Tapo, lb.		
Malagas, lb.		
Comadre figs, mats, lb.	0 13	0 14
Cal., 6 oz., doz.		
Cal., 10 oz., doz.		1 45
Prunes—		
30-40s, per lb., 25's, faced	0 18	0 18
40-50s, per lb., 25's, faced	0 17	0 17½
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12½	0 13½
90-100s, per lb., 25's, faced		0 12
Peaches—		
Standard, 25-lb. box	0 15½	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes		0 22
Raisins—		
California bleached, lb.	0 14	
Valencia, Cal.	0 10½	0 10½
Valencia, Spanish		
Seeded, fancy, 1-lb. packets	0 12	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s		0 14

Teas Moving Out Freely; Spot Stocks Firmer

Toronto.
TEAS.—The demand continues good, and orders are moving out freely. Shipments of Javas have been suspended since the end of February, and this has given added strength to the spot market, which is now relatively low, with others for import. The markets abroad on Ceylon and India teas remain on a very high level, with few opportunities for shipping. Teas of common and medium variety are much lower on spot than cost of import; teas of quality are exceedingly scarce on spot and high on import. There is a very wide spread between these and others of common quality. The market may be quoted as extremely high and extremely low. Ridgeway's "Old Country" tea, 60 and 75 lbs. in ½'s, is being quoted at 50c per pound.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas—		
Early pickings, Japans		0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

No Change In Coffee Situation

Toronto.
COFFEE.—No change has marked the trend of coffee during the week. The demand continues in good volume, and

orders are being taken care of satisfactorily. Prices show no variation in the firm market existing.

Coffee—		
Bogotas, lb.	0 23	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica		0 40
Mocha, Arabian, lb.		
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.		0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

PRICES ADVANCE

There is a rumor to the effect that the Japanese Government has placed an embargo on the export of rice. Confirmation was not available at time of going to press. The general feeling was that such a measure would seem hardly necessary.

Prices have advanced 1c per pound. This affects Japans, Chinese, Siam, Honduras, but range of prices locally not yet available.

Spices Hard To Get; Transportation A Factor

Toronto.
SPICES.—Indications are that spices are becoming increasingly hard to get owing to the scarcity of bottoms available for this service. English mustard seed is reported very scarce, and cassia comes under the same category. Peppers are holding firmly. Prices remain unchanged at figures given herewith:

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 38
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 25	0 32
Pickling spice	0 22	0 25
Peppers, black	0 38	0 40
Peppers, white	0 40	0 48
Paprika, lb.	0 35	0 45
Nutmegs, select, whole, 100's		0 40

Walnuts Very Firm; Almonds And Brazils Up

Toronto.
NUTS.—A very firm situation exists in walnuts, the new Bordeaux shelled now selling in New York at a price which would mean about a 72c cost laid down here. Orders for shipments now in transit are being taken at from 65c to 68c per pound. Stocks abroad are reported practically exhausted. A shipment of Manchurian shelled, broken, due to arrive between April 15 and 30, is being sold against arrival at 48c per pound. Brazils and almonds in the primary market are each up ½c per pound. Shipments of shelled almonds and walnuts have been received during the week, and a shipment of Spanish peanuts is reported coming. The peanuts are selling at 18-19c per pound against arrival.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.		
Walnuts, Manchurian, lb.		
Fiberts, lb.	0 18	0 22

Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., No. 1 Virginia, roasted	0 21	0 22
Brazil nuts, lb.	0 15	0 16
Cocanuts, per 100		7 50
Shelled—		
Almonds, lb.	0 40	0 45
Fiberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.		
Brazil nuts, lb.	0 66	0 68

Beans To Undergo Inspection; No Change

Toronto.
BEANS.—A report to the effect that all shipments of Indian beans are to undergo inspection for signs of acid contents throws a mantle of uncertainty over future shipments. Whereas it is felt that these will successfully pass all tests required, buyers generally express some question as to whether further orders will be placed. All shipments on limas are now on the embargoed list until the United States Government has had an opportunity to check existing stocks to see if sufficient supplies are available for their own use.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	9 00
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush		9 00
Rangoons, per bush	6 60	7 00
Yellow eyes, per bush		
Japanese Kotonashi, per bush		8 00
Limas, per pound	0 18½	0 22

Honduras Rices Advance 1c; Receipts Improving

Toronto.
RICES.—An advance of 1c per pound has been made in some quarters on fancy Honduras rices, quotations in full bags being made at 13c and smaller quantities 13½c per pound. Some improvement in receipts is reported and stocks in some lines are in very fair condition. Prevailing quotations are as follows:

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas	11 00	11 50
Honduras, fancy, per 100 lbs.	12 00	13 50
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 50	9 25
Japans, fancy, per 100 lbs.	10 50	12 00
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	8 25	9 50
Do., Simiu	11 00	11 50
Do., Mujin, No. 1	10 25	10 50
Tapioca, per lb.	0 14½	0 15

Package Goods Hold Unchanged

Toronto.
PACKAGE GOODS.—Quiet prevails in the market on package goods for the week, and a slight improvement in demand is apparent. Stocks are in fair condition and orders are being taken care of as they come in. Tillson's health bran, 20's, is being quoted at \$2.25.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 75	6 35
Rolled oats, round, regular 18s, case	2 05	2 30
Rolled oats, square, 20s		5 80
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons		0 11
No. 2, pound cartons		0 10
Starch, in 1-lb. cartons		0 11
Do., in 6-lb. tins		0 12½
Do., in 6-lb. papers		0 09½

New Maple Syrup Has Arrived

Toronto.
HONEY, MAPLE SYRUP.—First arrivals of new maple syrup are reported

in this week, 8½-lb. tins selling at \$1.75 to \$1.95 per tin. Booking orders for shipments expected during the next week or ten days are now being taken at the following prices:—8½-lb. tins, 10 to case, \$14.50 per case; wine gallons, 6 to case, \$11 per case; Imperial 5-gallon cans, \$10.50 per can; 15-gallon kegs, \$2 per gallon. Pure maple sugar in 1-lb. blocks is selling at 20c per pound. Quotations on honey show no change.

Honey—		
Clover, 5 and 10-lb. tins	0 22	0 23
Do., 54s, case		
60-lb. tins		
Buckwheat, 60-lb. tins	0 18	
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.		
Do., 10oz., doz.		
Do., 12-oz., doz.		
Do., 16-oz.		
Maple Syrup—		
No. 1, gallon tins, 6 to case	11 00	12 60
No. 2, half gal. tins, 12 to case	12 25	14 20
No. 3, quart tins, 24 to case	12 25	15 55
No. 3, quart bottles, 12 to case	5 50	7 00
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case		13 50
5-gallon tins, Imperial, per tin		10 50
Barrels, 25 or 40 Imp. gals., gal.		2 00

**Strawberries Easier;
Oranges Register Decline**

Toronto.
FRUIT.—Further shipments of strawberries are reaching the market and prices have registered a decline, pints selling at 17-18c and quarts 33-35c per box. California seedling oranges are slightly easier at the following prices:—150, 176, 200, 216, 250, \$7.50 per case, a decline of 25c; 288's are unchanged at \$7; 324 and 360 at \$6.50 per case are 50c lower. The first car of California Valencias is reported in and are selling at 50c per case advance over seedlings noted above. Navels are practically cleaned up for this season. Further shipments of Florida grapefruit are reaching the market, prices being somewhat firmer in a narrowing range, as shown below. Supplies of boxed apples are in fair condition, Winesaps, Rome Beauty and Arkansas Blacks being offered. Barreled apples show no change, though the buyer is largely making the prices. Further shipments of Porto Rican pineapples are expected next week. These are thought to be good stock, and the price will depend largely on the New York market. A shipment of Messina lemons has reached the market.

Apples—		
Boxes (Arkansas Blacks)	3 00	3 25
Winesaps, box	2 75	3 00
Rome Beauty, box	2 90	3 25
Ontario—		
Baldwins, No. 1, bbl.	6 50	
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree runs	5 50	
Mann, No. 1, bbl.		6 00
Do., No. 2, bbl.		5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 00	5 00
Starks, No. 1, bbl.	5 00	6 00
Do., No. 2	4 00	5 50
Ben Davis, No. 1, bbl.	4 00	5 00
Do., No. 2, bbl.	3 50	4 00
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1		5 50
Do., No. 2		4 50
Wagner, No. 1	5 00	6 50
Do., No. 2	4 00	6 00
Starks, No. 1	5 00	5 50
Do., No. 2	4 50	5 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 00

Grapefruit—		
Jamaica, 46s, case		
Do., 64s, 96s, case		
Do., 80s		
Florida, 36s, 46s, case	5 25	5 50
Do., 54s, 64s, 80s, 96s	5 25	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 75	5 00
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	
100s	5 50	6 00
126s	6 50	7 00
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s		7 50
126s		8 00
150s		8 00
176s, 200s, 216s, 250s		8 00
Lemons, Cal., case	7 00	7 25
Do., Messinas, box		6 50
Pears, Cal., box		
Pineapples, Porto Rican, cs. 24-30s		7 50
Rhubarb, dozen	1 10	1 50
Malaga grapes, keg		10 00
Strawberries, pints, 24s	0 17	0 18
Do., quarts	0 33	0 35

**Onions Narrow Range;
Beets Go Lower**

Toronto.
VEGETABLES.—The range on onions has narrowed during the week, declines of 25c from high prices of last week being made. Farmers held over large stocks during the winter, and are now offering in big quantities. Texas onions will start in about two weeks, and reports indicate that stocks are very good. Beets have also gone to lower levels, and are being quoted at 90c-\$1 per bag. California celery is practically exhausted, Florida in fair supply now being offered at \$3, though prices promise to be firmer. California cauliflower now received is reported good and prices are slightly easier. Some Oregon in cases, containing 12 to 14 heads, is offering at about \$3 case. A fresh car of tomatoes in this week are selling at lower prices from \$6.50 to \$7 per case. Florida cabbage arriving this week is selling at \$3.50 per crate.

Beets, bag	0 90	1 00
Brussel sprouts, quart		
Cauliflower, Cal., standard crates	3 00	3 50
Cauliflower, Cald, pony crates	1 75	2 00
Cabbage, Canadian, barrel	3 00	3 50
Carrots, bag	0 50	0 60
Celery, Ontario, doz.		
Do., California, case	5 00	6 50
Cucumbers, Boston, doz.	3 00	
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hampers	2 00	3 75
Mushrooms, basket	2 75	3 50
Onions—		
Spanish, crates	4 00	4 50
Spanish, half crates	2 25	2 40
Do., Canadian, 75-lb.	1 25	1 75
American, 100-lb. sacks	2 00	2 50
Potatoes—		
New Ontario, bag	1 75	1 90
N.B. Delawares	1 80	2 00

P.E.I., bag		1 75
Sweet hamper		5 00
Spinach, box	0 60	0 75
Tomatoes—		
Floridas, 120s, 144s, 180s, case	6 50	7 00
6-basket crate, per crate		11 00
Parsnips, bag	1 00	1 35
Parsley, doz. bunches	0 75	1 00
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 60

**Flour Shows No
Change For Week**

Toronto.
FLOUR.—No change in the flour situation is apparent for the week. Some further improvement in the movement of grain is reported. Prices have not been influenced by the increased freight rates and remain as follows:

War grade, 74% extraction—		
Manitoba spring wheat	11.10	11.30
Ontario winter wheat	10.80	11.10
Blended, spring and winter	10.85	11.20

**Demand Continues
Heavy For Mill Feeds**

Toronto.
MILL FEEDS.—The heavy demand is still noticeable in mill feeds, and little hope of any change in the situation is expected prior to the time when cattle can be turned out on the grass. As grain receipts increase a further increase in output on feeds is apparent.

