

FEATURING---SELLING FLY-DESTROYERS

CANADIAN GROCER

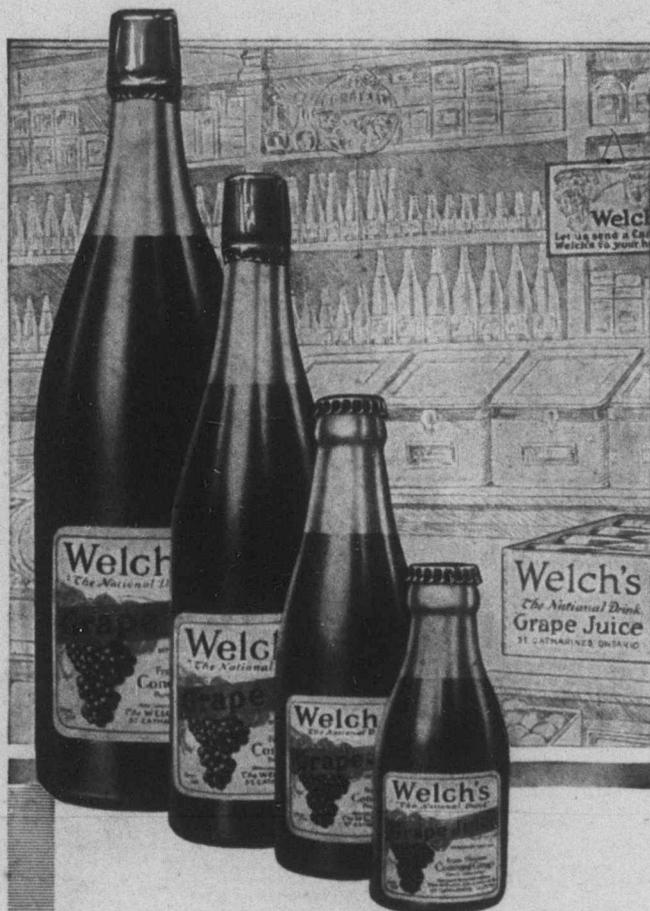
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE: TORONTO, MARCH 12, 1915

No. 11



*Made in Canada from Canadian
Concords for the Dominion Trade*

The four sizes meet all requirements as to quantity. Encourage your trade to order several bottles of each size for the home.

Our free booklet of recipes is sent on request to any person desiring it.

Dealers' helps, window and store display material, etc., furnished without charge. Sold by leading jobbers.

The Welch Plant at St. Catharines will supply your demand

The new Welch Plant at St. Catharines, Ontario, a model plant in every way—in the heart of the splendid fruit belt between Lakes Ontario and Erie—was completed and put in operation this year to adequately supply the constantly increasing demand in the Dominion for

Welch's

"The National Drink"

Welch's is the pure, unfermented, juice of the choicest selected Concords. The exact, sanitary Welch method of immediately pasteurizing and hermetically sealing this juice retains unchanged its delicious, fruity aroma and tempting, healthful quality.

The Welch Company, Limited, St. Catharines, Ontario

Only a Soap as Pure and Serviceable as Le Calice Castile Soap could develop

and maintain the broad popularity Le Calice enjoys.

Made only from the purest of Eastern oils, Le Calice is both antiseptic and healing. Housewives find it as highly successful for cleansing frail and delicate fabrics as it is in making the toilet and bath a thorough pleasure.

And Le Calice suits the housewife's purse just as satisfactorily as it suits her needs and requirements.

Feature Le Calice, and you'll find it not only a heavy seller but a steady seller. Ask your wholesaler to-day.



A. P. TIPPET & CO.
AGENTS MONTREAL

The Watchword

OF THE ATLANTIC
REFINERIES IS

Quality



Lantic
Sugar

In our 2 and 5-lb.
cartons, 10 and 20-
lb. cotton bags, we
pack only Extra
Quality "Fine"
Granulated

In our 100-lb. bags
and barrels we pack
both Extra Quality
"Standard" and
"Fine" Granulated
at your option

Now in transit to your wholesaler

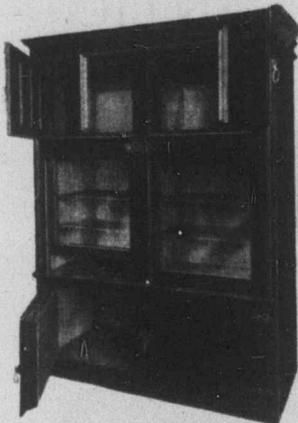
Atlantic Sugar Refineries, Limited

Montreal, P.Q.

St. John, N.B.

ARCTIC the name that stands for dry, cold circulating air **REFRIGERATION**

You know the effect of moist air, either cold or warm, on fresh meats and fruits, etc.—decay sets in quickly. Dry, Cold Circulating Air preserves—prevents spoilage. The superior scientific and practical construction of the "Arctic" gives the greatest volume of real dry circulating air and at the lowest temperature for the amount of ice consumed, which means economy in ice consumption and in the elimination of waste from spoilage.



Write for catalog and prices—all styles.

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

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



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

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

Have you a copy of Catalogue 913C?

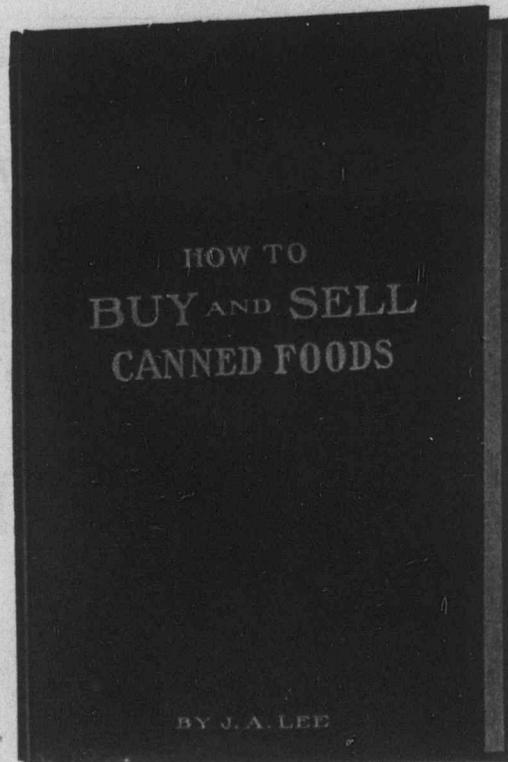
26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

- Origin and History of Canned Foods.
- How to Regulate Stocks and Purchases.
- Apparent and Real Costs.
- How to Handle Swells, Leaks and Rusties.
- How to Prevent Business Leaks and Stealages.
- Buying and Selling Futures in Canned Foods.
- Use and Expense of Samples.
- Arrangement of Samples in Salesroom.
- Employment and Training of Salesmen.
- Selling Points Applied to Canned Foods.
- A Model Business Organization.
- Advantages and Disadvantages of Private Labels.
- Advantages and Disadvantages of Packers' Labels.
- Window and Counter Displays; Illustrated.
- Hard Work and Hard Play.
- Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
- How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price \$2.15 per copy, postage paid.

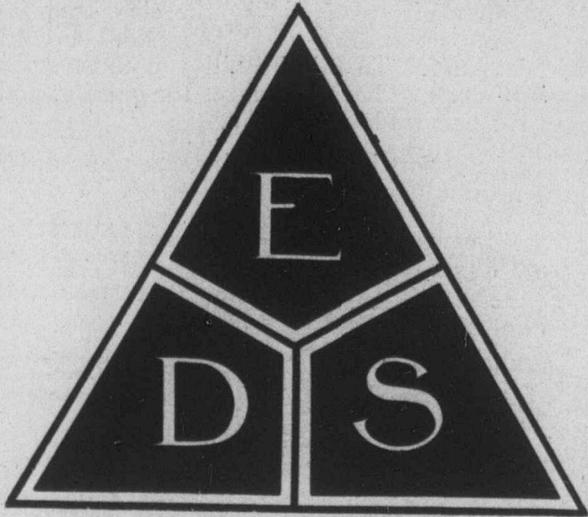
The MacLean Publishing Co., Limited

Book Department

143-153 University Ave.

TORONTO

MADE IN CANADA



Feature Canada's
Quality Jams
this month in
the large pails

As spring draws close the stock of home-made jams grows smaller and the demand for a truly worthy substitute becomes more insistent.

**E.D.S. Jams and Jellies Are
the Solution**

They, with their true fresh fruit flavor (the result of the careful and quick processing after the picking of the ripe fruit), appeal to the most discriminating people.

By selling them in pails you can increase your profit, and save money for the housewife, which means much this year.

Trim up a window with E. D. S. Jams and Jellies, and make the pails the centre of attraction. Show the pails on your counter.

Boost the exclusively Made-in-Canada quality Jams and Jellies—E. D. S.—
Sell them by the pail. Stock up now.

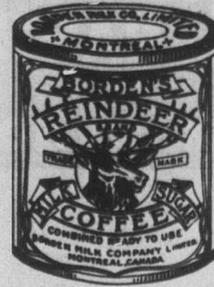


Made only by

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

WINONA, ONTARIO

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



CONVENIENCE
is what makes
Reindeer Brand
so popular

Always ready for the occasion when instant use is desirable.

No waste, no spoilage. Brings to the last cup the same delightful flavor and goodness that made the first so enjoyable.

Just bring the kettle to the boil, and pour—with a spoonful of Reindeer Brand Coffee for each cup. No sugar, no cream; both are included with the coffee.

After once using Reindeer Brand Coffee or Cocoa, no housewife would willingly be without it.

Get Reindeer Brand into your displays prominently. Replenish your stock to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



Richards
QUICK NAPTHA
 THE
WOMAN'S SOAP

The Sign of a
Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
 Limited
 Woodstock - Ontario

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits*. They are *known* for *quality*, and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.



AGENTS:
 Wm. H. Dunn
 Limited
 Montreal

Dunn-Hortop
 Limited
 Toronto

Hamblin &
 Brereton, Ltd.
 Winnipeg and
 Vancouver
 B.C.

T. A. MacNab
 & Co.
 St. John's,
 Newfoundland.

CARR & CO. CARLISLE ENGLAND



All Canada is Aglow with
 the Made-in-Canada Fever
How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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

The need just now for a change from shop-withered, shop-stale vegetables—for better, firmer, fresher vegetables—just as they come from summer fields;

The need for something to shorten the weary toil of housework, to eliminate waste and inconvenience;

The need for more tasteful, appetizing, satisfying soups, just now, when winds are chill and days are drear;

Any wonder most housewives find so many occasions to use



SIMCOE BRAND Summer Vegetables

An assortment of Turnips, Carrots, Onions, Barley, Rice, Peas, Cabbage, Celery—all ready chopped and seasoned. For the most delicious and nourishing soups she just adds one tinful to the boiling meat.

Get this quick-selling SIMCOE Brand to the fore in your store. Ring up your wholesaler or write.

Increase upon Increase

THE REWARD



OF QUALITY

The output of "SALADA" for the first seven weeks of 1915, averaged 197,188 pounds per week. This is a total for the seven weeks of 1,380,318 Pounds, which is equivalent to 690 Tons or, in gross weight,

98 CARLOADS

The Increase in Sales for the first seven weeks of the year, over the same weeks in 1914, amounted to 191,077 pounds.

THIS IS A GAIN OF ABOUT FOURTEEN CARLOADS IN 7 WEEKS

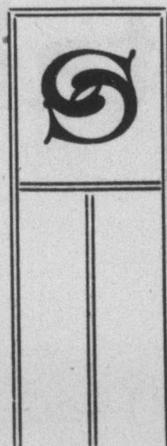
and every pound of it in "SALADA," sealed aluminum packets. *Who Says Bad Business?*

"SALADA"

TORONTO

MONTREAL

LONDON, ENG.