Mill Feeds—	Mixed cars	Small lots
	ton	ton
Bran	\$35 40	\$37 40
Shorts	40 40	42 40
Special middlings	50 00	
Feed flour, per bag		

**Rolled Oats Slightly
Easier; Good Movement**

Toronto.
CEREALS.—A slightly easier tone is evident in rolled oats during the week, quotations being made in some quarters of \$5.65 per 90-lb. bag. Further shipments of corn have reached the city, and are relieving the situation in cornmeal and flour somewhat. Sufficient has not yet arrived, however, to take care of all orders and provide a surplus.

Five Bag Lots	Delivered	Single Bag	Single Bag	Single Bag
Barley, pearl, 98s	\$7.35-\$7.95	\$ 8.00-\$ 9.50		
Barley, pot, 98s	6.00-6.50	6.00-7.50		
Corrmeal, 98s	6.50-7.00	7.00-7.25		
Corn flour, 98s		6.50-7.35		
Farina, 98s		7.00-8.00		
Graham flour, 98s	5.60-	6.00-7.00		
Hominy grits, 98s		6.50-6.60		
Hominy, pearl, 98s		6.50-6.60		
Rolled oats, 90s	5.65-5.90	5.80-6.10		
Oatmeal, 98s	6.50-7.00	6.50-7.00		
Rolled wheat, 100-lb.				
bbl.		6.50-7.00		
Wheatlets, 98s		7.00-8.00		
Peas, yellow, split	9.50-10.00	10.00-10.50		
Blue peas, lb.		0.13-0.15		

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, April 3.—An advance has recently gone into effect on Ivory soap on both small and large. The small advanced 25c per case and the large 40c per case. Another important change this week is an advance in the price of Eddy's matches which have gone up approximately 8 per cent. over present prices.

Many lines are very scarce and hard to procure, especially sugar, which is still a very scarce article. Price is the

same however. A jobber expressed the opinion to-day that this condition would continue more or less for a long time to come. He said that refineries were holding out no hope for better supplies as yet.

**Sugar Scarcity
Continues to be Serious**

Winnipeg.
SUGAR.—Sugar continues very scarce and the price remains where it was, viz.,

\$9.35. None of the wholesalers seem to have any stock on hand and the same applies pretty well all over Western Canada. Jobbers are receiving supplies to a limited extent and are dividing it fairly between the city and the country so that no stocks are left in their hands.

**Trade See Higher
Prices on Rice Coming**

Winnipeg.
RICE.—The trade here are figuring on higher prices before long and base their assumption on the following facts:— Firstly there have been floods in Siam which have damaged considerable rice; secondly the United States Government recently commandeered considerable rice in the United States; thirdly it is expected that if Japan takes action in Siberia that she will need rice for her troops; and fourthly, she will need the transports for carrying troops instead of carrying rice. Another factor is the low price at which rice has been selling so that an advance would be quite practicable. An advance recently took place at the mills on the Pacific coast, but was not sufficient to affect the retail trade price.

**White Beans Getting Scarce
Prices Much Higher**

Winnipeg.
BEANS.—The trade here are figuring that prices on beans will be higher as a result of the American Government expropriating the California white bean crop. They figure that the government will later turn their attention to Michigan. If there is any difficulty getting beans from Manchuria or Japan on account of the hostilities there, the price of beans from that part of the world will also be enhanced. There is a much firmer feeling to the market on white beans already. Houses here who formerly sold at \$5.90 have advanced their prices to \$6.10 on account of scarcity. They state that this scarcity seems to be fairly general as they have not been able to buy from other local houses.

**Some Canned Vegetables
Entirely Cleaned Out**

Winnipeg.
CANNED GOODS.—There is an indication already that it will not be long before canned vegetables will be scarce in Western Canada despite the fact that sales have not been heavy on account of the high price. It is stated that many of the wholesale houses are cleaned up on a number of lines and some of the jobbers are in the market themselves. One house expresses the opinion that the same conditions will exist as did last year when old pack vegetables were bringing more money than new pack goods.

**Louisiana Strawberries \$5;
Tomatoes \$7 Per Case**

Winnipeg.
FRUIT AND VEGETABLES.—Cuban tomatoes are off the market, their place having been taken by Florida tomatoes at \$7 per case. There is an appreciable decline in onions, Valencia bring \$5.50

per case and yellow and reds \$2.25 per cwt. Shallots have jumped to \$1.25 per dozen. California lemons have dropped to \$8 per case. Louisiana strawberries are beginning to arrive now at \$5 per case of 24 pints.

Artichokes, doz.	2 50
Cabbage, lb., local
Cabbage, imported	0 05
Cauliflower, Cal., doz.	2 50
Celery, Cal., crate 100 lbs.	6 00
Potatoes, Albertas	1 00
Potatoes, sweet, hamper	6 00
Carrots, cwt.	2 50
Carrots, new, doz.	1 25
Turnips, cwt.	2 00
Head lettuce, Cal., doz.	1 00

Head Lettuce, Cal., case 4 doz.	4 00
Tomatoes, Florida	7 00
Onions, Valencias, large case.	5 50
Onions, yellow and red, cwt.	2 25
Radishes, doz.	0 70
Parsley, imported, doz.	0 50
Parsnips, cwt.	4 00
Brussels sprouts, lb.	0 20
Rhubarb, lb.	0 14
Shallots, doz.	1 25
Fruits—	
Apples	2 25
Oranges, Porto Rico	5 50
Oranges, navels	7 50
Lemons, Messinas	7 00
Lemons, Cal.	8 00
Bananas, lb.	0 07
Grapefruit, Florida, case	5 00
Strawberries, Louisiana, case 24 pts.	5 00

Provision Firm Changes Policy

Matthews-Blackwell Company Make Several Changes in Selling Methods—Montreal Activities Will be Centralized at Mill Street Plant

THE announcement in last week's issue regarding the changes contemplated in the retail store policy of the Matthews-Blackwell Company, with headquarters at Toronto and with retail stores in Ottawa and at Montreal, is of interest.

In an interview with Albert Matthews, manager for the Montreal branch, it was ascertained that this decision had been made and that it was really in furtherance of the company's policy to gradually eliminate their retail connections altogether at this point. In Ottawa the situation is different as much property is owned there.

"It is not an easy matter to conduct both wholesale and retail business and to sell one's product to other retail dealers in the same place," said Mr. Blackwell. "It will be easier to eliminate our retail stores and to consolidate our interests in the wholesale business entirely."

The closing of the remaining seven stores operated by the company will be gradually effected and this may be completed by the first of May. Some of their present managers will be taking over individual stores and in this way several, at least, will be continued. In some instances the new proprietors will be assisted in making a beginning on their own account.

The history of the retail stores of the Matthews-Blackwell Co. dates back to the time when the business of the old Løing Packing Co. was taken over many years ago. Since that time there has been a gradual closing of stores, and now the number has become quite small.

There is one department that will continue to operate and that is the stall at Bonsecours market, where selling will continue as before.

As further consolidating the interests of the Matthews-Blackwell Company, the wholesale produce firm of Matthews, Limited, William Street, Montreal, will be closed, and all Montreal business centred in the parent plant on Mill Street, where all packing and shipping is done. This change will be effected at once.

It is stated that, in these days of high costs, scarcity of competent help and

overhead costs all around have all served to create unusual conditions, and such decisions as the above have thus been brought about sooner than they otherwise would have been.

"At the present time there is really a scarcity of stock and of hogs particularly, and the quality is inferior. Prices also are so high that they are coming to be prohibitive, not only for the meat products, but also for feed. Last week we paid \$1.12½ per bushel for a carload of oats," said Mr. Blackwell.

RETAIL STORES WM. DAVIES CO.

It was stated in press notices last week that the Wm. Davies Co. was likely to follow the same course as that of the Matthews-Blackwell Co. in closing out their retail stores.

CANADIAN GROCER took this matter up with R. N. Watt, Montreal manager of the Wm. Davies Company, and learned that the facts were considerably modified from those appearing in the above reports.

"Our policy is simply that of any well-directed business in these days of adjustment, and we follow the best judgment with respect to our various retail stores. We are not opening any new stores and we do not at present contemplate closing any," said Mr. Watt. "During the time we have been at war five or six stores have been closed as circumstances dictated, this being done as various leases expired." In this connection it might be also noted that C. E. Fox, the general manager of the company gave a categorical denial to the rumor that the Wm. Davies Co. contemplated closing their retail stores.

Asked as to what the future would probably suggest in the way of re-adjusting their policy, Mr. Watt was unable to speak definitely. He said:—"It is reasonable to assume that, with Government regulations and campaigns for food conservation, and especially as relating to the consumption of meat, less meat will probably be consumed in Canada."

"There was also," continued Mr. Watt, "a great deal of difficulty in securing and maintaining the right kind of help and a sufficient amount of it during the present abnormal conditions."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 2.—All smoked meats have again moved up half a cent a pound, cooked hams advance one cent. Lard also advances half a cent and is now selling \$18 a case for three's. There are a number of changes also in smaller lines.

Eddy's matches advanced 25c to 45c case. Brock's and Cottam's bird seed are both selling at 18c, being an advance of about 4c pound. Crisco goes to \$11.45, a jump of 30c. Roger's syrup is 50c case higher. Some brands plug tobacco about 10c pound higher with reduction in size. Lemon peel is selling at 32c. Gallon apples are at \$2.80 to \$3 a case. Eggs are quoted at \$11.50; local potatoes at \$36 a ton. Kootenashi beans are selling at 14½.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, 98s, per bbl.	10 45
Molasses, extra fancy, gal.	1 05
Rolled oats, 80s	5 00
Rice, Siam, cwt.	9 00
Rice, China, per mat, No. 1.	4 50
Do., No. 2	4 15
Tapioca, lb.	0 14½
Sago, lb.	0 14½
Sugar, pure cane, granulated, cwt.	10 35
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 50
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	18 00
Eggs, new laid, case	11 50
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case.	4 90
Corn, 2s, standard case.	5 25
Peas, 2s, standard case	4 00
Apples, gal., Ontario, case.	2 80
Strawberries, 2s, Ontario, case.	6 50
Raspberries, 2s, Ontario, case.	6 50
Apples, evaporated, 50s, lb.	0 24
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 16
Peaches, 2s, Ontario, case	4 75
Salmon, pink, tall, case	9 50
Salmon, Sockeye, tall, case.	16 25
Do., halves	18 25
Potatoes, per ton	36 00
Navel oranges, case	6 00
Lemons, case	8 00

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 2.—Fruit and produce wholesalers all complain of exceptionally dull business. Extreme high prices generally are given as the cause. Oranges are moving slowly and demand for new Mediterranean sweets at \$8 a box very poor. Apples are also sluggish. Bananas have been moving fairly well but went up half cent to 7

cents a pound to-day. The demand for California fresh vegetables is slower than in any previous year. Lard is firm at 30 cents pound, compound 27½. Eggs are being held at 45 to 46 cents and a lot are going into storage. Margarine at 39 cents is in weak demand. Beans are a bit more plentiful and are down to 17 cents. Reduction not because of supply but people would not buy at these high prices goods that retailed two years ago at 6 cents.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85
Rice, Siam, No. 1, per ton.	165 00
Do., Siam, No. 2	150 00
Beans, Japanese, per lb.	0 14½
Beans, B.C., white	0 17
Potatoes, per ton	24 00
Lard, pure, in 400-lb. tierces, lb.	0 30
Lard, compound	0 27½
Butter, fresh made creamery, lb.	0 53
Margarine	0 39
Eggs, new-laid, in cartons, doz.	0 45
Cheese, new, large, per lb.	0 25
Oranges, box	7 00
Salmon—	
Sockeye, halves, flat case.	16 50
Tail, case	14 00
Pinks, case	6 25
Cheese	11 00
Chums	7 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 2.—Business continues brisk but market changes are few. Eggs are coming in well, and the price remains firm at 36c. Crisco again shows an advance this time of 30c, it is now quoted at \$11.45. Robin Hood package oats have increased in price 40c case. Eddy's matches are from 75 to 50c case higher.

REGINA—

Beans, small white Japans, bu.	7 50
Beans, Lima, per lb.	0 22
Flour, standard, 98s	5 27½
Molasses, extra fancy, gal.	0 70
Rolled oats, balls	4 95
Rice, Siam, cwt.	8 25
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt.	10 07
Cheese, No. 1 Ontario, large.	0 25½
Butter, creamery	0 50
Lard, pure, 3s, per case.	18 00
Bacon, lb.	0 42
Eggs, new-laid	0 36
Pineapples, case	5 75
Tomatoes, 3s, standard case.	5 25
Corn, 2s, standard case	4 60
Peas, 2s, standard case	4 20
Apples, gal., Ontario	2 90
Apples, evaporated, per lb.	0 21
Strawberries, 2s, Ont., case.	6 39
Raspberries, 2s, Ont., case	6 85
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75
Bacon, breakfast	0 41
Bacon, roll	0 22
Potatoes, per bush.	1 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, April 2.—There was very little change on this market during the past week, and business is fairly dull. The only notable items of change are in cereals where cornmeal declined 25c a bag, making the price \$4.75 and rolled oats advanced 50c a barrel bringing them to the even figure of \$13. Eggs are becoming somewhat more plentiful and are selling from 47c to 50c.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 05
Ontario	11 98
Cornmeal, gran., bbls.	14 50
Cornmeal, ordinary, bags	4 50
Molasses, extra fancy, gal.	0 87
Rolled oats, bbl.	13 00
Beans, yellow-eyed	10 25
Beans, California white	10 00
Beans, British Columbia white.	9 75
Rice, Siam, cwt.	9 00
Sago and tapioca, lb.	0 17

Sugar—

Standard granulated	8 90	8 95
No. 1 yellow	8 40	8 45
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Breakfast bacon	0 38	0 40
Butter, creamery, per lb.	0 46	0 45
Butter, dairy, per lb.	0 46	0 42
Butter, tub	0 38	0 40
Margarine		
Lard, pure, lb.	0 32	0 32½
Lard, compound	0 27	0 27½
American clear pork	67 00	70 00
Beef, corned, ls		4 25
Tomatoes, 3s, standard, case.		5 40
Raspberries, 2s, Ont., case.	6 20	6 45
Peaches, 2s, Ontario, case.		4 40
Corn, 2s, standard case		5 00
Peas, standard, case		4 00
Apples, gals., N.B., doz.		4 50
Strawberries, 2s, Ont., case.	6 00	6 20
Pork and beans, case	4 00	5 50
Salmon, Reds		15 50

Potatoes—

New, native, barrel	3 75
Onions, Canadian, 75 lbs.	2 50
Lemons, Cal., Messina, case	8 00
Oranges, California, case	8 00
Grapefruit, case	6 50

RAILWAYS MAY NOT IMPOSE HIGHER GRAIN RATE

An important judgment was rendered recently by the Railway Commission in favor of Montreal milling interests, when the railways were forbidden to add to the rate charged for grain milled in Montreal. The application was made on behalf of the Ogilvie, Dominion and St. Lawrence Flour Mills, regarding the transit arrangement on grain milled at Montreal and reshipped to points on the Canadian Government railways, also to Halifax for export.



PRODUCE AND PROVISIONS

The Meat Department a Business Builder

Delta Grocery, Hamilton, Ont., Finds This Department One of the Great Factors in Building a Successful Business—
Satisfactory Equipment Great Item in Success

ONE of the most important departments of the Delta Grocery, Main Street, Hamilton, that is described meat department, though it is hardly meat department, thought it is hardly fair to describe this as a department of the grocery store. The store as a matter of fact is divided in half, the large refrigerator that stands in the centre of the store being the dividing line. The two stores are not separated in any other way, and so it is one store in which each department shares equally. Every person who enters the grocery store is at once brought under the influence of the meat department and similarly the customers who visit the meat store are attracted by the bright and cleanly appearance of the grocery department. A. W. Jenkins, the proprietor, is of the emphatic opinion that the combination of these two departments is the ideal store arrangement. By this combination the housekeeper is on one call faced with practically all her housekeeping needs, and in the fact that she is not compelled to go elsewhere for her meat lies the greatest assurance of a continued patronage. Moreover, when the housekeeper is compelled to go to the butcher store as differentiated from the combined store, then a portion at least of the trade that rightfully belongs to the grocer is lost. There are vegetables that are often purchased with the meat, there is the lard and other shortening, and in many cases the butter and eggs and canned goods that go to the butcher instead of the grocer. Now with the combined activities there is nothing of this loss. The departments may be divided as the owner sees fit, but the customer is never from under the influence of both departments and therefore the customer is interested to the full maximum of her buying power.

Of course such a combination entails an item of added expense, but it is nevertheless an item that fully justifies itself. That has been the experience of Mr. Jenkins. It has in his case given him a point of appeal in building up a business in a new locality.

The equipment of this department in the Delta Grocery could hardly be improved upon; in front of the meat cut-

ting blocks is one of the modern white vitalite counters with glass bin tops that permit a thorough display of goods without the temptation to the customer to handle the stock. These counters are fully refrigerated as is also the fish case and the refrigerator by coils from an ice machine in the cellar.

Mr. Jenkins claims that this machine has given him better service than would have been possible with natural ice, and at a materially lower cost. Moreover

Fresh Fish by Co-operation

If the Producer and the Retailer Would Get Together There Would be More Interest on the Part of Consumer and Eventually Larger Sales

IF a little greater interest were taken by the dealer handling fish much benefit would accrue to the dealer himself and to the trade in general, as well as to the customer.

It was pointed out to CANADIAN GROCER that one of the reasons why fish is high and sometimes scarce in certain lines is because of the failure of the housewife to take a substitute. She will probably want halibut when it is temporarily hard to obtain, or it may be the same in the case of whitefish or other varieties. By studying the food values of the various varieties and giving some thought to this matter the retailer can do a great deal of suggesting that will be most helpful.

Probably some have not considered the value of trying out the different varieties at home. Prepared in the many ways that can be ascertained through experiment as well as the trial of suggested recipes in the best cook books, the grocer's wife could be of material assistance in helping with the compilation of data that could be used to the advantage of the salesmen. The writer knows, as a matter of fact, where one of the largest fish men in the city of Montreal makes suggestions for preparing fish that must surely be followed by the many readers of the local papers and by his customers. It is only natural that there are seasons when certain fish are not obtainable

it has done away with the difficulty of handling ice in a store and has made it possible to display goods attractively without any loss to their quality.

The particular arrangement of this store, going as it does across the angle of two converging streets, gives unusually effective display space. Each department has its own display window, the grocer department on Main Street and the meat department on King Street. The store, too, provides an avenue between the two streets and this short cut is a good business argument, for it brings the passerby under the direct influence of both departments.

Mr. Jenkins is outstandingly in favor of the idea that the combination meat and grocery store is the store of the future.

For the benefit of CANADIAN GROCER readers a complete list of fish with the time at which they are most readily obtained is published in this issue; it should be kept for constant reference. It is certainly in the best interests of the retail store to study the markets more closely and co-operate to educate his trade and make it conversant with the values of the fish that are to be had from week to week.

There is much room for greater co-operation upon the part of the government, the press and the retailer. By the adoption of an educative campaign such as this suggested by a large Montreal importer to CANADIAN GROCER a great deal of good can be accomplished which will eventually tend to prevent the loss of large supplies of fish that cannot be utilized.

It is stated that there are many fishermen at the fishing points who will have a catch of, say 10,000 to 15,000 pounds. These fish are of various kinds, and probably there will be about one-third of these in some instances that are in popular demand at the time, the public have insisted upon having a certain select variety. As a consequence, in many cases a greater part of the catch has been without a market and the whole percentage of that catch, probably two-thirds of it, has been lost.

The above may be somewhat extreme

as a case in point, but it is evident that if there were greater co-operation and more thought given the matter by those through whose hands the fish must pass to the ultimate consumer there would be cheaper fish and more of it.

It would not cost a great deal to have

a few lecturers appointed whose salaries could be well paid by the government, to go about and state the real value of fish as a substitute for meat, and at the same time they could also be giving details as to the conservation of other foods.

press last week stated that there would shortly be opened in Montreal three fish stores to be inaugurated under the Government's Food Board.

In an interview with G. W. Jones, the Montreal secretary of the Food Board's organization, Mr. Jones denied that he had made any statements attributed to him as to retail stores being opened. "Had I known that statements of this kind were to be made I should have taken steps to see that the information was given out correctly," said Mr. Jones. "What is contemplated is that we work in a co-operative and intelligent manner with the trade as now established, and this is our desire. It is quite probable that much good can come of closer co-operation with the businesses already established."

The cash and carry idea has been taking good hold in some parts and as there are several of these now operating in Montreal it is quite probable that this feature will not only be fostered but further developed.

Keep Posted on Fish Season

The Wise Grocer Will Acquaint Himself With Time of Plenty in Different Fish—Can so be of Service to His Customers and Himself

THE accompanying chart will tell at a glance when various sorts of fish are in season, and during what times they are most readily obtainable. The merchant who handles fish will do well to keep this page by him for reference at all times. One of the great reasons for the comparatively limited sale of fish is that in many instances it is every bit as costly as meat. The reason for this is that very often the housekeeper demands fish that at the time are very scarce, and as a re-

sult high in price. The dealer is sometimes to blame in that he does not know what varieties are in season and makes no effort to find out. With the accompanying chart it is believed that it will be possible to plan ahead, and by so doing avoid high priced lines with the benefit to the consumer in lower prices and to the merchant in larger sales.