OME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

Two British-made bombs that will help put the finish to Canada's enemy—*the fly family and relatives*



No more dangerous enemy lurks about our Dominion than the innocent-looking fly, and people beginning to realize the importance of his extermination are going to look to you for the means to his end.

There's no time like early in the season to start the fly-catching campaign, for every fly caught then means millions less to catch.

Here are two death-dealers that will help solve the problem for you and your customers.

The Gorgon Fly Catcher

This type of fly catcher is a great improvement over the ordinary style of sticky paper. It may be suspended from the ceiling; in the window, over the stove, or anywhere where flies abound, without a drip or interfering with anything. It's very effective. Write for prices.

The Flipflap Fly Catcher

Another style of sticky fly catcher which is unequalled for neatness and cleanliness. It hangs anywhere and catches an enormous number of flies. Write for prices.

Order a stock of these two great fly catchers and demonstrate them in your own store by catching the first fly which shows up.

There's good money in these lines.

Hodgson, Sumner & Company, Limited

MONTREAL

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.



It's all Moonshine

to say that other coffee essences 'sell as well'—'please as well,' or are 'as good as' 'Camp' Coffee. There's no coffee 'as good as' 'Camp,' and for this reason 'Camp' sells more quickly and pleases better than any other. Get it into stock and you'll know why it pays to sell 'Camp'

R. Pearson & Sons, Coffee Specialists, Chicago

CAMP COFFEE



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

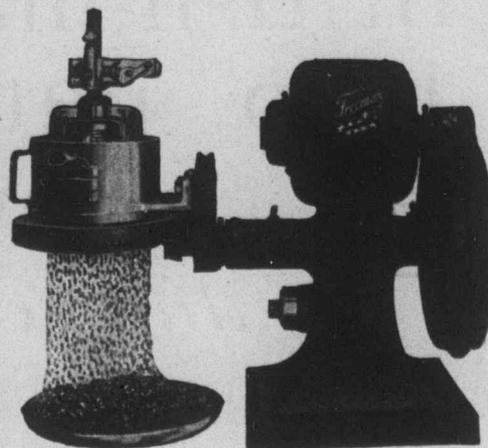
Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake, Manitoba

Freeman's Electrical



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

Squelch the Bogey of Overstock

No longer need you keep a varied assortment of different tobaccos to suit the changing tastes of your customers. The Rock City Lines meet every taste and every fancy and enable you to please your customers better and with a much less varied stock.

MASTER MASON

Smoking

ROSE QUESNEL

Smoking

KING GEORGE NAVY

Chewing Plug

MAPLE SUGAR

Chewing Plug

Stock up to-day.

Rock City Tobacco Co.

LIMITED

QUEBEC

WINNIPEG

Over Two Million Women Are Reading About

O-Cedar Polish

(Made in Canada)

Our advertisements are appearing in the leading magazines and weeklies, circulating all over the Dominion, and on the billboards. Practically every woman in Canada is reading about O-Cedar Polish, and what is more to the point, she is buying it and recommending it.

Sales for O-Cedar are increasing daily. Do you want to share in this business? If you want a line which sells easily and gives you big profits

WRITE YOUR JOBBER TO-DAY.

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



Furnivall's Fits Every Taste

No need to keep a stock of various brands just to suit the particular fancies of different customers. The grocer who handles Furnivall's finds he can carry a much smaller stock and yet never need lose a sale.

For Furnivall's fits the particular tastes and fancies of everyone. Its price puts it within reach of all, yet allows you an excellent margin.

Write for list and get Furnivall's from your wholesaler to-day.



**Furnivall-New
LIMITED**
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Penneck & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

Mothers are Afraid to have Poisonous Disinfectants around the Home—

Why not sell them **Condy's Fluid**—the powerful, safe disinfectant used in European homes for the last hundred years?

Mothers may use Condy's Fluid indiscriminately about the home and safeguard their children's health. It contains no permanganate of potash.

Order a supply to-day.
Ready for housecleaning
time.

Condy & Mitchell, Limited
LONDON, ENG.

Sole Agents for Canada
Harold F. Ritchie Co., Limited, 10-12-14 McCaul St.
TORONTO

Canada's



Best

Pork and Beans

Plain Chili Tomato Sauce

Our message to you this week, Mr. Grocer, is not a new one; we cannot do better than emphasize the old.

WE GIVE YOU THE QUALITY
YOUR CUSTOMERS APPRECIATE THIS
YOU KNOW WHAT SELLS.

BUY GOODS
MADE IN CANADA



But
Buy Them
on
Their Merits



PUT YOUR STOCK IN SHAPE NOW

W. CLARK, LIMITED - - MONTREAL

Tartan
BRAND
THE SIGN OF PURITY

FISH FOR LENT

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

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

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



Bee Brand
JELLIES
STARCH
BORAX

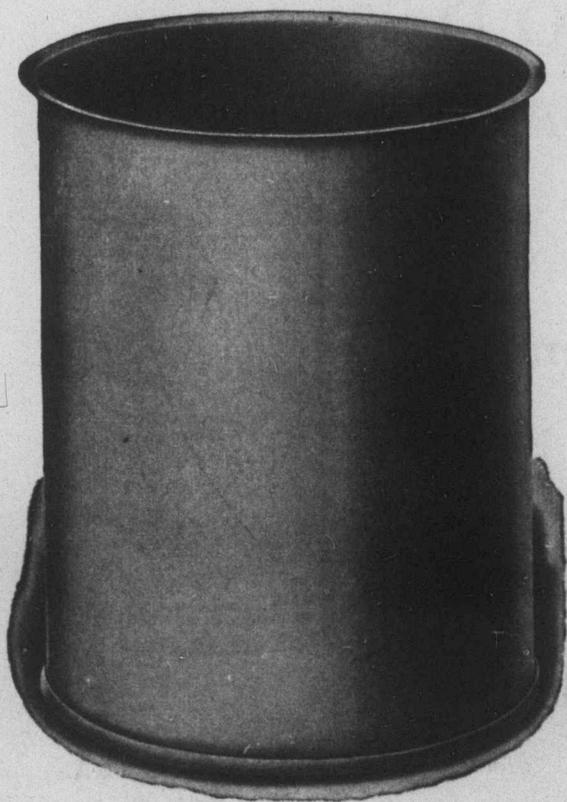
FORBES & NADEAU, Montreal, Que.

The User's Own Quality at the User's Own Price

—that's the Bee Brand proposition in a nutshell. That's why more grocers are pushing Bee Brand goods than ever before, and realizing excellent profits. Why not feature Bee Brand goods yourself and do a double service to yourself and your customer? Write at once.

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER



This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller.

Have you tried it?



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Behind

REDPATH SUGAR

stands Sixty Years of experience and progress.

Thirteen years before Confederation John Redpath turned out "Ye Olde Sugar Loafe"—the first sugar refined in Canada.

In 1880, thirty-five years ago, the Redpath Refinery brought out Canada's first Granulated Sugar. By steady improvement in equipment and methods, "REDPATH Extra Granulated" has been brought to the point where it is absolutely pure sugar, of the highest possible quality.

Again, in 1913, the Redpath Refinery introduced the third great improvement in Canada's sugar supply—the Redpath 2 and 5-lb. Cartons.

During all these years of leadership, the Redpath aim has been **QUALITY**—the quality on which the national preference for Redpath Sugar now rests so solidly. Such quality is the result, not of modern machinery alone, but of experience, modern methods, and a fixed determination to produce nothing unworthy of the name REDPATH—to maintain in every pound of our product the reputation of "Canada's Standard Sugar."

Far-sighted, business-building grocers understand the importance of specializing on such Standard products as REDPATH Sugar, which never fails to give entire satisfaction to customer and dealer alike.

Canada Sugar Refining Co., Limited, Montreal

Get Acquainted

with the new pure food product for making the most delicious meringue, icing and filling—

Snow-Mellow



It will prove a positive boon to the housewife, if you will only introduce it and get her to try it.

"Snow-Mellow" is so simple to make. Just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, and she has the makings of a score of dainty desserts for every occasion, to say nothing of the rich, fluffy, tender icing and filling she can make.

And the profit margin for you, Mr. Grocer, is a generous one! Write to-day for further details and prices, or

Ask your jobber—

The W. T. Ott Co., Inc.
32-34 Front St. West 518 St. Catherine St.
TORONTO MONTREAL

68 L.

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing **MACLEAN'S**.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -- Toronto, Ont.

HAMILTON
TUCKETT LIMITED

Order a caddy to-day.

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

TUCKETT'S
T & B PLUG
(SMOKING)

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

Order a caddy of
this big seller

A 10c. Plug
Finest Virginia
Smoking



Department B. - - - 181-183 Bannatyne Ave., Winnipeg, Man.
W. H. ESCOTT CO. LIMITED

Let us send you a box, \$4.00. Mailed to your address, postage paid
"ELPREZ" Means "Quality." A Good Smoke

JUST KEEP THE
HUMIDOR MOIST

The last Smoke as Cool and Sweet as the First

A HUMIDOR IN EVERY BOX

EL PREZ
:: CIGARS ::

Always Cool

Always Fresh



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

**W. H. Millman
& Sons**
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents
and Importers

309-11 King W., Toronto, Can.

We can place your goods on the market successfully.

(Correspond with us.)

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents
and Importers.

51-53 Wellington St. W., Toronto

HENRI DE LEEUW

28 Front Street E. TORONTO

Importer - Foodstuffs - Exporter

I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

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

WESTERN PROVINCES.

GEORGE E. MEASAM

COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.

P. O. BOX 1721,
Edmonton, - - - - Alberta.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG.

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

W. H. Escott Co.,
LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

120 Lombard Street

WINNIPEG MAN.
Domestic and Foreign Agencies
Solicited.

FRANK H. WILEY

Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot
stock Winnipeg or for import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS

Representing Canadian and British
Houses

Agencies Solicited

WINNIPEG. MAN.

**Made in Canada
Exhibition**

See Page 59

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and track-
age. Shipments stored and distributed.
Can give special attention to a few
good agencies.

857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS

and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. MCAULEY

Commission Broker

Flour, Feed, Grains, Potatoes.

We are open for a good agency in food-
stuff line, calling on the retail trade.

522 Board of Trade Bldg., Montreal.

**Grocery
Advertising**

By Wm. Borsodi

It contains suggestions for
special sales, bargain sales,
cash sales, etc.; ideas for
catch lines or window
cards, and many hints for
the preparation of live ad-
vertising copy. A collection
of short talks, advertising
ideas and selling phrases
used by the most success-
ful grocery advertisers.

PRICE, \$2.00.

ALL ORDERS PAYABLE
IN ADVANCE

MacLean Publishing Co.
143-153 University Ave., Toronto

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

The business of "SALADA" TEA is being conducted in exactly the same way to-day as it has been for the past twenty-two years

and its aim, as always, is—**QUALITY FIRST, LAST AND ALL THE TIME.**

If the market advances, we face our difficulties and do the only logical thing—raise prices to the consumer. It creates temporary trouble, but is the only honest way of facing matters.

Since "SALADA" was first introduced in 1892, there have been 192 packet teas placed on this market. Many of these have tried the opposite course—when markets went up they lowered their quality. Where are they to-day?

Our policy will continue, as in the past, to make our first consideration — **QUALITY.**

"SALADA"

TORONTO, MONTREAL and LONDON, ENG.

LARD

Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

You cannot go astray in buying for your wants, and you can make no mistake in buying "Star" Brand when you do buy.

Put up in tierces, tubs, pails, 20 lb., 10 lb., 5 lb. and 3 lb. tins, also in one pound cartons.

Made under Government inspection.

F. W. Fearman & Co., Limited
HAMILTON



Delays Are Dangerous

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

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

You take no chance when you buy one.

Every Eureka is fully guaranteed.

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

A Eureka will pay for itself in a short time.

Write for Catalogue, or call at Showroom.