GOVERNMENT NOT OPENING FISH STORES

A news despatch appearing in the

Varieties of Fish and Their Various Seasons

Variety	Season	FRESH FISH When Most Plentiful	When Scarce	When Unobtainable
Haddock	All the year	Spring, Autumn	June, July, Jan., Feb.	Never
Steak cod	All the year	Spring, Autumn	June, July, Jan., Feb.	Never
Market cod	All the year	Spring, Autumn	June, July, Jan., Feb.	Never
Carp	April to November	April to October	November	Winter
Dorée	April, May, Sept., Oct., Nov.	May, June, Sept., Oct.	July, Aug., Nov.	Winter
Lake trout	Spring, Autumn	May, June, Sept., Oct., Nov.	April, July, August	Winter
Pike	Spring, Autumn	April, May, June, Sept., Oct.	July, August	Winter
B.C. salmon	May to October	June, August	April, Sept.	Winter
Gaspereau	May to September	June, July, Sept.	August, October	Winter
Western halibut	April to September	May to August	April, Sept., Aug.	Winter
Eastern halibut	April to July	May, June	April, Aug., Sept., Oct.	Winter
Flounders	April to December	April to August	Sept. to Dec.	Jan., Feb., Mar.
Perch	April to November	May to July	August	Winter
Bullfish	April to November	May, June, Sept., Oct., Nov.	April, July, August	Winter
Whitefish	May to November	June, Sept., Oct., Nov.	May, April, July, Aug.	Winter
Eels	June to November	June, Sept., Oct.	July, August	Winter
Mackerel	May to December	May, June, Sept., Oct.	July, August	Winter
Lobsters	December to June	April to June	December to March	A few all year
Prawns	September to June	September to December	June, July	August
Shrimps	September to June	September to December	June, July	August
Herring (large sea)	May to November	May, July, August	June	During winter
Halibut	All the year	December to April	June to September	Never
Haddock	Nearly all year	March to April	June to September	Never
Mackerel	November to March	Dec., Jan., Feb.	Summer	Never
Cod steak	Nearly all year	November to April	Summer	Never
Cod, toms	December to March	December to February	March	Summer
Salmon (red)	November to May	December to April	May to September	September to October
Salmon (pale)	November to May	December to April	May to October	September, October
Salmon (Gaspe)	December to March	December to March	April, May	Never
Pike	November to March	December to February	March to September	Never
Perch	November to March	December to February	March to September	Never
Whitefish	November to March	December to February	March to September	Never
Lake trout	November to March	December to February	March to September	Never
Eels	December to November	December to February	Summer	Never
Dore	All the year	November to March	March to September	Never
Smelts, No. 1	December to February	January	February, March	Summer
Oysters (shell sea fish)	September to May	October to January	February to May	Summer
Haddies	All the year	September to March	May to September	At times dur. summer mos.
Haddies, fillet	November to April	December to April	May to November	During hot weather
Smoked herring	July to November	September to December	In Summer	When supplies exhausted.
Bloaters	September to May	September to December	During Summer months	
Haddock	October to April	October to December	Not selling in hot weather	
Herring, Labrador	September to April	September to March	During Summer	
Herring, No. 1, lake	October to April	October to March	Not selling during Summer	
Salmon, Labrador	September to July	October to January	Summer months	
Salmon (B.C. red)	September to May	September to January	Summer	
Sea trout (red and pale)	September to June	October to April	Summer	
Green cod, No. 1	August to May	September to March	June to August	
Green cod	August to May	September to March	June to August	
Mackerel, No. 1	September to December	September to January	July, August	
Codfish, skinless	September to May	September to October	July, August, September	
Codfish, shredded	September to May	September to January	July, August, September	
Eels	October to April	November to March	April, May, June, July, Aug.	
Pickled turbot	August to April	October to December	During Summer months	
Cod, boneless	September to June	October to January	Springtime-summer months	
Cod, strip	September to June	October to January	Springtime-summer months	

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

RECEIPTS of eggs show steady improvement and with the Easter demand taken care of further declines are expected to follow. The continued fine weather has given a great stimulus to production but dealers are still awaiting service from the express companies in getting their crates away to the country.

The further restriction on the consumption of meats placed on hotels, restaurants, etc., is expected to result in an increased demand for poultry and fish. Poultry prices have advanced in some quarters 2c per pound. Shipments of fresh sea fish are now being offered.

Some sales of live hogs, fed and watered, were made at \$21.25 per one hundred pounds though last week's high level of \$21.00 was the general price prevailing. Dressed meats showed practically no change.

The differentials between tierces and smaller packages on lard and shortening has been raised $\frac{1}{4}$ c in some quarters due, it is said, to the increased cost of containers. Shipments of margarine are apparently as far off as ever, permits still awaiting an official O.K. for release. The market on butter shows a firming tendency.

Live Hogs \$23; Cured Meats Firm

Montreal.

PROVISIONS.—With a fluctuating market during the week and with prices ruling high, the situation has been somewhat unprecedented, especially for this date. Sales this week are being made on higher levels and last week's price of \$22 has been passed and sales made at \$22.50 and as high as \$23 asked. Hogs seem to be very scarce and receipts continue to be light. As a consequence the price of cured meats is very high and dressed hogs will sell, state the abattoir men, up to \$30 per cwt. While there is a decidedly firm undertone to the market for all cured meats these are held unchanged with upward changes probable in the near future.

Hogs, dressed—		
Abattoir killed	29 00	30 00
Hogs, live	22 50	23 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Racon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 23½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	0 47	0 47
Shoulders, boiled, per lb.	0 40	0 40
Shoulders, roast, per lb.	0 42	0 42

Good Demand for Lard, Very Firm Undertone

Montreal.

LARD.—There is a very active demand for lard, seasonably speaking, and sales for both country and city account have been well maintained. In view of the position attained in the hog market, the prices naturally rule with a strong undertone and these are held without

change. It is very probable that they will follow the trend of the upward tendencies of hog prices, and from all that can be deducted, the hog market will rule strong. Easter business was good.

Lard, Pure—

Tierces, 400 lbs., per lb.	0 31
Tubs, 60 lbs.	0 31½
Pails	0 31¾
Bricks, 1 lb., per lb.	0 32¾

Better Supply Shortening, Prices Hold Firm

Montreal.

SHORTENING.—There is a better feeling regarding shortening supplies, for cottonseed oil deliveries have much improved and the supplies of shortening are said to be ample. A fairly good trade is passing and the Easter season was a good one. Since margarine is still available only in small quantities—some not having any supply at all—the trade in shortening is naturally better. Sales are made on the basis of last week's quotations without change.

Shortening—

Tierces, 400 lbs., per lb.	0 26
Tubs, 50 lbs.	0 26½
Pails, 20 lbs., per lb.	0 26¾
Bricks, 1 lb., per lb.	0 27¾

Easter Poultry Demand Met With Frozen Variety

Montreal.

POULTRY.—With a fairly good demand for poultry throughout the Easter week sales were made at well maintained prices. The feature of the week was that of the very limited offerings of live and fresh-killed poultry, there being little of either. This threw the demand on the storage stock and of this considerable was sold. It is doubtful if the receipts will greatly improve, and provision buyers are not very hopeful of a big change in this condition. Prices rule with a strong undertone, due to the lightness of supplies, and these are as follows:

Poultry—

	Dressed
Old fowls	0 32 0 33
Chickens (milk-fed)	0 39 0 40
Roasting chickens	0 37
Young ducks	0 32
Turkeys (old toms), lb.	0 38
Turkeys (young)	0 40
Geese	0 30

Easier Egg Prices; Demand Keeps Heavy

Montreal.

EGGS.—The demand last week was heavy for eggs. Even so late as this, however, receipts from Canadian points were light and a great deal of the supply coming to Montreal was obtained at Chicago. With good weather now prevailing, receipts will be better from the Ontario and Quebec poultrymen and farmers, and if the demand continues as strong as it has been there will be no difficulty in the matter of absorbing supplies. Reports show that receipts were 1,000 cases larger last week than those for the corresponding week a year ago. Prices are reduced to 44-45c and will probably still decline somewhat as receipts increase.

Eggs—

New-laid	0 44	0 45
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Little Margarine Here, No New Shipments

Montreal.

MARGARINE.—There are some dealers who can supply margarine and this is mostly of the Canadian product. Others state that they have no supply—that they have been anticipating the receipt of various cars from the United States—that these have not been shipped and that they can get no information regarding shipments. The demand will be ample to absorb the supply to be allowed forward monthly, the produce men think. In the meantime this commodity is ruling firmly without change at the following prices:

Margarine—

Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Active Demand Held Butter Prices Firm

Montreal.

BUTTER.—While some produce men think that the price of butter should rule somewhat easier, the heavy demand has served to maintain a strong undertone. The Easter season proved to accentuate the request from retail trade and prices ruled firmly all week. In some instances the quotations have been revised upward although the quotations below will serve to give the range closely. Receipts for the first quarter of 1918 show a decided decrease over the comparative preceding period of 1917, the exact figures revealing a shortage of 145,426 packages.

Butter—

Creamery prints, storage	0 50	0 51
Creamery solids, storage	0 49	0 50

Creamery prints (fresh made)	0 50	0 52
Creamery solids (fresh made)	0 51	
Dairy prints, choice	0 41½	0 44
Dairy, in tubs, choice	0 39	

Commission Takes Some Cheese; Trade Good

Montreal.
CHEESE.—There was a very fair trade in cheese last week and this is attributable to the Easter season and to the Lenten demand for lines other than meat. It is stated that the rather large receipts last week, totalling 1,882 packages were explained as purchases made by the Cheese Commission. This was not new cheese, CANADIAN GROCER was informed, but was an accumulated supply shipped in on the commission's account from Ontario. All cheese has to be inspected and weighed at Montreal. Prices are firm but unchanged.

Cheese—		
Large, per lb.	0 22½	0 23½
Twins, per lb.	0 22½	0 24
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Oysters are Lower; Haddock and Cod Also

Montreal.
FISH.—The past season has been a good one, generally speaking, for the fish business. The wholesale trade state that the campaign of the government to stimulate fish eating has doubtless been a factor in this. The season for frozen fish is well over, although some lines are still to be had and will still be available for some time. Fresh haddock and cod are more plentiful and the prices are easier. Co-operative interest is being now taken by the fish men in offering the standard government fish boxes to the retailer at \$10, the exact price quoted by the government, and which is half the actual cost of making. Smoked haddies are down 1c per lb., and frozen halibut and haddock are quoted lower. Fresh haddock, steak and market cod are all easier in price. Trade last week was rather more confined than expected owing to the fact that dealers wanted to clear out supplies before Easter. Oyster trade is light and the consequent result is that of much reduced prices.

SMOKED FISH.

Haddies (fresh cured)	0 14	0 15
Haddies (frozen)	0 14	0 15
Haddies, fillet	0 19	0 20
Smoked herrings (med.), per box	0 22	0 23
Smoked cod	0 15	
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 40	2 50

SALTED AND PICKLED FISH.

Haddock	0 07	
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	7 00
Do., half barrels	7 00	
Herring, No. 1 lake (100-lb. keg)	5 25	
Salmon (Labrador), per bbl.	24 00	
Do., tierces	34 00	
Salmon (B.C. Red)	25 00	
Sea Trout, red and pale, per bbl.	19 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl.	14 00	
Green Cod (large bbl.)	15 00	
Mackerel, No. 1, per bbl.	22 00	
Mackerel (½ bbls.)	12 00	
Codfish (Skinless), 100-lb. box.	12 00	12 50
Codfish, 2-lb. blocks (24-lb. case)	0 17	
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15	
Codfish, boneless, lb. (according to package)	0 14	0 18

Codfish, Shredded, 12-lb. box	2 20	2 25
Eels, salted	0 12	
Pickled turbot, new, bbls.	15 00	
Do., half barrels	7 75	
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	0 16	

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 55	0 60
Prawns, lbs.	0 30	
Shrimps, lb.	0 25	
Sealops	4 00	
Oysters—		
Ordinary, gal.	1 60	1 75
Malpeque oysters, choice, bbl.	10 00	
Malpeque oysters (med.) bbl.	9 00	
Cape Cod shell oysters, bbl.	11 00	

Cape Cod Shell Oysters—		
5 gal. (wine) cans	7 50	
3 gal. (wine) cans	4 50	
1 gal. (wine) cans	2 10	2 25
Oyster pails (pints), 100	1 50	
Oyster pails (quarts), 100	2 10	
Clams, med., bbl.	9 00	
Clams (med.), per bbl.	9 00	

FRESH FROZEN SEA FISH.

Herring, large sea, lb.	0 09	
Herring, frozen lake, lb.	0 06	
Halibut	18	19
Haddock	8	9
Mackerel	17	18
Cod—Toms	3 00	
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe		26

FRESH FROZEN LAKE FISH

Pike, lb.	0 10	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12	0 13
Lake trout	0 18	0 19
Eels, lb.	0 12	0 13
Dore	0 12½	0 13

FRESH FISH

Haddock	0 09½	0 10
Steak cod	0 12	0 13
Market cod	0 08½	0 09
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 18	0 20
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Gaspereaux, each	0 07	
Western Halibut	0 30	
Eastern Halibut	0 30	
Flounders	0 08	0 10
Perch	0 09	
Bullheads	0 15	
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	0 12	
Mackerel (large), each	0 20	
Mackerel (medium), each	0 18	
Mackerel, per lb.	0 14	
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	0 24	

Live Hogs Reach Higher Level

Toronto.
PROVISIONS.—Some transactions were recorded in the sale of live hogs at \$21.25 fed and watered, which establishes a new high record for this continent. The general run of prices for live hogs, fed and watered was \$21.10. Reports indicate a very fair run during the past week and this is expected to continue for another week or ten days when a gradual decrease, which is seasonable, is expected to develop.

Dressed meats showed little change during the week although an advance of ½c per pound in Wiltshire bacon was made in some quarters. A fair demand exists but indications are that staple products are rather scarce. This does not mean that a real shortage exists but that present stocks are by no means heavy. Prevailing quotations follow:

Hams—		
Medium	0 36	0 38
Large, per lb.	0 28	0 35
Backs—		
Plain	0 43	0 48
Boneless, per lb.	0 46	0 52

Bacon—		
Breakfast, per lb.	0 40	0 43
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 39	0 45
Dry Salt Meats—		
Long clear bacon, lb.	0 29	0 31
Fat backs		0 32½
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 49
Hams, roast, without dressing, per lb.	0 48	0 50
Shoulders, roast, without dressing, per lb.	0 45	0 47
Barrel Pork—		
Mess pork, 200 lbs.	56 00	58 00
Short cut backs, bbl., 100 lbs.	60 00	63 00
Pickled rolls, bbl., 200 lbs.	55 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	30 00
Live, off cars		21 25
Live, fed and watered		21 00
Live, f.o.b.		20 25

Shortening Shows Slightly Easier Tendency

Toronto.
SHORTENING.—A slightly easier tone is again evident in respect to shortening during the week, 25½c per pound tierce basis being quoted in some quarters, which is ½c lower than lowest prices prevailing one week ago. Supplies, although none too plentiful, show some slight improvement, receipts of cotton seed oil coming through in better volume. The differential between tierces and smaller packages has been changed by some by the addition of ¼c per pound all the way through. This is due to the greatly increased cost of containers and is generally believed to be justified.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½
 In 60-lb. tubs, ¼-½c higher than tierces;
 tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Supplies Show Little Improvement

Toronto.
LARD.—Stocks of lard are by no means heavy and it cannot be said that a surplus exists in any quarter. However, orders are being taken care of with little delay. Prices have been firmly held at advances recorded last week and in some quarters a change in the differentials of ¼c per pound has been made. This provides for an increase of ¼c on the smaller packages which is said to be due to the advanced cost of containers.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
 In 60-lb. tubs, ¼-½c higher than tierces;
 pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

No New Developments In Margarine

Toronto.
MARGARINE.—An attitude of watchful waiting prevails in respect to margarine, shipments of which are still being delayed. This has been promised for April delivery but no advice is yet to hand that any is in transit and dealers locally can only sit back and await developments. Uncertainty can still be said to rule the market in this commodity.

Margarine—		
1-lb. prints, No. 1	30 32	30 35
Do., No. 2	0 30	0 31
Do., No. 3	0 27	
Solids, 1c per lb. less than prints.		

Firming Element in Butter Developing

Toronto.

BUTTER.—A decidedly firmer tone is remarked in butter during the week. Storage stocks are being cleaned up pretty well and at present there is not sufficient being made to cope with the demand. This has not yet resulted in a shortage developing but has had a strengthening influence on the market. No change in prices has been made.

Creamery prints, fresh made....	0 52	0 53
Creamery solids, fresh made....	0 49	0 50½
Creamery prints, storage.....	0 49	0 52
Creamery solids, storage.....	0 48	0 50½
Dairy prints, choice, lb.....	0 40	0 46
Dairy prints, lb.....	0 38	0 40

Easter Demand Over, Egg Market Easier

Toronto.

EGGS.—The Easter demand having been taken care of a much easier feeling is apparent in respect to eggs. Receipts are excellent and from all points reports of increased production continue to come in. This will have a tendency to bring prices down somewhat further though the declines seem to be wrought gradually rather than suddenly. Difficulty in getting express companies to pick up egg crates for dealers is still reported, one company having failed to send its wagons around for the past ten days. Prices ruling to-day are given herewith:

Eggs—		
New-laid, in cartons.....	0 45	0 46
Do., loose, doz.....	0 46	0 48

Firmer Tone Exists in Respect to Cheese

Toronto.

CHEESE.—A somewhat firmer tone is again apparent in this market after a week in which there were real snaps offered owing to dealers having to reduce their stocks to the prescribed limit of 40,000 pounds by April 1. Reports indicate that stocks have been curtailed to the amount by the Canada Food Board and the market has strengthened under this influence.

Cheese—		
New, large.....	0 22	0 23½
Old, large.....	0 23½	0 24½
Stilton (new).....	0 25	0 27
Twins, ¼ lb. higher than large cheese. Trip-		
lets ½c lb. higher than large cheese.		

Poultry Goes Higher; Increased Demand

Toronto.

POULTRY.—Prices on poultry show a somewhat stronger tone during the week and advances of about 2c per pound have been made in some quarters. The restrictions under which meat is to be used in hotels and restaurants is expected to result in an increased demand for poultry of all kinds. Some improvement in receipts of live poultry is reported though this has not yet attained large proportions.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks.....	\$0 24-30 25	\$0 25-30 27
Geese.....	0 15-0 18	0 22-0 24
Turkeys.....	0 27	0 30-0 35
Roosters.....	0 20-0 22	0 22-0 24
Hens, over 5 lbs.....	0 28-0 30	0 28-0 30
Hens, under 5 lbs.....	0 22-0 27	0 24-0 28
Chickens, 4½ lbs. up..	0 25-0 27	0 28-0 33

Chickens, under 4½ lbs. 0 22-0 25	0 26-0 30
Squabs, dozen.....	4 50
Prices quoted to retail trade:	
Hens.....	0 28 0 37
Ducks.....	0 30 0 34
Chickens.....	0 35 0 40
Do., milk-fed.....	0 35 0 41
Turkeys.....	0 36 0 40
Geese.....	0 20 0 29

Fresh Sea Fish Reaching Market

Toronto.

FISH, OYSTERS.—Fresh sea fish are reaching the local market, haddock, cod, and flounders being among those available. The demand continues good and it is thought the new restrictions placed on the consumption of meats in public eating houses will serve to maintain heavy sales of fish. No change of importance has been made in quotations for the week, all prices being firmly held. Fresh haddock are being sold at 8-8½c per pound; fresh steak cod at 10-10½c per pound, and fresh flounders are selling at 9c per pound. Fresh frozen trout shows a slightly wider range with a lower price of 14c being effective.

SMOKED FISH.

Haddies, per lb., new cured.....	0 12	0 18
Chicken haddies, lb.....	0 10½	0 13
Haddies, fillets, per lb.....	0 14	0 17
Ciscoes, per lb.....	0 16	0 17
Kippered herring, per box.....	1 75	2 25
Digby herring, skinless, 10-lb.....	2 20	2 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....	3 40	
Acadia cod, 12-2-lb. blocks.....	4 25	4 60
Strip cod, lb.....	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.....	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.....	0 11	0 12
Halifax shredded cod, 24s.....	2 20	
Salt mackerel, kits, 20 lbs.....	4 50	
Labrador salt herring, barrels.....	11 00	11 50
Do., half barrels.....	5 50	6 00
Herring, pickled, keg 100 lbs.....	6 00	6 50

FRESH FROZEN SEA FISH.

Halibut, frozen.....	0 19	0 20
Salmon, Qualla, lb.....	0 12½	0 15
Do., red spring.....	0 19	0 25
Do., Cohoe.....	0 20	0 20
Do., Restigouche.....	0 27	0 27
Haddock, headless and dressed, lb.....	0 07	0 10
Herrings, frozen.....	0 08	0 10
Steak cod, lb.....	0 09	0 10½
Haddock, market, lb.....	0 07	0 08½
Cod, market, heads on, lb.....	0 06	0 08½
Mackerel, frozen, lb.....	0 10	0 12
Flounders, frozen.....	0 07	0 10
Tullbees, lb.....	0 08½	0 09
Smelts, extras, lb.....	0 12	0 22
Do., No. 1, lb.....	0 12	0 16
Do., No. 2, lb.....	0 12	0 12
Oysters, per gal.....	2 60	3 25
Blue points, bbl.....		11 00
Malpeque, bbl.....		14 00

SHRIMPS.

No. 1, cans.....	1 60
No. 2, cans.....	3 10
No. 4, cans.....	6 00

FRESH FROZEN LAKE FISH.

Herring, Lake Superior, bags, lb.....	0 08½	0 10
Herring, Lake Erie, pan frozen.....	0 10	0 11
Pike, dressed.....	0 08½	0 09½
Do., round.....	0 12½	0 13
Whitefish, frozen.....	0 14	0 16
Trout, lb., frozen.....	0 06	0 07½
Mullets, frozen, lb.....	0 12½	0 13
Yellow pickerel, frozen, lb.....	0 12½	0 13

Big Decline in Eggs Expected This Week

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market was very firm last week, prices started at 20¼c and jumped to 21c by the close of the week. The feeling was that the market would remain firm at this figure.