Eureka Refrigerator Company

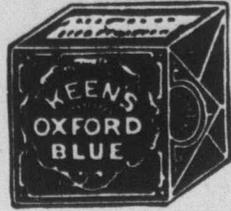
31 Brock Ave.

Limited

TORONTO

CANADIAN GROCER

KEEN'S OXFORD BLUE



Just as her parents and grandparents knew KEEN'S as the acknowledged favorite, so to-day's housewife feels your personal interest when you suggest KEEN'S—*The best* she can buy in washing blues.

Write your nearest wholesaler to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

SUCCESSFUL GROCERS

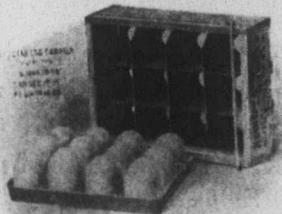
Handle The Big Lenten And Easter Egg Demand With The Star System For Safe Egg Handling

Experience has shown them that the Star System being designed especially to protect eggs in vehicle delivery, will make them the maximum profit at the lowest cost, and deliver eggs to the complete satisfaction of their customers.

The Printed Star Egg Tray carries the store's message direct to the housewife, keeps the grocer's telephone number conveniently before her and is a continual reminder of the good store service she is receiving.

"SAFETY FIRST" Is The Slogan Of Profitable Egg Handling. Order A Star System For Safe Egg Handling From Your Jobber, To-Day.

Use A Complete STAR SYSTEM For Every Vehicle You Run.



Four Dozen Star Egg Carriers

5,000 Star Egg Trays Printed With Your Advertisement.

One Package Divisions to Keep Your Carriers Always New.



IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street

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

CANADIAN GROCER

VOL. XXIX

TORONTO, MARCH 12, 1915

No. 11

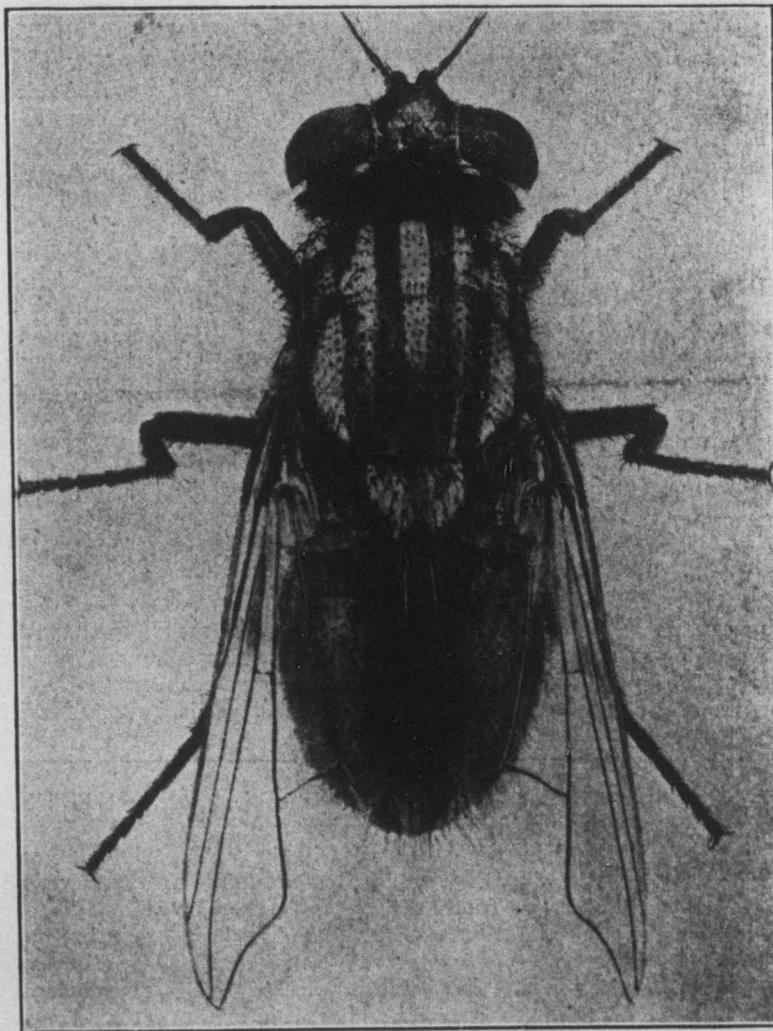
“Kill That Fly”

And Kill It as Soon as It Shows Itself—Some Facts and Figures—Aids to Selling — The Importance of the Campaign—Suggestions For the Prevention of the Nuisance About the Store—All Refuse Should Be Promptly Removed.

Written for Canadian Grocer by E. A. HUGHES.

IT is time to get after the fly again. Spring is starting in and the office boy reports that he saw a fly in the window last Thursday. Our regret is that he did not kill it. Richard the First never waged more determined warfare against the Saracens than everybody should against the fly this spring and summer. It is only in recent years that it has been demonstrated just what a positive evil the fly is. Although Rameses found out what a plague of flies meant. We have always regarded it as more or less of a nuisance, but it is only this last few years that the full seriousness of the nuisance has come home to us. Scientists have been drumming it into us; doctors have been giving their views about it, the press has had competitions to stimulate the campaign against the housefly, and this year that campaign must be more active than ever.

When you come to think of it, the fly has a great chance to crowd a small lifetime with a lot of “bad acting”—to use a colloquialism. It is well known that it thrives upon filth and prospers upon refuse, and there is more refuse, i.e., waste matter in the world than anything else.



No better service to the world could be performed than the extinction of this deadly enemy to mankind.

Our garbage pails, row after row of them in street after street; our outdoor buildings, stables, and the like; rotting vegetation—all these and a score other homes the housefly has. In the matter of the garbage pail alone the fly must

attain startling propagatory results. We throw into our garbage pails what we can't stand in the house, and the fly comes along and seizes on the quickly fermenting contents of the garbage pail and turns them into a breeding ground and a supply store where may be obtained nutriment for the larvae.

Some Producer!

The fly is some producer! Scientists tell us that a fly, when she lays eggs, does it to some purpose. One hundred and fifty at a time is a record which provision merchants wish they could get the hens to imitate. Taking that 150 eggs (which take but ten days to hatch), and allowing that fifty per cent. are females, there are 75 more sources of reproduction, and they are ready in a very few days after hatching to reproduce. Seventy-five flies, prolific to the tune of 150 a time, means that in another ten days 11,250 flies are ready to carry on the work. Keep

on the arithmetic exercise and allowing that 50 per cent. of this 11,250 is reproductive, and that at the capacity of 150 apiece, and in a month's time you have between eight and nine hundred thousand flies. And all from the fly of thirty

Sell at Odd Prices

Suggestion Tendered by Hamilton Wholesale Grocers to Their
Retail Friends in Order That Profits May Be Improved
—Toronto Retailers Favor the Idea.

days ago! Work it out in Algebra and figure how many flies one fly is responsible for in a summer, and you prove for yourself what a menace the thing becomes. Quantity sometimes becomes a dangerous rival to quality. If Wilhelm the Swollen-headed could discover some method of producing soldiers as quickly as the fecund fly produces her kind he wouldn't be feeling so blue about the outlook.

Messengers of Evil.

And, remember, all these flies are carrying contamination in more or less degree. They thrive on filth, and they live chiefly by filth. You have watched a fly yourself. He will sit on the fence, then fly down to the garbage pail, then—unless you are guarded—in through your window he goes, and straight to the jam or the milk or the sugar. Imagine even a particle of the polluted contents of the garbage pail being brought into immediate contact with the milk you put in your tea, with the jam the kiddies eat. Or, again, watch a fly crawling around a cuspidor in a hotel or store, nibbling goodness knows what (except that goodness knows it is filth). Then see it make a bee-line for the meat, if it be in a hotel, or for any of the thousand and one things that there are in a store. And how is anybody to guarantee that those foodstuffs are absolutely untainted afterwards?

The Grocer's Responsibility.

The retail dealer has a big responsibility in this matter. He sells food to the public. If infection is carried by a fly to a child through food and so on in the house then it is the wife's lookout. But the grocer has a big responsibility. The cheese, preserves, cooked meats and so on which are latterly in the consumer's houses are in the retailers' stores first. It behoves the grocer, therefore, to take every possible precaution against the housefly. Supplies of decayed matter on the premises should be minimised. Don't let the refuse stay about the premises too long. Old paper and rags and stale foodstuffs, particularly meats, should not be left about the place any longer than is absolutely necessary.

Fly netting over foodstuffs will help some. You are too busy to be killing every fly that gets into your store, but by netting placed over the meats and other foodstuffs you can do a good deal by way of prevention.

Then there are the time-honored fly-killers, a plentiful variety. The grocer, besides selling these, will need to use them himself. "Kill that Fly"—it's a good slogan. And if you figure that every fly you kill has the potentialities of hundreds of thousands, you are taking a hand in a very worthy war.

THE Hamilton wholesale grocers are endeavoring to get the retail trade there to eliminate the customary popular prices and sell a number of goods which have lately advanced, at odd figures. This was referred to in a letter in last week's Canadian Grocer from a Hamilton retailer, who forwarded a copy of this circular which is reproduced herewith:—

TO OUR RETAIL FRIENDS.

Dear Sir,

The present advance in food profits due to the extraordinary condition of the world's affairs, prevailing for some months past, and the increased expenses incidental to business, are undoubtedly matters of serious moment to all those engaged in business.

The practice amongst the retail trade, so far as we have been able to learn, has been for years past to sell goods at what might be termed popular prices, viz., 5c, 10c, 2 for 25c, 15c and so on, as the case may be. While this would work out satisfactorily under ordinary conditions, with market fluctuations as rapid as they have been of late (due to excessive marine insurance, lack of transportation facilities on the ocean, changes in the tariff, etc.) it cannot but be in the interests of the retail merchant to consider seriously the absolute necessity of cutting out the old system and charging odd prices, like 6c, 7c, 11c, 13c, 16c, 17c, etc., for goods that were sold formerly at popular prices.

Upon inquiry as to conditions in the States we find that the retail merchants are adopting that plan, and have been very successful. For instance, goods

that would perhaps at one time have been sold at 10c, they would be charging 11c or 12c for; goods that have been sold at one time at 15c, they would be charging 16c and 17c for; goods that had formerly been sold at 5c, they are charging 6c and 7c for; as necessity (due to higher costs) demands.

Realizing that the interests of the wholesale and retail trade are mutual, and appreciating present difficulties, we thought it wise to direct your attention to this matter with the hope that it would ultimately (and very soon we trust) result in somewhat better margins to the retail merchant.

Would suggest that it is a matter that could be profitably discussed through the medium of your association.

Yours truly, etc.,

Hamilton, Feb. 18th, 1915.

At the regular meeting of the Toronto Grocers' section of the Retail Merchants' Association on Monday evening, Chairman F. C. Higgins, announced that a Hamilton friend had sent the association a copy of this circular, and suggested that it might be a good idea to circulate it in Toronto. One of the retailers present, who had already adopted this idea in so far as many goods were concerned, approved of it, and the suggestion was made that the wholesalers of Toronto be requested to do the same as their Hamilton confreres, that is, send a copy of a similar circular to every member of the trade. The retailers felt that something must be done to protect their profits and they are in hopes that the suggestion will be generally acted upon.