PROVISIONS.—The provision market is much firmer and on a number of lines higher prices are being quoted. Heavy ham is 33c, breakfast bacon 40-42c.

EGGS.—The production of eggs has increased enormously during the past week, and from now on the supply will be fairly heavy. For this reason a big slump is expected within the next few days. At time of writing eggs were being quoted at 35c.

BUTTER.—The market for both dairy and creamery butter is very weak, due to the approach of spring.

HAMS.

Light, lb.....	0 34	0 36
Medium, per lb.....	0 34	0 34
Heavy, per lb.....	0 33	0 33

BACON.

Breakfast, per lb.....	0 42
Breakfast, select, lb.....	0 43
Bacon, regular.....	0 44
Bacon, select.....	0 45

DRY SALT MEATS.

Long clear bacon, light.....	0 29
Bacon.....	0 33

BARRELLED PORK.

Mess pork, bbl.....	52 00
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LARD, PURE.

Tierces.....	0 28½
20s.....	5 95
Cases, 5s.....	17 48
Cases, 3s.....	17 55

SHORTENING.

Tierces.....	0 26½
Tubs, 50s, net.....	13 25
Pails, 20s, net.....	5 55

FRESH EGGS.

New laid, American.....	0 48	0 50
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CHEESE.

Ontario, large fresh.....	0 24	0 24½
Manitoba, large fresh.....	0 23½	0 23½

BUTTER.

Fresh made creamery, No. 1 cartons.....	0 48	
Fresh made creamery, No. 2.....	0 46	
Dairy, regular run.....	0 37	0 38

MARGARINE.

No. 1.....	0 32½
No. 2.....	0 30½
No. 3.....	0 29½

Supplies of Fresh Fish Expected Shortly

Winnipeg.

FISH AND POULTRY.—The situation as regards fish is the same as has existed for several weeks past. There is no change in price. Very little fresh stuff is arriving as yet. There is a little fresh codfish at 12c, but salmon and halibut are too high in price to bring into this market yet. However they should be here before very long. There was an exceptionally good demand for fish last week for Good Friday. There is very little poultry coming in.

RESTRICTION ON SALE OF AMERICAN PORK AND PORK PRODUCTS TO CANADA

The United States Commerce reports state that the War Trade Board, in accordance with its policy promulgated on March 5, 1918, relating to the export of pork and pork products to the British West Indies, Central and South America, and West Africa, announces a similar relaxation of restrictions on the export of such products to Canada.

Applicants to whom the Bureau of Exports has heretofore refused licenses to export these products to Canada may now reapply. Prompt action may be expected on applications now under consideration. Licenses will be issued valid for 60 days only. Inasmuch as no extensions will be granted, the attention of exporters is called to the necessity for promptly filing new applications in the event they are unable to complete any shipment within the 60 day period.

Bacon

Star Brand English Breakfast Bacon is the result of over sixty years' experience in curing Bacon, and has no equal.

We have also "Select" Brand—not quite so good, but excellent value at the price.

F. W. FEARMAN CO.
Limited
HAMILTON

Show Me the butcher who ever got rich that did not make his **OWN SAUSAGE.**

Show Me the packer who **NEVER** got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and Prices. Many Styles.

The W. A. Freeman Co., Limited
HAMILTON, ONTARIO

TORONTO—114 York St., Near King
MONTREAL—D. H. H. Neill, 16 Notre Dame St. E. Uptown 8547

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

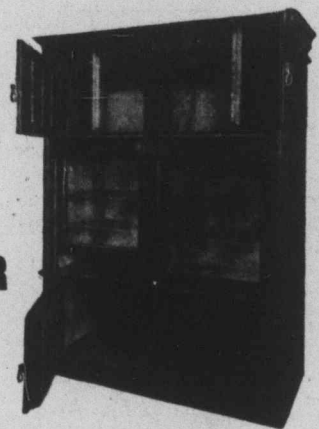
Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Prevost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

You need
this
ARCTIC
REFRIGERATOR
right now.



This practical refrigerator will keep your stocks of cooked meats, fruits, etc., secure against spoilation during these moist spring days.

The Arctic preserves its contents, sweet, fresh and tempting looking, produces a quicker turnover and all round satisfaction.

A copy of the Arctic catalog will explain where the Arctic Refrigerator excels.

It will be mailed you free.

JOHN HILLOCK & CO., LIMITED
Makers of the famous Arctic Refrigerators
TORONTO



THERE are some lines you can carry in your store which are nothing more than space occupiers and room wasters.

You put them up on your shelves, or arrange them carefully on your counter, and there they remain "just a-doin' nothin'!" It would, figuratively speaking, take a charge of dynamite to jolt them off. You'd think they were riveted to the spot, and every time you go past them you give them the cold-storage stare and think hard, bitter thoughts.

But, there are other lines, thank goodness! which hardly ever stay long enough in your store to get

used to the place. No sooner do you arrange them on your shelves, or display them invitingly on your counter, than, presto! — they're gone! And in their stead you have dollars and cents to go on buying the necessaries of life as well as to invest in more goods for the purpose of doing more business.

And naturally these are the lines you are looking for. You want something that will **sell**—and **keep on selling**.

This is one of the reasons why our Davies Products are so popular with the dealer—they're so easy to sell.

DAVIES PRODUCTS are the kind that SELL—and KEEP on SELLING.

THE WILLIAM DAVIES COMPANY LIMITED

CANADA'S LEADING PACKERS

Montreal

TORONTO

Winnipeg



The quality it pays to sell

BRUNSWICK BRAND SEA FOODS

have long ago established an enviable reputation for superior quality and satisfaction-giving.

Which is not surprising when one considers the scrupulous care and attention given to the selecting, processing and packing of the fish.

Look over the list below and see what lines you need. We particularly recommend our Kipper Herring—a new, clean stock, with an exceptionally delicious flavor and quality. 4 doz. No. 1 to a case.



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

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

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots	Per doz.
Dime	\$ 1 15	
4-oz.	1 65	
6-oz.	2 45	
8-oz.	3 10	
12-oz.	4 65	
16-oz.	5 90	
2½-lb.	14 60	
5-lb.	27 85	

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case. Per doz.

Blackberry	\$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 14

BLUE

Keen's Oxford, per lb.
In cases 12—12 lb. boxes to case

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 85
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate— Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 18
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections— Per doz.	
Maple Buds, 5-lb. boxes	\$0 35
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 38
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6. lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

Don't Throw In Your Heart For Good Measure



That's the way that leads to bankruptcy.
Your stock is too valuable in war time to be given away.

But many a merchant rather than be "unjust" to his customers is unjust to himself and invariably tips the beam in his customer's favor to the extent of a quarter or a half an ounce every time he weighs merchandise.

How often can his business heart stand this "bump" before it is broken in bankruptcy?

Now it is nice to be good-hearted, but if you throw your heart into the scales every time you weigh something you will sooner or later lose your business head.

The principle of merchandising to-day is to give correct weight and to charge for it, and to do it with a

DAYTON AUTOMATIC SCALE

Just so surely as you give credit for underweight so you must exact payment for fractions overweight. It may be only a cent at a time, but that cent from an average of a hundred customers a day will mean three hundred dollars a year out of your net profits.

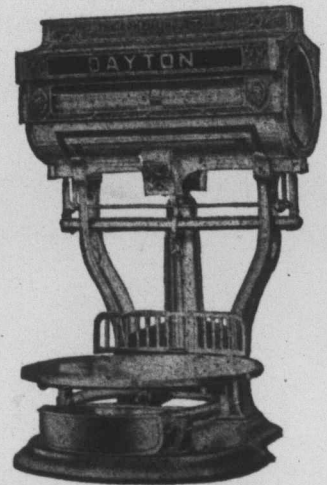
The scale which will enable you to determine weight and price instantly and automatically is the Dayton Computing Scale.

Let us send you our latest folders—TODAY

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machines Co. Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders, and Hollerith Electric Tabulating Machines.



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

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

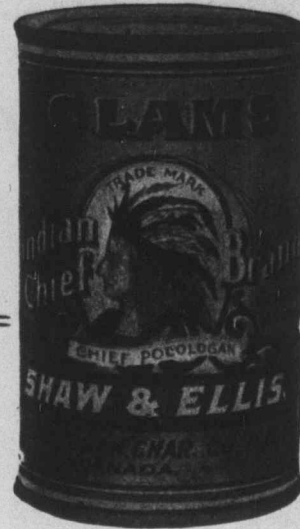
It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than \$50,000 to produce this book—but it sells for only \$10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER,**
143-153 University Ave., Toronto, Canada.



Every customer
will like
Indian Chief
Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler
169 William Street, Montreal, Quebec
for particulars and advertising matter.



The "tang" of the Sea EASTERN BRAND LOBSTERS

Boost your Fish sales and help win the War. Boost EASTERN BRAND Lobster and win satisfied customers.

The Boys at the Front look for EASTERN BRAND Lobster Paste—It's great.

If your wholesaler hasn't a stock, write to-day to

Eastern Canada Fisheries, Limited
CORISTINE BLDG., MONTREAL

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



MADE IN CANADA

THE N.K. FAIRBANK COMPANY
LIMITED MONTREAL

Let the GOLD DUST TWINS do your work



HIGH-GRADE SPECIALS IN OVERSEAS TRADE

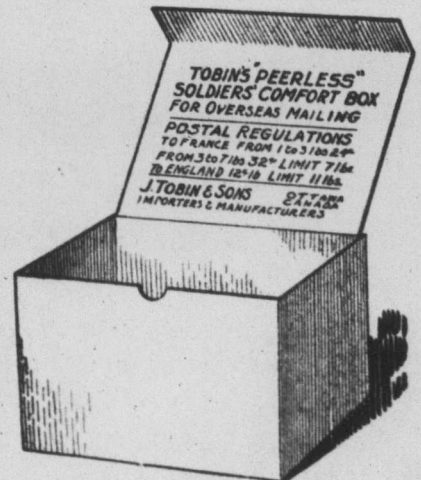
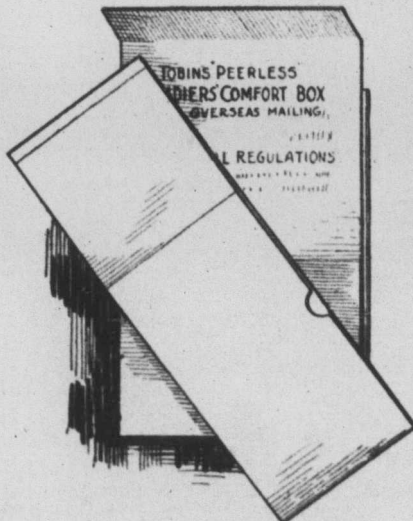
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND — the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



HIGH-CLASS STONEWARE

**APRIL EGGS
JUNE BUTTER**

The ideal container is a Stone Crock.
Our stock is complete.
Price, Butter Crocks 14c. per gallon.
Other articles just as low.

Ontario Crockery Co.
LONDON, ONT.

**FINEST CRYSTAL
GELATINES**
Powdered and Sheet
FINE LEAF GELATINE
BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

**CALIFORNIA FRUIT CANNERS
ASSOCIATION**

**CALIFORNIA RIPE OLIVES
DEL MONTE BRAND**

Size—

2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can.....
No. 16 Jar.....
No. 4 Jar.....
No. 10 Can.....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can....
No. 10 Can.....
Picnic Can.....