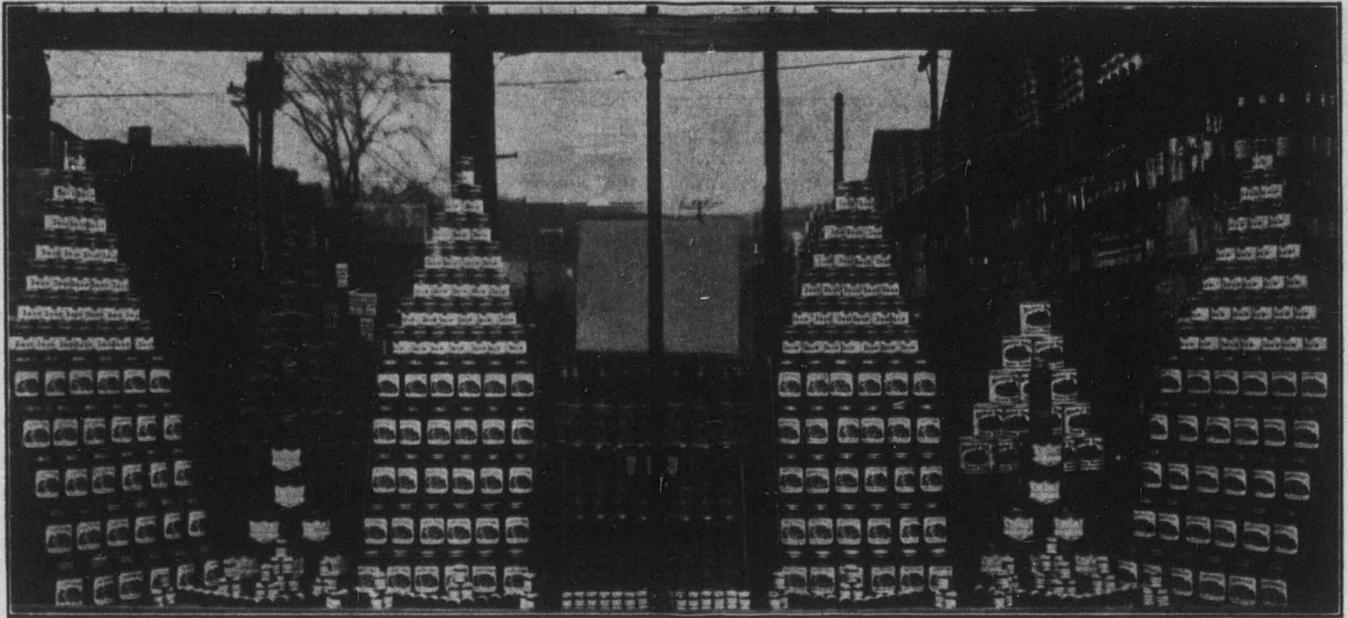
On the selling end of the subject it may be said that the time for the grocer to get his public interested in the "Kill that Fly" campaign is right now. Talk the danger of the fly to the housewife. Point out that a fly which has been lingering round a garbage heap isn't the nicest visitor for her child's skin. Suggest that tuberculosis and typhoid might be considerably reduced if the fly were more rigorously persecuted. Then you ought to be able to sell lots of fly-killers. It is not only an opportunity but, as we pointed out earlier in this article, a responsibility and a duty. The grocer can do much by word of mouth.

Placards bearing the legend "Kill

that Fly!" and conspicuously placed will help some. Paintings or cartoons in the window depicting the maliciousness and power of the fly are all along right lines. A card bearing statistics and pointing out how the fly is responsible for disease, can be got and put up in the window. Something along the lines of the figures we give here as to the propagating proclivities of the fly if it were given to customers on a slip of paper might be a good aid.

And the talking point is "begin now." Tell your customers that every fly they kill represents numbers more. "Kill that Fly"—the Kaiser's soldiers get iron crosses for work much less valuable!

TIMELY WINDOW DISPLAYS



This window shows what can be done by any grocer in the way of jam, marmalade and canned foods display. The present is a particularly opportune time for a trim of this character.



A clever canned salmon window trim that tells a story of salmon canning from the river to the finished product.

Retailers Discuss a New Competitor

Methods of the Canada Grocery Company in Review—It Was Pointed Out That in the Price List the Very Outside Quotations of the Retailer Were Given in Many Instances—Good Work of the Association in Assisting the Removal of the Householders Stores.

TORONTO, March 11.—(Special).—Every once in a while some new variety of competition springs up and makes it all the more difficult for the retail trade to conduct a profitable business. No sooner did the Householders' Co-operative Stores pass away, when a firm known as the Canada Grocery Co. began business in Toronto as wholesale grocers selling direct to the consumer. A description of the methods of this concern were given in Canadian Grocer of two weeks ago, and the matter formed one of the chief topics of discussion at the regular meeting of the Toronto Grocers' Section of the Retail Merchants' Association on Monday evening. As soon as the head office of the Association received a circular and price list sent out by this company, various manufacturers whose goods were included were communicated with.

A letter was read from a firm to the effect that it had no knowledge as to where the Canada Grocery Co. was buying its product, and if it discovered the source everything would be done to prevent it from securing more. As was pointed out in our issue of two weeks ago, the Canada Grocery Co. say in their literature that no order will be delivered for less than \$10, and in every case there were minimum quantities mentioned. A number of the retailers pointed to the fact that in many cases the very outside retail prices were given. For instance, a certain cereal was quoted at 15c a package as the regular price of the ordinary retailer, where as a matter of fact there is very little if any sold at that rate. It was pointed out that this sort of thing inclines to make people believe the retailers are holding up prices, and in that respect there was a good deal that did not represent the true facts. "One customer," remarked one of the grocers present, "showed me the list of goods some time ago, and she was already convinced that there was a certain amount of misquotation as to the alleged prices of the retailer." The matter is still under consideration by the Grocers' Section of the R. M. A.

F. C. Higgins occupied the chair in the absence of Chairman Neil Carmichael, who is moving his stock a few doors south of his present premises this week, and who was unable to be present. Mr. Higgins called attention to the fact that since the last meeting of the Asso-

ciation the Householders' Co-operative Stores had failed, and pointed out that this was chiefly due to the efforts of the Provincial Secretary, E. M. Trowern, who had insisted that these "co-operative" people were not doing legitimate business in their original policy of charging a membership fee to customers, and giving them no say in the operation of the company. It will be remembered that Mr. Trowern took this matter up with Provincial Secretary Hannah, and the Householders' Co-operative Stores were compelled to change their policy and to operate in the regular way, as a joint stock company. Here is one tangible result of the good work of the Association since the new year, and it should be remembered by every doubting Thomas, who when asked to become a member of the Association, wants to know "What have they ever done, anyway?"

The question of holding a social evening some time during the next month was again urged by Donald Nicolson, but it was decided to leave this matter over until the move was made to the new premises at the corner of Yonge and McGill streets. There may be a housewarming then. Some of the officials think that the new building will be occupied about April 1st.

Provincial Secretary Trowern reviewed what was being done in regard to the "Give-a-Man-a-Job" campaign. He is on the committee and told how the entire campaign was being operated. The city is being divided into districts, with what is known as a Neighborhood Workers' Association in each, and which is responsible to the Social Service Commission as the parent body. He suggested that it would be a good idea to have a member of the Association in each of the districts, who would be kept fully in-

formed as to what is going on, and who would know the parties deserving charity. There had been various figures handed out as to the number of unemployed in Toronto, some of them being around forty and fifty thousand. Mr. Trowern, however, believes that there were no more than ten or eleven thousand deserving people out of work, and that the other figures were considerably magnified. There was, of course, always a great influx of people through Toronto every winter who had made good money in the summer, and who were not deserving of charity.

J. Davison, J. S. Bond, Donald McLean and others maintained that so far as they could see there were no more people out of work than usual. One of the members remarked that his accounts were being paid just as usual, and there were others who endorsed this.

A somewhat new idea was presented by W. J. Nichol, who suggested that the retailers get closer together, organize a big buying association, control the output of certain manufacturing plants and have their own trade mark on the goods. In effect the retailers were to become manufacturers. He claimed that at the present time there were a great many lines on which the retailer was making little or no profit. After further discussion in which a number of the members expressed their approval of the idea, it was decided on motion of Fred Giles and D. Nicolson that a committee be named to go further into the matter. This committee is composed of W. J. Nichol, Robt. Dowson, W. J. Parks, J. S. Bond and D. Nicolson.

This idea is somewhat a novel one in so far as Canada is concerned and before anything definite is decided upon great care will no doubt have to be exercised. One trouble would be the difficulty of maintaining uniformity in the quality, flavor, etc., of the various lines that the association would control. The idea is to get some 200 retailers into the proposition, and here again careful judgment would become a necessity if satisfaction to everyone is to result.

A letter was read from an association of fruit growers in Durham County, where there is an egg circle, asking the association to discuss a proposal to handle the entire output of guaranteed fresh eggs from that district. This was another matter left in abeyance until further information could be secured.

BEST OF THEM ALL.

S. E. Gust, Redcliff, Alta., writes: I think Canadian Grocer is the best grocer's paper of them all. There have been many good pointers in every copy that I have received so far, and now I never write my weekly advertisement until I have looked over the latest copy of Canadian Grocer."

How to Sell Jam

The Methods of Two Clerks Contrasted—Indifference and Lack of Knowledge of the Stock a Sure Business Loser—Show the Customer the Good Quality and High-Priced Goods First.

BY O. E. DALTRY.

I WENT into a grocery store one day recently with a lady who wished to purchase some jam. The salesclerk looked around the shelves in a dazed sort of way as if he was not quite sure if they had any jam or not, and then produced a small, unattractive jar, the label of which showed that the contents were "Gooseberries" and pushing it towards us mumbled, "15 cents." Now the lady did not like gooseberry jam, and said so, to which this apology for a salesman replied, "We only have the one kind, that is—at 15c." She did not wait to explain that 15c was not necessarily her limit in price when purchasing jam, but with a hasty "Come along!" to me, was making for the door when a dapper white-coated salesman caught my eye. "Don't you sell jam?" I asked, with a slight accent on the word "Sell." "Certainly," said he, "this way please." Reaching up to a shelf, he placed before us a big jar of "Canadian Strawberries" saying, "85 cents," then a larger one of "Raspberries" at \$1.25, also a fine "Greengage" jar at \$1.15. They all looked so tempting that the lady quickly bought two of them, and thanking the salesman walked away contented.

Now I might here say that all this is applicable to the sale of wall paper or anything else, but this article is about jam, and it is going to be about jam, and jam only. At the same time if anyone cares to be guided by it when selling flat irons, kid gloves or wall paper, I have no doubt of its fitness, for it will work just as well for any of these commodities.

CHEAP GOODS—LITTLE SALESMANSHIP.

Why do so many clerks start by showing the customer the lowest-priced goods in the store? Possibly it is that the cheap goods require the least salesmanship, but does the salesclerk admit that he is a poor salesman and incapable of selling goods that require a certain amount of ability to dispose of?

If I were selling jam, I would first of all show my customer the more expensive kinds, then if the price was too steep, it would be a simple matter to hand out some of the cheaper lines, yet often the attractiveness and the extra quality of the costlier goods would win out, and I would have the satisfaction of feeling that I had accomplished something worth while, and had made a little more money for my employer. Then again I would not offer the highest grade goods with an air of apology as to the price, as if I thought that the charming customer before me could not afford so much for a pot of jam. No, sir, I would flatter her by intimating that such jam appealed only to epicurean tastes like her own, that she would shine in a brighter heaven when her friends perceived that her refined ideas demanded that her table be served with only the choicest delicacies. I would point out that quantity and quality considered, she was getting far more for her money than by buying the cheaper kind. Thus I would build up a greater and more profitable trade, and daily I would be educating myself to fill a higher place in the world of business.

Always have a good line of talk ready and never be afraid to show the more expensive goods wherever there is the least chance of a sale. Practise this, even when selling jam.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED
JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

OFFICES:

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

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

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, MARCH 12, 1915

No. 11

RESOLUTIONS OF A. LIVE WIRE.

Because stale and dirty stock is not appreciated and because it tends to lessen the reputation of the store, I have determined that this year there shall be no complaints in this respect. I intend to see that my salesmen shall dispose of all the older stock before the new and that when new stock is placed on the shelves it shall be put to the rear. There is no reason why dirty and dusty labels should be presented to customers, and they are not going to lose any more trade for me.—A.L.W.

A Woman's Viewpoint

A NEWSPAPER report of a meeting of vegetable men at Lambton, Ont., states that "Mrs. Cameron of the Housewives' League of Toronto, addressed the meeting on the high cost of distribution of vegetables to Toronto consumers. 'There are too many middlemen, and there should be more direct dealing between the producer and consumer,' said she. 'Our league is preparing a petition, which will be forwarded to the Mayor and Board of Control, asking that three additional markets be established. It costs the average consumer too much to travel to one central market.'"

It seems impossible to convince the women folk that retail stores are absolutely necessary. We venture to say that Mrs. Cameron has overlooked the fact that the retailers of any town or city have to pay a good big percentage of the taxes and that they employ many men and women; that the more the business of the retailer is restricted the less will he be able to meet his many obligations and that the retailer has no moral right to help maintain market institutions which are doing business in direct competition with him—he who has to pay taxes for the privilege of doing the same sort of business as these markets.

Vegetable men too should appreciate the fact that the more retailers display vegetables in their windows and on their counters, the more will be sold in

a year, and the greater will be the benefits to them. Neat, clean display is one of the biggest factors in selling vegetables and if the retailer is to take the greatest interest in the sales of this class of goods he must be encouraged, not hampered.

Relationship of Competitors

ASSOCIATION work has been instrumental, more than anything else, for bringing together men in the same line of trade, who because they are competitors have had more or less a natural antipathy towards one another. Instances, there are, galore, where merchants have met one another on the street day after day without speaking, only to be reunited in the association room.

The following little conversation between a merchant and a customer is typical of what should be the rule rather than the exception in retail stores:

Customer—Good morning, Mr. Smith. I saw some fine spring chickens at Miller's. Have you some?

Dealer—Yes, ma'am, spring chickens are fine now and we have some excellent stock. Here they are, make your own selection.

Customer—Are they as cheap as at Miller's?

Dealer—Oh, yes; you see Miller and I buy a great deal together and we always have the best in the market, at the lowest prices.

Customer—I think Mr. Miller is a fine man.

Dealer—He is, a perfect prince.

Customer—And he keeps his store in lovely condition.

Dealer—Indeed, he is always up-to-date.

Customer—Well, I will take these two.

Here we have illustrated things as they should be. There is too much knocking of competitors who should be united against their common enemies—mail order houses, long credit customers, insufficient profits, etc. Organization is a powerful assistant towards producing ideal relationships between competitors. Every merchant should be identified with a local association.

Deficient on Service

IN Canadian Grocer of two weeks ago there appeared an editorial referring to the Canada Grocery Co., a firm of wholesale grocers organized to sell direct to the consumer. We pointed to the fact that this concern was in competition with the legitimate retailer—but that it would scarcely supplant him—and suggested that the retailer make stronger endeavors to give the very best service possible, so that this new competition would be ineffective. We are in receipt of a letter from a reader who evidently got the impression that we favored this concern, but in order to dispel any misconception of this kind, we want to say here that Canadian Grocer is entirely opposed to business being done on the principles adopted by the Canada Grocery Company.

Circulars such as that issued by this company tend to give the impression to the consuming public that the retailer is charging undue prices. It is of course quite possible for any company to reduce the cost of goods if it also reduces the service in doing the business; and conditions as set forth by the Canada Grocery Co. are a plain intimation that that firm is not prepared to give the consumer the standard service rendered by the retailer and which the public demand and is entitled to receive.

The wholesale company does not sell less than the minimum quantities of the various lines as shown on the price list, nor will it sell a bill of goods amounting to less than \$10; and further all orders are sent out C.O.D. Service is sadly lacking here.

Signs of Improvement

THAT business conditions in so far as the country as a whole is concerned are gradually improving is the contention of The Financial Post. Dealing with trade figures of Canada it states in its last issue that the country is paying its debts. The exports in January, it points out, were approximately equal to the imports.

This is exceptional for January. In the case of manufactures, the situation was assisted materially by war orders. The same is true of animal products. It is likely that the effects of these special orders will be more apparent during the next month—that is February—the returns for which are not yet available. We cannot take the filling of these special orders as an indication of improvement in the normal trade. There are, however, other signs. The bare lumber yards, bare shelves, and, we might add, bare backs, will very soon create a demand. We have some evidence of this in a statement by a responsible official of a large mail order house to the effect that their business had shown very decided advances in February. Orders were coming from the rural districts in larger volume, especially in the West.

It will be noted also that railway earnings are not now showing declines as heavy as during January last and the later months of 1914. At the moment of writing reports are to the effect that traffic offerings are improving. However, there cannot be any marked improvement until trans-ocean traffic on both the Atlantic and Pacific Coasts assumes a more normal state. Undoubtedly the lumber business at the coast is severely hampered by lack of tonnage. That will be available after the war, and so will the lumber. The railways have carried last year's crop, and there is little doubt but that their harvest will come when that of this year is ready to move.

Bank clearings are still contracting, which indicates quiet business. At Winnipeg, Ottawa and London there were increases in February. In the case of Winnipeg the unusual increase was no doubt due to wheat speculation. Not wholly so, inasmuch as business at that point continues to improve. Taking the clearings all round, they indicate a 20 per cent. contraction in business.

What Service Means.

SERVICE, like charity, is a word that is glibly used to cover a multitude of sins. It is the most abused and the most elastic word in the vocabulary of commerce. The short-sighted merchant who slashes prices right and left with paranoic persistence in an effort to outstrip his competitor, does it in the name of service. Tax a retailer with spending money on unproductive premium schemes and he will invoke the talismanic word of service in justification.

Here is a definition of Service which comes perhaps as close to the mark as it is possible to get: To provide the public with what it wants at the most reasonable price and with the minimum of bother to the public. The term "reasonable price" implies a figure assuring the retailer of a sufficient margin to enable him to supply his customers with a minimum of bother to them and still leave a fair profit for himself. A retailer who cuts prices consistently must either take it out in exorbitant profits on other lines or in inferior service. There is no other solution—short of bankruptcy.

Editorial Notes

THE TOP OF the mornin' to ye—on the 17th.

* * *

SILVER AND gold don't rhyme, but they make a pleasant jingle.

* * *

MANY A MAN wastes his time telling other people not to waste theirs.

* * *

LOTS OF PEOPLE expect something for nothing. Many a fellow who travels on his uppers wants a lower berth.

* * *

EVERY CUSTOMER should know that one female fly destroyed early in the year means a million or two less in the middle of summer.

* * *

BEFORE ANOTHER issue goes to press, we shall have celebrated St. Patrick's Day. Novelties for the occasion should now be on display.

* * *

ENORMOUS quantities of foodstuffs are pilfered every year from freight cars, sheds and retailers' warehouses. Methods should be devised to put an end to this great annual waste.

* * *

SEVERAL AGITATIONS are going on in Western Ontario among vegetable growers not to accept anything less than 30 cents a bushel for tomatoes. At some meetings the growers are being urged to plant more beans and grains this year. If this campaign has the desired effect, we may see higher canned tomatoes next autumn and winter.

How Other Grocers Do Things



A Good Sausage Ad.

The introduction to the newspaper advertisement is one of the most important parts of it. It is also one which sometimes is given little attention. For a sausage advertisement the following is a good catch heading—used recently by J. A. McCrea & Son of Guelph, Ont.:

FOR BREAKFAST
LUNCHEON OR SUPPER

Nothing tastier, more appetizing, or more wholesome could be recommended than a dish of our "HOMEMADE SAUSAGES." These sausages are made of choice portions of farm-fed Pork and spices of the highest quality obtainable. Made on the premises under the most cleanly conditions, we offer our

customers a product that can be eaten with confidence. Two sizes:

Country Style (large casings), per lb.18
Cambridge Style (small casings), per lb.18

PURE BEEF DRIPPING.

500 Moulds Pure Beef Dripping; regular 12 cents; Sale Price per mould, 10c.

A Convincing Advertisement

Taylor Bros. of Medicine Hat, Alta., are just now out after fruit business and recently used an exceedingly well-written and neat advertisement in the local paper advertising grapefruit, oranges and lemons. The writer of the ad appeals to the reader from the standpoint

that fruits for breakfast are tasty and healthful. Fruits and vegetables are lines that appeal to the eye of a great many people and interest and attention can usually be secured by a good window or a well-written ad. The advertisement of Taylor Bros. is reproduced on this page for the benefit of our readers.

Eliminating the Ice Bill

Commercial travelers who have ever wandered to the rear of A. Dewitt's store at 89 St. Viateur St., W., Montreal, have noticed a line of stove pipe leading from the fan light to the refrigerator. It is one of the greatest curiosity arousers known. Technically it is called a war-time economizer.

One cold day the iceman called at the Dewitt establishment. With his tongs he hauled several big lumps of ice through the store, put them into the box, and went. The cold draught set Mr. Dewitt thinking. Why could he not use the wintry blast instead of paying the ice company eight dollars for the season.

Being a man of action, he promptly took the glass from the fanlight, and substituted a board. From this he ran a stove pipe line to his refrigerator, and removed the drip from the bottom to allow circulation. It became so cold inside the refrigerator he was compelled to insert a damper.

Two years ago he bought a new refrigerator, and this time he used a smaller pipe, and inserted several elbows. In this way a damper was made unnecessary, and an even temperature maintained. By this simple contrivance, Mr. Dewitt saves \$8 per winter, and is not troubled with icemen.

OF INESTIMABLE VALUE.

MacLean Publishing Co.,

Gentlemen: Enclosed please find order for \$4.00 to pay for our subscription to *Canadian Grocer and Hardware and Metal* for one year from Jan., 1915 to Jan. 1916.

We may say that we find these two papers to be of inestimable value to us in our business and rely on the quotations as they appear in them weekly to help us in our buying.

Yours truly,
POOLE & THOMPSON, LTD.,
Montague, P.E.I.,
February 16th, 1915.

Fruits for Breakfast

See our Fresh Shipment of Grape Fruit and Oranges—they will make tasty and healthful breakfasts for you. This is the season of the year when you should eat less meat, and what is more delicious than sliced oranges or grape fruit for breakfast.

Our Grape Fruit is priced reasonably at each. 10c
Or 6 for 50c.

Sunkist Oranges, the famous brand you so often read about, extra good, priced according to size at 25c, 30c, 35c, 40c and 50c doz.

Also fine Sunkist Lemons at, per doz. 40c

Radishes, Cucumbers, Onions and Lettuce, fresh from the Greenhouse every morning.

All kinds of root vegetables always on hand.

Taylor Bros.

"FINE GROCERIES"

Second Street. Two Phones—2131 and 2151

A well-written fruit advertisement recently used by a Medicine Hat, Alta., firm.

Manufacturers Will Exhibit

Grocers' Convention at London Will be Broadened Out This Year—Portion of Hyman Hall Set Apart for Exhibits—Plan of the Hall—Reasons Why as Many Grocers as Possible Should be in Attendance—Warm Welcome on the Doormat.

PREPARATIONS are going merrily on for the annual convention of the Ontario Grocers' Section of the Retail Merchants' Association, to be held in London on May 4 and 5. As already announced, this will be held in Hyman Hall, centrally located at the corner of Park and Queen Ave. The plan of Hyman Hall is reproduced here-with and shows where the sessions will be held. The auditorium is sufficiently large to accommodate 400 people and it is hoped that it will be pretty well filled on Tuesday and Wednesday, the fourth and fifth of May.

The London members of the executive together with General Secretary W. C. Miller, have made arrangements for the holding in conjunction with the convention, of several exhibits of manufacturers. The basement will be devoted to these exhibits, as shown by the plan. There will also probably be exhibits in the hallway leading to the auditorium, as well as in the corners of the auditorium. This will be a feature of the convention which will be of direct advantage to the retailer in attendance, as it will give him an opportunity to personally inspect goods and equipment in which he is interested.