**BORDEN MILK CO. LTD.
CONDENSED MILK**

Terms net 30 days

Eagle Brand, each 48 cans..\$8 75
Reindeer Brand, each 48 cans 8 45
Silver Cow, each 48 cans.... 7 90
Gold Seal, Purity, each 48 cans 7 75
Mayflower Brand, each 48 cans 7 75
Challenge Clover Brand, each
48 cans 7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each
24 cans\$6 40
Jersey Brand, Hotel, each 24
cans 6 40
Peerless Brand, Hotel, each 24
cans 6 40
St. Charles Brand, Tall, each
48 cans 6 50
Jersey Brand, Tall, each 48
cans 6 50
Peerless Brand, Tall, each 48
cans 6 50
St. Charles Brand, Family,
each, 48 cans..... 5 50
Jersey Brand, Family, each
48 cans 5 50
Peerless Brand, Family, each
48 cans 5 50
St. Charles Brand, small, each
48 cans 2 60
Jersey Brand, small, each 48
cans 2 60
Peerless Brand, small, each 48
cans 2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each
24 cans 5 75
Reindeer Brand, "Small," each
48 cans 6 00
Regal Brand, each 24 cans... 5 40
Cocoa, Reindeer Brand, large,
each 24 cans 5 75
Reindeer Brand, small, 48 cans 6 00

**CARNATION MILK PRODUCTS
CO., LTD.**

All points east of and including
Fort William, in Ontario, Quebec
and Maritime Provinces.

EVAPORATED MILK

	Per case
Carnation, 16-oz. talls (48 cans per case)	\$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gela-
tine (2-qt. size), per doz... 1 35
Knox Plain Sparkling Gelatine
(2-qt. size), per doz..... 1 75
Knox Acidulated Gelatine
(lemon flavor), 2-qt. size,
per doz. 1 85

**W. CLARK, LIMITED
MONTREAL**

Assorted meats, 1s, *\$4.25.
Compressed Corn Beef—½s, *\$2.90;
1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s,
*\$75.
Lunch Ham—1s, *\$4.25; 2s, \$9.
Ready Lunch Beef—1s, *\$4.25; 2s,
\$9.
English Brawn—½s, \$2.50; 1s,
\$3.50; 2s, \$5.50.
Boneless Pigs' Feet—½s, \$2.50; 1s,
\$3.50; 2s, \$5.50.
Roast Beef—½s, \$2.90; 1s, \$4; 2s,
*\$8.85; 6s, \$34.75.
Boiled Beef—1s, \$4; 2s, \$8.85; 6s,
\$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.25;
2s, \$9.
Corned Beef Hash—½s, \$2; 1s,
\$3.50; 2s, \$5.50.
Beefsteak and Onions—½s, \$2.90;
1s, \$4.25; 2s, \$5.50.
Cambridge Sausage, 1s, \$4; 2s, \$8.
Lamb's Tongues, ½s.

Sliced Smoked Beef, tins, ½s,
\$3.35; 1s, \$3.35; 4s, \$28.
Sliced Smoked Beef, glass, ¼s,
\$1.75; ½s, \$2.75; 1s, \$3.50.
Tongue, Ham and Veal Pate, ¼s,
\$1.95.
Ham and Veal Pate—½s, \$1.95.
Potted and Devilled Meats, tins—
Beef Ham, Tongue, Veal, Game,
Beef, Meats Assorted, ¼s, 70c;
½s, \$1.35.
Potted Meats, Glass—Chicken, Ham,
Tongue, Venison, ¼s, \$2.
\$7.50; 1½s, \$12; 2s, \$15.50; 2½s,
\$17.50; 3s, \$19.00; 3½s, \$20.50;
6s, \$45.00.
Mincedmeat, in tins, 1s, \$8.70; 2s,
\$3.80; 5s, \$12.
In Pails, 5 lbs., 20c; 10 lbs.,
19¼c; 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16¼c lb.
Clark's Peanut Butter—Glass Jar,
¼, \$1.22; ½, \$1.70; 1, \$3.25.
Clark's Peanut Butter—Pails, 5
lbs., 27c; 12-lb. pails, 26c; 24-lb.
pails, 24c.
Clark's Tomato Ketchup, 8-oz.,
\$2.25; 12-oz., \$2.50; 16-oz., \$3.50.
Pork and Beans, Plain (pink label),
Talls, ind., 85c; 1s, \$1.15; 1½s,
\$1.60; 2s, \$1.75; 2s flats, \$2.45;
3c, talls, \$2.75.
Pork and Beans, Tomato Sauce,
blue label, Individuals, 95c doz.
1s, \$1.25; 1½s, \$1.85; 2s, \$2; 3s
talls, \$3.20; 3s flat, \$2.90.
Pork and Beans, Chili (red and gold
label), individuals, 95c; 1s, \$1.25;
1½s, \$1.85; 2s, tall, \$2; 3s, flat,
\$2.90.
Vegetarian Baked Beans, Tomato
Sauce, 2s, talls, \$2.
Clark's Chateau Chicken Soup,
\$1.75.
Clark's Chateau Concentrated Soups,
Vegetable, Mulligatawny, Oxtail,
Scotch Broth, Mock Turtle, Con-
somme, Tomato, Mutton Broth,
Pea, Julienne, Vermicelli Tomato,
Green Pea, Celery, \$1.85.
No. 1 assorted, \$1.30; No. 2 as-
sorted, \$1.20.
Spaghetti with Tomato and Cheese,
½s, \$1.20; 1s, \$1.75; 2s, \$2.90 doz.
Fluid Beef Cordials, 20-oz. bottles,
1 doz. per case, at \$10 per doz.;
10-oz. bottle, \$5.
Canadian Boiled Dinner, 1s, \$2.50;
2s, \$5.95.
English Plum Pudding—½s, 1s, 2s.
Ready Lunch Veal Leaf—½s, \$1.95;
1s, \$3.90.
Ready Lunch Beef Ham Leaf—½s,
\$1.95; 1s, \$3.90.
Ready Lunch Beef Leaf—½s, \$1.95;
1s, \$3.90.
Ready Lunch Assorted Leaves—½s,
\$2.00; 1s, \$3.95.
Geneva Sausage—1s, \$4.25; 2s,
\$8.25.
Roast Mutton—1s, 2s, 6s.
Boiled Mutton—1s, 2s, 6s.
Cooked Tripe—1s, \$2.50; 2s, \$4.25.
Stewed Ox Tail—1s, \$2.50; 2s, \$4.50.
Stewed Kidney—1s, \$4.00; 2s, \$7.00.
Minced Collops—½s, \$2.00; 1s,
\$3.25; 2s, \$5.00.
Sausage Meat—1s, \$3.50; 2s, \$5.50.
Jellied Hocks—2s, \$3.00; 6s, \$25.00.
Irish Stew—1s, \$3.50; 2s, \$5.50.
Boneless Chicken—½s, \$6.00; 1s,
\$9.00.
Boneless Turkey, ½s, \$5.90; 1s,
\$8.95.
Lunch Tongue—½s, 1s, 2s.
Tongue, Lunch—1s.
Ox Tongues, in tins, ¼s, \$3.75; 1s,
\$7.50; 1½s, \$12; 2s, \$15.50; 2½s,
\$17.50; 3s, \$19; 3½s, \$20.50; 6s,
\$45.
Chateau Brand Pork and Beans,
Tomato Sauce—Individual, \$1.10;
1s, \$1.60; 2s, \$2.30; 3s, \$3.50;
individual, 95c; 1s, \$1.50; 2s,
\$2.05; 3s, \$3.25, Plain Sauce.
Smoked Sausage, Vienna style—½s,
\$1.95.
Pate de Fois—¼s, 65c; ½s, \$1.90.
Lunch Tongue, in glass, 1s.
Ox Tongues, glass, 1½s, \$14; 2s,
\$17.
Mincedmeat, in glass—1s, \$3.25.
Brisket Beef, in glass—1s.
Chicken Breasts, in glass—1s.
**COLMAN'S OR KEEN'S
MUSTARD.**

	Per doz. tins
D. S. F., ¼-lb.....	\$ 2 20
D. S. F., ½-lb.....	4 20
D. S. F., 1-lb.....	8 10
F. D., ¼-lb.....	1 40
	Per jar
Durham, 1-lb. jar, each.....	0 60
Durham, 4-lb. jar, each.....	1 75

Ford ONE-TON TRUCK

COUNTRY-WIDE interest and comment have followed the recent appearance on the market of the new Ford One-Ton truck.

It is now possible to get a serviceable commercial car of one-ton carrying capacity that also embodies the desirable qualities of Ford sturdy construction and low up-keep expense.

The Ford passenger car has proved itself the most economical and serviceable automobile in the world. And this latest Ford model differs from the standard Ford chassis only in being constructed for heavy-duty service.

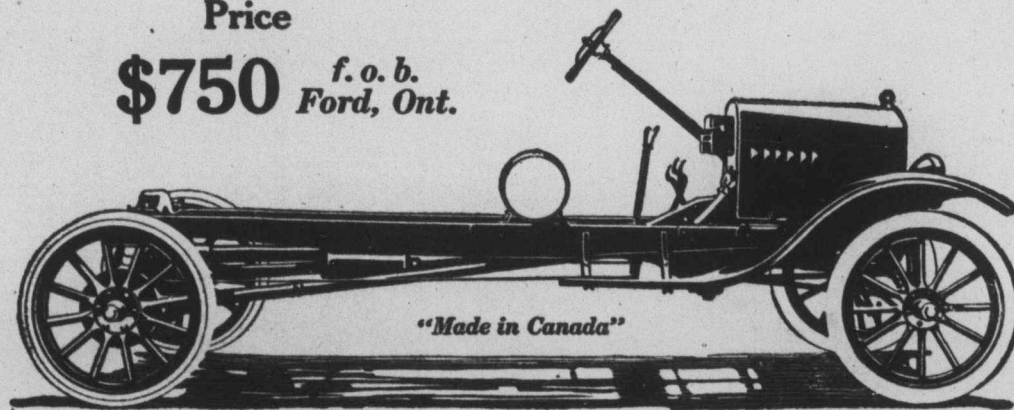
The frame is built of heavy steel, and the wheel base has been lengthened to 124 inches. A worm drive is used, and rear wheels are equipped with solid tires. Front tires are pneumatic. The standard Ford motor, transmission and ignition are embodied in the truck.

The Ford truck is supplied as a chassis only. This allows the purchaser to equip his car with any style of commercial body to suit the individual requirements of his business. It is an easy matter to get this equipment, for many of the leading body builders of Canada already have developed standard bodies of the various styles, made specially to fit the Ford truck.

Ford service has contributed in no small way to the reputation of the Ford car for day-in-and-day-out dependability. This same universally satisfactory service is available to owners of Ford trucks—an important thing to consider.

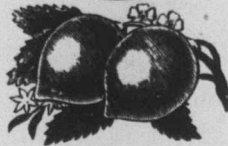
Realizing that a Ford model of the popular one-ton capacity would find immediate favor, this new truck is announced. Don't fail to see it on exhibit at the Ford service station in your town.