May Be Joint Sessions

The executive is also endeavoring to arrange a meeting in London, during the duration of the convention, with the Ontario Wholesale Grocers' Guild and with the Foodstuff Branch of the Canadian Manufacturers' Association. The secretary has taken the matter up with these two associations and is now awaiting replies. If this can be arranged the importance of the sessions will be such that every member of the grocery trade should

attend, who can possibly do so. With a number of big problems up for discussion this year a large attendance is assured in any event. The grocers appear to be having a great deal more competition this year than ever before, due, no doubt, to the fact that this competition finds it easy to catch the popular ear with the high-cost-of-living talk when there is a big war on. Grocers owe it to themselves to lend a helping hand in lessening these competitions and in making them less effective. Much good work has already been done in this regard by the association including the forcing of the Householders' Co-operative Stores, Limited, to discontinue doing business on the membership plan. This was a scheme begun on high-sounding phrases in Toronto, and had just begun to spread its wings throughout Ontario when its demise occurred. It is now dead and buried, thanks chiefly to the work of the Retail Merchants' Association. As this concern was in direct competition with the grocers, it is up to them to help support the association workers who

spent their time and energy in eliminating what was an unfair competition. There are a number of other concerns which have recently sprung up that must receive the attention of the retail trade. All such questions are annually taken up and acted upon at the annual convention of the grocers—this is one of the strongest reasons why everyone should attend. Arrangements are being made with the railways for reduced fares and these will soon be announced. Invitations are extended to every grocer, and not merely those who at the present time are members of the association.

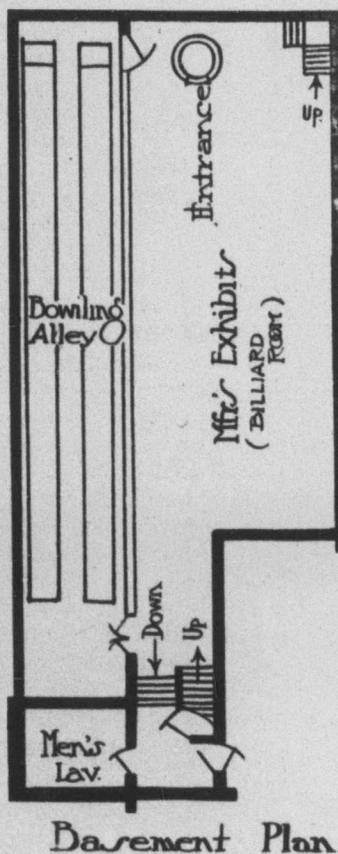
A Good Time in Store.

Another word about London. As our readers know, London is called the Forest City—and a bird's-eye view certainly does not belie the name. It is a pretty city on the banks of the Thames and during the first week of May when spring is merging into summer; when the grass is green again and the flowers are breaking their winter's sleep, it will be at its prettiest. Then again, London has one of the best local associations in the country, and the visitors will be sure of a warm, hearty welcome.

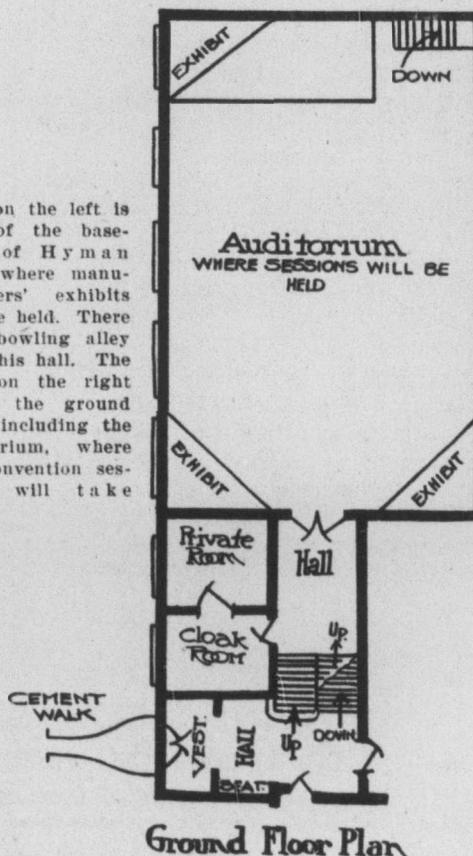
Now is the time to make plans to go to London for the convention. There is really no one who cannot spare the time if he has a mind to, and the value that will be gotten out of the trip both from a practical and pleasure standpoint will be worth a great deal more than any small expenditure involved.

Set aside the dates at once—May 4 and 5—London is the place.

All men may be born equal, but they get over it before they die.



Plan on the left is that of the basement of Hyman Hall, where manufacturers' exhibits will be held. There is a bowling alley next this hall. The plan on the right is of the ground floor, including the auditorium, where the convention sessions will take place.



Actual Articles in Preparation

A Few Hints as to What Readers May Expect in the Annual Spring Sales Number—
Methods of City and Country Town Dealers For Increasing Turnovers and
Profits—Where Salesmanship is Making Money.

READERS have already been advised in these summaries of the articles in our Annual Spring Sales Number, that the big issue would be of a most practical and useful character. We shall here present a synopsis of a few articles to demonstrate more forcibly this point. Editorial men who have recently been out through the country gathering the actual methods and experiences of grocers, are sending in their reports and in them all are to be found the basis of good practical articles of actual money value to Canadian Grocer readers.

SELLING POWER OF THE WINDOW.

What would you say of a window display, which sold fifty cases of oranges in four days, and at good profits too? One article in the Spring Number gives the experience in this respect of a certain dealer in a Canadian city of medium size. The actual window this retailer used to dispose of the fifty cases of oranges will be shown. An orange window is one which the retailer can use any month of the year, so that the suggestion tendered by the display in question will be timely, when the Spring Number reaches its readers.

Every retailer realizes that the more time one spends in serving customers in front of the counter, the greater the quantity of goods that can be sold. A certain Canadian store will be illustrated, showing a piece of equipment which obviates the necessity of the sales staff going into the warehouse for 25 or more articles that customers may ask for. Time saved is money earned. In addition to saving this great amount of time every day, week and year, this same piece of equipment offers suggestions to every customer who enters the store. Salesmanship is practised to the fullest extent here. Every time an opportunity occurs the customer is urged, judiciously of course, to add something to her order which she originally had not intended to purchase. Actual instances will be given to show the methods by which this is done.

How to get the farmers to the town, as frequently as possible is a question which every retailer is anxious to solve as successfully as possible. The farmer is one man at least, who has not been adversely affected by the temporary depression. He has in the majority of cases more money than usual, and at least he is making as much as he ever did. It is therefore, highly desirable that as many farmers as possible be brought to the towns and cities and as often as possible. Canadian Grocer will show in an article in the Spring Number just how the merchants of a certain Western Ontario town endeavor to get the farmer and his wife into the buying centres more frequently than once a week.

The methods and ideas of a retailer will be presented, showing how he goes after the trade of the

farmers when they do come into town. In fact he gets their interest by using substantial space in the local paper, before they start out on their buying expedition.

When a woman brings in a basket of produce to market, it is the desire of every retailer to sell her sufficient groceries to cover the value of the produce. There is a certain grocer who buys produce on the market from the farmers and their wives, who has a special method of getting them all into the store, and who has therefore, a splendid opportunity to sell them their groceries. This man makes a big feature of buying butter, eggs, etc., and reselling to large markets.

Several fine window displays have already come in for the Spring Number. One of these has already been mentioned above. From Eastern Canada is a particularly attractive trim, used by a new firm starting up in the grocery business. It was their debut, so to speak, into the grocery business, and as members of the firm are particularly well versed in the art of window display, a splendid piece of work was the result. There is another from the far West equally as attractive. The window display department will be one of the features of the Spring Sales Number, as it always is.

FARMERS ARE BUYING MORE FREELY.

The retailer in the small Canadian town tells of the change in the methods of the farmer and his wife from the days of old. Formerly it used to be that when a farmer came to town, he purchased from a list which had been made out prior to leaving home. It was indeed very seldom anything was added to that list while on his travels about the store. Times have changed, this retailer points out. He tells how he and his sales staff endeavor to sell the farmer more goods, and why it is that the old-time "list" is no longer made out on the farm: or if so, why it is no longer strictly adhered to.

From the general merchant's standpoint there will be a particularly strong article showing how one of them goes after the trade of the young men, particularly in so far as wearing apparel is concerned. The general merchant who tells the story is a young man himself. His associates are of somewhat similar age, and he has made it a scientific study to get the attention and interest of these associates when ever he has anything special to offer them. Included in this article will be a story of how he sold in one day eighteen suits of made-to-order clothing.

Keep an eye out for the Spring Sales Number of April 16. It will be crammed full of live, practical articles that mean money to you.

THE EDITOR,

March 11, 1915.

Canadian Grocer.

Getting the Value Out of Advertisements

PROGRESSIVE retailers and ambitious clerks keep abreast of the trade and learn to buy right and sell more effectively by careful perusal of both advertising and editorial pages of Canadian Grocer.

Consider the thought expended by manufacturers in reducing to tabloid form the sales arguments of their several brands. Every advt. in Canadian Grocer will offer you a suggestion you can use on the next customer you try to sell to. Remember, *sell to*, not merely *receive an order from*.

Salesmanship means increasing, extending, getting the most out of your possibilities. The dead ones say *it's no use*, and it isn't to them because they *are* dead ones. The live ones use every piece of available information and find Canadian Grocer full of useful suggestions; and new business always to be had.

Our Spring Sales Number, April 16th, will be a brilliant issue, both on the point of editorial and advertising sales suggestions.

Be on the lookout for it. Prepare to hold a conference of your sales staff over it. You will find such a conference will put more ideas and ginger in your staff than can be used up in three months.

April 16th. Don't forget the date.

Advertising Manager
CANADIAN GROCER

Big Tea Demand

Fact That Russia is Strong in the Market is Helping to Put Prices Up—Prohibition of Vodka Also Having Effect.

CANADIAN GROCER'S reports on the tea situation are backed up by the New York Journal of Commerce, which stated in a recent issue that heavy buying by Russia of India and Ceylon teas has caused abnormal prices for these teas, the quotations being from 8 to 10 cents per lb. higher than a year ago. From reports in the trade the Russians are buying all the India-Ceylons available, and there is a likelihood of prices going still higher. Considerable speculation is indulged in with regard to the probable increase in the consumption of tea by Russia, owing to the recent prohibition of the sale of liquor and the elimination of vodka as a national beverage. In some quarters the opinion is expressed that Russia's consumption of tea this year will be about double the usual amount, this increase being due to both the prohibition and to the large quantities used by the soldiers in the trenches. Russians are not coffee drinkers and their two favorite beverages are spirits and tea. It is said that hot tea served to the soldiers in the trenches helps to keep them warm and comfortable.

Russia is an important factor in the world's tea trade. Russian buyers are known to purchase the very choicest teas produced, but their business is practically limited to Congo and India-Ceylon teas, both of the fermented variety. Practically no Japan and Formosa teas are sold to Russia. The heavy buying on the part of Russian merchants has only influenced the black tea market as far as the United States is concerned. The Chinese market is now closed and that compels the buyers to avail themselves of the Colombo and Calcutta markets, where tea is picked all the year around.

It is stated that the quality of the tea used in the United States at the present time is far superior to that of former years. The fad for afternoon tea dances is in a measure responsible for the increased consumption here and to the cultivation of a more discriminating taste for the beverage. The big hotels and restaurants where these dances are held have made it a point to build up a reputation not only for the excellence of their dances and the tone of their patrons, but also for the high grade of the tea served to their guests.

Despite the big demand, New York merchants have not sought to export any tea to Russia. Difficulties of transportation and its high cost are the rea-

sons given. It is quite likely, however, that some San Francisco houses may find it profitable to make shipments to the Russian Empire via the port of Vladivostock, especially if there is a further advance in prices.