Price
\$750 *f. o. b.*
Ford, Ont.



See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario



**ROSE'S
LIME JUICE**

*The ideal Non-Alcoholic
Summer Drink*

Fifty years ago
Rose's Lime Juice
was the leading tem-
perance beverage.
To-day its popular-
ity is stronger than
ever.

With the demand for
real temperance
drinks growing big-
ger no good grocer
should neglect to
push such a saleable
line.

Also show

**HOLBROOK'S
Imported
WORCESTERSHIRE
SAUCE**

A particularly deli-
cious, sure-to-please
seller which we are
still supplying at
pre-war prices.

We carry a big
stock of Imported
English Malt Vine-
gar, in glass; Sar-
dines, French Olive
Oil, Custard Pow-
ders, all flavors;
Health Salts, Ground
Rice, Rice Flour and
Potato Flour.

Holbrooks, Ltd.
Toronto and Vancouver

FISH

Lake Superior
Herring in kegs
half-kegs and
pails.

APPLES

Nova Scotia stock
and Georgian Bay
brand, Ontario
stock.

Write us to-day

Lemon Bros.
OWEN SOUND, ONT.

**X-X-X
PHOSPHATE CREAM TARTAR**

Formerly only sold in Bulk,
NOW offered to the Grocery
Trade in Five and Ten Pound
Cartons.

To avoid unsatisfactory substitutes
look for this label on the package.
Insist on the Genuine X-X-X.



Order from your Wholesaler,
or direct from

The Jones Packing & Provision Co.
(Chemical Department) Limited
SMITH'S FALLS, ONTARIO

**Big Battle's Effect
On Buyers**

So far the only effect upon business due to the big battle on the West-ern Front, has been sentimental, says THE FINANCIAL POST this week. A further effect may be looked for in renewed munitions activity in Canada, due to the need for shells. This might mean more war prosperity with increased buy- ing power, but THE FINANCIAL POST warns that increased nation- al financing may also be necessary, and this may affect buying power of the people.

Embargoes on Luxuries

Ottawa is at present actively concerned over the importation of luxuries from the States, and restrictions are being con-templated to correct Canada's adverse trade balance. The headlines, "Government is Ready for a Tariff War," which appear prominently on page 1 of THE FINAN- CIAL POST this week, tell their own story. Here are some other important subjects which are dealt with in the current issue of THE POST, and upon which in your own best business interests you would do well to keep fully informed:

Plate Mill Will be Big Asset to Dominion Steel

The West Will Sow 15 Million Acres of Wheat

Sir William Mackenzie Replies to Charge That He "Got from Under" Toronto Rails

Hog Expert Says Packers Should be Encouraged

New Lease of Life for Acadia Sugar Steel Co.'s Profit Shows 20% Increase

Gen. Electric's Position Still Stronger

Fewer Failures in Canada as Result of War

Relations of Banks and the Government

Cutting Out Cheque Issue on Savings

A Guard Against Failures of Loan Com- panies

These are just a few of the outstandingly important business matters of the week dealt with concisely in THE FINANCIAL POST of March 30th. With the other busi- ness news contents of THE POST these matters are handled in manner to make it easy for the busiest man to get a com- plete grasp of them in breadth and in de- tail. Full information on important mat- ters as they affect Canadian business is absolutely essential to success in these times, and THE FINANCIAL POST keeps you fully informed on every important business development of the week.

A POST Subscription Pays

To succeed in your business, and to lead in your community or business circle, you must read, not as a book-worm, but as a business man. THE FINANCIAL POST furnishes the brain-food of the business man—the facts from shrewd knowledge of which he forms his money-making deci- sions. As an investment it will pay you to send for a POST annual subscription. Send to-day, using this coupon.

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price (\$3.00 per year) on re- ceipt of bill, or you may draw on me for this.

Name

Address

C.G. 4A

H. G. WELLS

says in APRIL MACLEAN'S that peace is not going to be made in the old way—not by great moustached heroes, frowning and drawing lines with black soldierly thumb-nails across maps—not by bargaining and bullying and table-banging. All the essential terms he declares will be stated and accepted in the sight of all mankind before even an armistice occurs. A BIG ARTICLE—A GRIPPING ARTICLE, by the greatest of present-day writers, entitled:

“The League of Free Nations”

OTHER FEATURES OF THIS NUMBER ARE

John Bayne Maclean, in one of his sensational articles on the War, “Suppressing the Truth.”

Robert W. Service, in a strong War poem, “The Blood-Red Fourragere.”

Agnes C. Laut, in “Labor Will Unmask the Kaiser.”

BRIGHT AND GRIPPING STORIES BY

ARTHUR STRINGER

E. PHILLIPS OPPENHEIM

ALAN SULLIVAN

A. C. ALLENSON

APRIL MACLEAN'S

“THE MOST TALKED-OF PUBLICATION IN CANADA”

20 Cents

At All News Stands

CELERY TOMATOES CABBAGE PINEAPPLES STRAWBERRIES

Now arriving in Car Lots. Stock is good and prices are reasonable.

Just a word about Tomatoes. We are handling the well known Peter's Pack. None better, nor any just as good. If interested in any of the above lines it will pay you to get in touch with us.

McBRIDE BROS. - TORONTO, ONT.



An increasing call

for Marsh's Grape Juice bears evidence to the fact that this Pure Concord Product merits the public's favor.

You should keep your stock displayed and get your share of the demand.

The Marsh Grape Juice Company
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

WETHEY'S MINCE MEATS

WHETHER IN

Bulk or Cartons

ARE THE

Best Values on the Market

Order from your jobber

Strawberries

Tomatoes

Now arriving from the South in car lots

Cabbage - Celery - Cauliflower

WHITE & COMPANY, LIMITED

Toronto

Fresh Arrivals this Week

Finest Florida Cabbage
Fancy California
Celery and Cauliflower

Fresh Car

Extra Fancy Florida Grapefruit

Oranges

Finest Florida Valencias and
Pineapple Oranges
No Navels Obtainable

Apples

Finest Western Box Apples also
Fresh Car Nova Scotia Baldwins
in Barrels

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

STRAWBERRIES

arriving DAILY from Louisiana
FINE QUALITY.

FLORIDA TOMATOES

Commencing to arrive more freely.

CALIFORNIA CELERY

FRESH CAR

Just received. Extra fine quality.

HUGH WALKER & SON

GUELPH, ONTARIO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager
Western Canada
TORONTO, CANADA

We manufacture the highest grade

CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

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CLASSIFIED ADVERTISING

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

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 remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE BUSINESS — WESTERN
Ontario village; \$7,000 stock in best condition, 95c; brick store. Have been in business here for 25 years. Steady, comfortable living. Apply Box 284, Canadian Grocer.

GENERAL STORE BUSINESS IN ALGOMA
District, on shore of North Channel; 27 years' standing. Good, clean, up-to-date stock of about \$8,000. Good country trade. Owners have other interests. Apply Box 291, Canadian Grocer.

AGENTS WANTED

TRAVELLERS — GOOD SIDE LINE, SOLICIT
from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

SITUATIONS WANTED

A RETURNED SOLDIER, THOROUGHLY EXPERIENCED retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS
selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Kindly mention this paper when writing advertiser

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in **CANADIAN GROCER** may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement. If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY,
SELECTED EGGS, OLEOMARGARINE,
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 1/2c packets.

Makers: Ho-Mayde Products Co. TORONTO
Western Agents: C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the liveliest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

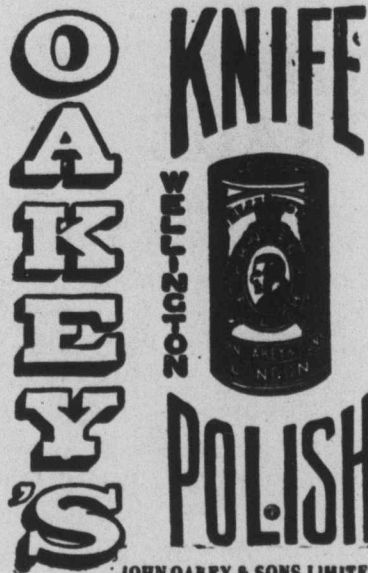


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year



JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

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

The Best Asset of a

Grocery Business is

Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

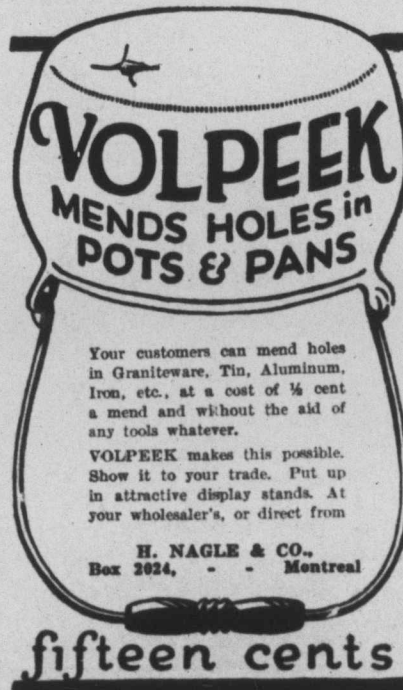
ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

Established 1780

Montreal, Can. Dorchester, Mass.



Your customers can mend holes in Graniteware, Tin, Aluminum, Iron, etc., at a cost of 1/2 cent a mend and without the aid of any tools whatever.

VOLPEEK makes this possible. Show it to your trade. Put up in attractive display stands. At your wholesaler's, or direct from

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

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

KING GEORGE'S NAVY

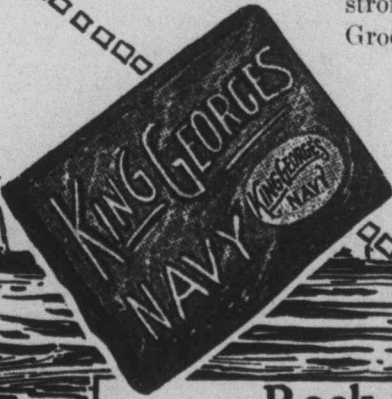
CHEWING
TOBACCO

Is advertised in every community

Well-placed consumer advertising is making the demand for King George's Navy bigger and stronger.

Grocers would do well to include this seller in their tobacco stocks. No good grocer should be without a supply of King George's Navy — the chewing tobacco that sells so quickly and repeats so regularly.

Wholesalers handle it.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper
Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg



*Store of
J. A. ST. ONGE
Natagan River*

*In the Abitibi District, 408 miles
northwest of Quebec. Tempera-
ture of 42 below zero.*



*Some of the
CUSTOMERS*

*Note a complete family of In-
dians. Photo taken in early Jan-
uary, when the Indian trappers
emerge from the wilds to trade
their skins and purchase sup-
plies.*

THE popularity of FIVE ROSES flour is truly democratic, for it knows no class distinction. Out on the outer fringes of civilization many hardy users of FIVE ROSES flour identify the brand they seek merely by the "rat" on the package. In crowded cities or cultivated areas, in dense bush or open spaces, wherever you see the brand "FIVE ROSES," you are assured of the best available flour under all conditions.

Lake of the Woods Milling Co., Ltd.
CANADA