While no attempts have been made

thus far to send teas to Russia, it is reported that large quantities were shipped a few months ago to Germany by way of Copenhagen. In fact, it is reported that the transaction was consummated by a well-known coffee concern, the head of which firm is a German-American. Prior to the war Germany got most of its tea from England. Germany is not a tea-drinking nation, but it is said that some years ago the Kaiser announced that in event of war he would have his army use tea to a large extent.

The Facts in the Case

A CERTAIN firm manufacturing food products and advertising its line regularly in Canadian Grocer, increased its sales 15% for the months of January and February, 1915, over the same months in 1914. Nearly every product made by this firm has been seriously affected by the war—supplies have been difficult to obtain and prices have advanced tremendously. In every way they have been hampered and handicapped by the present crisis.

In 1913 and for several years previous, large sums had been spent in advertising their products directly to the consumer—result: their sales were unsatisfactory. The dealer was neglected; all attention and thought was centred on interesting the consumer.

In March, 1914, this firm changed their policy. They had seen the light and began to realize the power of the dealer to control the sales of goods in his store. A campaign to interest the dealers in their lines—to educate them to be better salesmen for their goods—to bring home to them a realization of the merits of their lines and the "bigness" of the house was decided upon. This campaign was launched in Canadian Grocer in full-page space and was later supported by occasional ads. in other trade papers. No "consumer" advertising was done. The entire energies of this firm were centred on interesting the retailer.

Every week, week after week—not once in a while, but every week—the dealer was told something interesting about these products; but behind it all there was a definite aim and a definite objective. Every advertisement was written so that it fitted into the "Big Idea." Results were intangible at first but gradually, week after week, the volume of sales grew. A better feeling among their customers began to assert itself. The salesmen found it easier to sell big orders and often the firm received requests to call on new dealers. Hardly a week went by without the firm receiving letters from dealers, that could be accounted for only by their advertising. Then the war came, and while some competitors were plunged into serious difficulties with their customers—because of lack of co-operation, this firm found it comparatively easy to make the necessary adjustments in price and deliveries, simply because they were on better terms with their real customers—the retailers. Their ad. in Canadian Grocer and other trade papers gave them a decided advantage.

To-day this advantage appears in the balance sheet—it is the outstanding feature of it. Analysis of the sheets for January and February, 1915, show three things:

1. An increase of 15% over corresponding months in 1914.
2. An increase in net profits.
3. A decrease in operating and overhead expenses.

This is a typical case and is indisputable evidence of the effectiveness of the right kind of trade paper advertising.



The Clerks' Page



TWO WAYS OF FIGURING.

Editor Clerks' Page.—Re your problem on Clerks' Page "What has become of the 5 cents." To be short, I might say that the 5 cents was lost in the selling of the last 10 oranges, but we might go into details, thus:

The first day after 10 sales of 5c each have been made by both boys, each have received in cash 50c, but while one has been sold out, the other has still 10 left to sell. This is where the 5 cents has disappeared. To sell them at 2 for 5c brings 25c, but to sell them at 5 for 10c only brings 20c. On the second day one boy goes out with 60 oranges and after he has made 10 sales of 5 oranges each sale, he has made exactly the same amount of cash sales as the two boys together on the first day, but he has still 10 oranges to sell, which, of course, only brings him 20 cents.

Here is a quicker way by the use of fractions: One orange, at 3 for 5c, is 1 2/3c each. One orange at 2 for 5c is 2 1/2c each. $1 2/3 + 2 1/2 = 4 1/6$. $4 1/6 \div 2 = 2 1/12$. Both together they are retailing the oranges at 2 1/12 cents a piece, which brings in \$1.25, whereas selling them at 5 for 10c is 2 cents a piece, bringing in only \$1.20.

D. B. REID.

Edmonton, Alta.

MORE THAN HALF SOLD 3 FOR 5.

Editor Clerks' Page.—What becomes of the 5 cents? Answer:

1st, 3 oranges sell for 5 cents; 1 orange sells for 1 2/3 cents.

2nd, 2 oranges sell for 5 cents, 1 orange sells for 2 1/2 cents.

2 oranges (1 from each group) sell for $1 2/3 + 2 1/2 = 4 1/6$ c.

1 orange sells for 2 1/12c; 5 oranges sell for 10 5/12c; 5 (at 5 for 10c) sell for 10c. Loss on 5 oranges = 5-12c, loss on 60 oranges = $12 \times 5-12c = 5c$.

N.B.—When selling at 5 for 10c, more than half are sold at 3 for 5c.

RETAIL CLERK.

Thomasburg, Ont.

A B.C. CLERK'S REPLY.

Editor Clerk's Page.—In reference to your arithmetical problem in the clerks' page:

ARE YOU A SALESMAN?

The response from clerks in all parts of Canada to our two mathematical problems which appeared recently has been splendid. It demonstrates the wide interest retail salesmen are taking in the CLERKS' PAGE as well as in Canadian Grocer generally.

The editor of this page has something new to submit, not altogether in the form of a problem but of equal or greater importance.

Every clerk at some time or other by judicious salesmanship has been able to raise the standard of goods purchased by certain customers. In other words the salesman has often sold a customer a better quality line than the one he or she has previously been in the habit of buying.

We want for this page as many evidences as possible of this power of the salesman behind the counter. Write at your earliest convenience every instance you can recollect and continue to make YOUR page as bright and helpful as possible. We want your co-operation in the future as we have had it in the past. Please let us hear from you at once.

30 oranges, 3 for 5c = 12-3c per orange.

30 oranges, 2 for 5c = 2 1/2c per orange. The average is 2 1/12c each.

60 oranges, 5 for 10c = 2c per orange.

60 oranges, 2 1-12c each = \$1.25.

60 oranges, 2c each = \$1.20.

Therefore for every orange that the two lads sold they averaged 1-12 of a cent more than the lad that sold the sixty oranges. This shows what became of the 5 cents.

Penticton, B.C.

CLERK.

A SIMPLE SOLUTION.

Editor Clerks' Page.—The following is my answer to your orange problem:

1st boy—30 oranges, sells at 2 for 5c, receives 75c for same.

2nd boy—30 oranges, sells at 3 for 5c, receives 50c for same.

Or, the two boys together receive \$1.25 for 60 oranges, or $\$1.25 \div 60 = 2 1/12$ c per orange.

If one boy sells 60 oranges at 5 for 10c and receives \$1.20 or $\$1.20 \div 60 = 2$ c per orange, the difference between 2 1/12c and 2c per orange, on 60 oranges would be 5c.

Sydney, N.S.

G. McCANTY.

MORE THAN CLERKS STUDIED IT.

Editor Clerks' Page.—In clerks' salary question, the whole difference is based on whether A's raise of \$50 makes his salary \$550 per year or \$600 per year for the second half year.

Note the question carefully: A is hired by the year. He gets \$500 a year and a raise of \$50, every six months. Many a clerk starting to learn a business hired by the week gets say \$6 a week, and a raise of \$1 every six months. The question is does a half-yearly raise mean per week to the clerk hired by the week and per year to the clerk hired by the year, or does it mean per half-year to each of them. The raise in each case must be added to the given salary for the stated term the salary covers, or else added for the only other term mentioned, which is six months.

If we accept the latter, A with a supposed raise of \$50 adding it to the six months' service, gives him an actual raise of \$100 per year for it makes his salary \$600 per year for the second six months. And the six dollars a week clerk getting his raise of \$1, added to his six months' service will only receive \$6.04 per week.

A hired for \$500 a year, adding his raise to the term of time mentioned gives him \$550 per year for the second six months.

And the \$6 per week clerk adding his raise to the term of time mentioned receives \$7 per week for the second six months; which I consider right, as the

Fifty Thousand Cases Lobster

Estimate of the Quantity on Hand in Maritime Provinces and
In London—Price Declined About \$5 a Case—
New Lobsters Cheaper.

question is worded. Evidently the object of the question was to show that if a person hired to receive \$250 the first six months and extra \$50 each six months, it would mean an increase of \$200 per year, but there is a distinct difference between a person hiring for a year as your question is worded and hiring by half-year or less. This question has been studied by many outside of clerks and should not be answered lightly. F. N.

Picton, Ont.

* * *

NEWFOUNDLAND REPLIES.

Editor Clerks' Page.—I have seen some of your problems in Canadian Grocer and as they have interested me I am sending you some answers, which are as follows: What becomes of the 5 cents? In making up the 12 fives, on the second day the boy gave two of the two-for-five for nothing, or three of the three-for-five.

Re salary question: A and B start work with the same salary, \$500 per year; I am sending still another answer, which is as follows:

A gets \$500 per year at start.

1st six months he gets \$50 over 1st 6 months.

2nd six months he gets \$100 over 1st 6 months.

3rd six months he gets \$150 over 1st 6 months.

4th six months he gets \$200 over 1st 6 months.

5th six months he gets \$250 over 1st 6 months.

Total, \$1,250.

B gets \$500 per year.

2nd year he gets \$200 over first year.

3rd year he gets \$400 over first year.

Total \$1,100.

A is better off by \$150.

St. Johns, Nfld. INTERESTED.

* * *

READER SENDS IN PROBLEM.

A reader of this page in New Westminster, B.C., has submitted the following arithmetical problem to which we would like some solutions from retail clerks and others. The question intended is, no doubt, "What was the net amount A received?" as it would be impossible to say how much he gained without knowing what he paid for the horse. Here is the problem:

Editor Clerks' Page.—A sold a delivery horse to B for \$45. The horse did not suit B and A bought him back for \$40. A subsequently sold him to C for \$50. How much did A gain as a result of the three transactions?

SUBSCRIBER.

New Westminster, B.C.

HALIFAX, March 11.—The lobster packers and shippers of the Maritime Provinces are now far enough advanced to be able pretty well to figure up how the war has affected them in this branch of industry. There are still about 50,000 cases of lobsters on hand here and in London from last year's pack and the decline in price on this and nearly 50,000 more unsold when war broke out, is at least \$5.00 per case. This shows an aggregate fall in price of about half a million dollars on the whole, with 50,000 cases at least still unsold. The other factor to be remembered is that the new pack, very small though it be, which is now coming on the market, is costing the packers only half for new lobsters that the pack of 1914 cost. The lobster pack at its maximum has been 250,000 cases, last year's being 200,000 cases, of 48 pounds. The average price in London, before war broke out, was 95 shillings or \$21.80 per case. This would make the total pack worth \$4,360,000 in London, or about \$4,000,000 on this side of the ocean. As high a price has been known for cases of pound cans as \$24, but sales are very limited at that figure. In fact the high range even below this extreme, makes the lobster an article simply one of luxury.

The lobsters are sold on commission in London, the charge being 2½ per cent., so that the London agents receive an annual fee of about \$60,000 for selling the delicious crustacean put into cans in our waters.

At this time of year ordinarily, the old pack is practically all cleaned up, but, as already stated, there are at least 50,000 cases still on hand, worth at the ante-war price, over \$1,000,000 and at the nominal figure now quoted at about \$750,000.

The season for packing varies on different parts of our coast. On the western shore it runs from December 15th to May 1st, on the eastern from April 1st to July 1st, in Cape Breton from April 15th to July 15th; the Magdalen Islands have a different season, doing some packing in September, and Newfoundland has still a different law. From the eastern shore the pack, which usually amounts to 8,000, will not likely yield this winter more than 1,000 cases, and the fishermen received for the lobsters they brought to the factories only two to three cents a pound instead of four to six, which was paid to them in 1914. What a tremendous difference in price for the fashionable man paid who, in a Paris boule-

vard cafe eats our lobsters, compared with that given to the fisher who brought the lobster in from the sea to the factory. The Parisian was charged quite 50 cents a pound for his lobster from the can and the Nova Scotia fishermen obtained 6 cents as a maximum and now gets three.

The effort failed to induce the Government to prohibit packing this year, but there is no likelihood that the pack of 1915 will be more than half that of the year before, and instead of 95 shillings per case the price will probably range about 60 shillings, a drop of about \$9. A noteworthy fact about the lobster pack of 1914, was that those shippers who were willing to take a lower price for immediate cash got clear of their goods before the war broke out and avoided the heavy depreciation and considerable loss that came afterwards. Those who thought they could afford to wait for returns, and thus ordinarily would have had a bigger price, as events turned out are the people who were the losers when caught by the war.

The situation thus is that there are at least 50,000 cases on hand from last year which, with those sold since the war at a decline, represent a loss altogether of \$500,000, and that a new pack is coming in costing only half as much for the raw material as did the pack of the year before. The price this year may, therefore, go lower than that now nominally prevailing. There is no probability that the 1915 pack will exceed 100,000 cases, in which event there would be about the same quantity available at the end of the year as was sold last, which will likely be too much if the war continues. One thing to help consumption of this smaller pack will be its lower cost.

CASHED A BAD CHEQUE.

A well dressed stranger walked into a Chatham, Ont. grocery store recently and ordered \$7 worth of sugar to be delivered at a certain number on West street. In payment he tendered a Dominion Bank cheque for \$20. The grocer spotting a new customer, readily cashed the cheque and returned \$13 to the sugar purchaser, who declared that there was no immediate need for the sugar. The grocer was prompt, however, but his delivery boy discovered that there was no number on West street as had been furnished by the customer. Further enquiries led to the disclosure that the cheque was worthless. The police are investigating.



Current News



Quebec and Maritime Provinces.

Joseph Deneau will open a store on Van Horne avenue, Montreal, early in May.

Adams Bros., Halifax, N.S., had a fire on Sunday morning last. The damage was not heavy.

Arthur Hellyer, of Hellyer & Co., Chicago, Japanese tea importers, was in Montreal last week.

S. Smith & Son, grocers, Coaticook, Que., have dissolved. Bryant J. Smith and Stewart C. Smith registered.

N. Lalande, 364 Charlevoix street, Montreal, will move into a larger store opposite his present place in April.

J. B. Fregeau, Laehine, Que., is moving into larger premises next door, and is spending considerable money on new equipment.

Ocean Mills, Montreal, manufacturers of Chinese Starch, are bringing out a new line of cleanser, under the same brand name.

J. S. Benoit, for several years past in business at corner of Durocher and Milton streets, Montreal, has opened a new store at 1379 Greene avenue, Westmount.

The store of Arthur Talbot, Quebec, was destroyed by fire March 3. Mr. Talbot escaped with his three-year-old girl by jumping from the second storey window. His wife and several children were burned to death.

The United Fruit Co., representing over 2,000 farmers in the Annapolis valley, will open a salesroom in Halifax, N. S., where fruit and dairy products will be handled. Geo. C. Peters, formerly of Oxley & Co., has been engaged as manager.

A Made-in-Canada exhibition will be held at the Arena, Montreal, from Saturday, April 10 to April 17, inclusive. The organizers have invited Canadian manufacturers to exhibit their products and none but Canadian goods will be admitted. Sixty firms are being represented.

G. T. Armstrong, one of Sherbrooke, Que., merchants, passed away suddenly at the Sherbrooke Hospital on Sunday, March 7. He was 52 years of age and had been engaged in the wholesale grocery business for the last fifteen years, previous to which he was proprietor of

a boot and shoe business. He formerly owned the Sherbrooke Ice Co. He was a member of the Sherbrooke Board of Trade.

It is amazing the indifference shown by the public when offered knowledge free on almost any subject. Last week, at the Y. M. C. A., Montreal, Professor Stafford, of McGill University, gave a lecture on Canadian oysters. It was a remarkable address in the opinion of Montreal fish men, and many of them who consider themselves authorities on this subject, found that they had much to learn. Only forty people were present.

Ontario.

Robt. Henning, who conducted a grocery store for a number of years at Preston, Ont., died last week.

John Cutt has opened a grocery business at the corner of Victoria and Bruce streets, Goderich, Ont., in the stand formerly occupied by the late William Holland.

D. W. Clark, Avenue Road, Toronto, is in Winnipeg, having been called there on account of sickness. Mr. Clark was absent from the meeting of the Grocers' Association on Monday evening for the first time in many years.

The Ingersoll Packing Company, Limited, Ingersoll, Ontario, has been Federally incorporated, with a capital stock of \$1,000,000. The incorporators include C. C. L. Wilson of St. Thomas, C. H. Sumner and H. C. Wilson of Ingersoll, and Thomas K. Boyd of Chicago.

The annual meeting of the Dominion Cannery, Hamilton, Ont., was held last week. The following directors were elected: President, F. R. Lalor; vice-presidents, James Richardson, Kingston, and J. J. Nairn, D. Marshall, Samuel Nesbitt, A. H. B. Mackenzie, W. P. and R. L. Innis, T. N. Dunn.

At a Board of Trade banquet to Sarnia, Ont., business men last week, Ernest E. Henderson, president of the Canada Salt Company, of Windsor, delivered an address on "Made in Canada Goods." Members of the board also gave brief speeches relative to the local industrial situation, which was considered good.

The death occurred last week of Henry Lindsay, who for forty-five years carried on a grocery business at 60 King

street west, Toronto. The late Mr. Lindsay, who had reached the ripe age of eighty-eight, was born in Ireland. Immigrating first to New York, he came later to Toronto, and started in the grocery business. He retired in 1906.

Western Canada.

Fire damaged the plant of the National Biscuit Co., Vancouver, B.C., to the extent of some \$30,000, covered by insurance.

Haddad Brothers have bought the Union Supply Store at Maple Leaf, Alta., near Blairmore, where they will engage in a general merchandise business.

The Canadian Broom Manufacturing Company has been organized in Winnipeg to manufacture brooms, brushes, mops, etc. The capital is placed at \$20,000.

The Canadian Credit Men's Trust Association, Winnipeg, Man., are now in communication with the Provincial Governments with reference to a suggestion advanced to the effect that each Province should donate \$2,000 toward the legal expenses necessary to secure the first drafts of business measures where textual identity is most desired. If the Provinces will contribute towards this initial step it is proposed to secure counsel for the purpose of drawing up the bills which, it is hoped, will eventually be approved by the various bodies concerned and in due time be submitted and passed by the different Legislatures.

On the ground that under present arrangements little benefit accrues to Regina from the billeting of the soldiers at the Winter Fair building, while previously, through a system of billets in private homes and boarding houses of the city the money was set in circulation among the merchants, the Regina Retail Merchants' Association are making a strong protest to the city council. The Association takes strong exception to the methods as adopted by the Department of Militia and Defence in the billeting of troops, locally, claiming that the civic authorities were given to understand that business houses of Regina generally would profit by a fair distribution of orders among them for foodstuffs and other supplies required for the maintenance of the contingent.

Tea Advanced One Cent in London

After Several Farthing Advances London Auction Increases the Pace — Some Reasons Therefor—Shelled Walnuts Very Strong—Dried Fruits Dull—Prunes Very Firm—Rice in Good Position.

Office of Publication, Toronto, March 11, 1915.

IT lies between flour and new-laid eggs as to what shall occupy the centre of the stage in the markets this week. The egg situation is interesting. There has been a good deal of talk, time and again, against the way in which United States eggs are getting a good deal of business in Canada. Now is the time for the position to be faced. New-laid eggs are rolling into the market now, and the price at this writing is 29 cents. Authorities agree that there is no reason why the farmer should get more than 20c for his new-laid eggs when they are as cheap as they are at present. If the price does not approximate this, the American will get the business. In a letter from an authority in the United States, it is said that the production of eggs is going to be 8 to 10 per cent. larger than last year. The letter concludes: "We would not be surprised if fresh eggs go as low as 15c during the next two or three weeks, but at any rate we look for 16c to 17c prices at some points before storing begins." So that, even when duty is tacked on, United States eggs will be cents cheaper than the domestic product unless the merchant gets the price down to around 20c.

Winter wheat flour is down thirty cents, which is nothing to be surprised at in view of the way in which wheat has been on the toboggan on both the Chicago and the Winnipeg exchanges. Apparently buyers don't think that the reduction was sufficient, but as we pointed out last week, flour prices have never been figured on the basis of wheat at \$1.60, an outside price. They were figured—at most—on \$1.50 wheat, and the thirty-cent reduction in flour is, millers claim, adequate enough, particularly when it is remembered that though wheat broke to \$1.38, it is already back at \$1.47, which is nearly the price on which higher flour quotations were figured. Russian wheat, we suppose, is a week nearer being on the market, and all is going well at the Dardanelles. *At the same time those sixty-five million bushels are not within reach yet, no matter how near they may be.* A miss is as good as a mile. And when they do get through, there are so many buyers that it is unlikely that wheat will be reduced to anything like the extent which is prophesied. Sixty-five million bushels is not a plethora, when Portugal, Italy, Great Britain, as well as countries this side of the Atlantic are eager buyers. We shall be surprised if flour is lower than present levels for some little time.

QUEBEC MARKETS.

Montreal, March 11.—Wholesalers report that the big business done with retailers early in February, before the budget came down, is having an effect on business this month, which is not nearly so brisk as it ought to be. Nevertheless, wholesale grocers have very little to complain of.

An important feature is withdrawal from the market of Lipton's cheapest tea. Several representatives of Japanese tea houses have been in the city securing orders for this year's crop, which they state will not be higher in price than last year's.

A movement is on foot among representatives of British jam manufacturers to have the war tax on these jams removed. The claim is made that the

budget practically put British manufacturers of jams out of this market. It is not expected to affect anything just now, but these men will get together and make their appeal to the Government.

One of the most startling changes of the week was a drop of 6 cents in the price of new-laid eggs. They were quoted at 32c a week ago. They are now 26c, and by Saturday will be considerably lower, as farmers are selling at 20c. Receipts are exceptionally good for this period of the year.

SUGAR.—Raws were weaker this week, but no change in refined took place here, and a change is not likely unless the market weakens further. Raws, which were selling around 3¾c, dropped to 3½c, after being firm until last Saturday. Under these conditions there is

Markets in Brief

QUEBEC MARKETS.	
FLOUR AND CEREALS—	
Wheat market up again.	
Winter flour cheaper.	
Cut in feed prices.	
Cereals mostly quiet.	
PRODUCE AND PROVISIONS—	
New laids down to 26c.	
Chinese eggs offered still.	
Butter and cheese unchanged.	
Compound lard quoted 9¼c.	
Poultry prices about the same.	
FRUIT AND VEGETABLES—	
Oranges shade easier.	
Apples quiet and scarce.	
Strawberries expected in.	
Tomatoes are much cheaper.	
New beets, carrots, etc., expected.	
Cauliflowers, 2 doz. quoted \$7.	
FISH AND OYSTERS—	
Haddies prices very low.	
Fresh fish expected soon.	
New canned lobsters down.	
Tomcods finished shortly.	
Green codfish scarce.	
GENERAL GROCERIES—	
Rumors of molasses sale.	
Line of package tea to advance.	
Seeds in good demand.	
Shelled walnuts still firm.	
New peel prices 2c higher.	
Turkish figs very firm.	
Bean market has easy tone.	
ONTARIO MARKETS.	
FLOUR AND CEREALS—	
Flour down 30c.	
Rolled oats easier.	
Barley very firm.	
Some feeds down.	
PRODUCE AND PROVISIONS—	
New laids lower.	
America a real competitor.	
Poultry prices easier.	
Butter firm at ruling prices.	
FRUIT AND VEGETABLES—	
All celeries firmer.	
Bananas higher.	
Carrots hard to sell.	
Tomatoes scarce.	
Lettuce down 50c.	
FISH AND OYSTERS—	
Flounders from New York.	
Salmon sells well.	
Oysters quiet.	
Whitefish a leader.	
GENERAL GROCERIES—	
Tea much higher.	
Shelled walnuts very strong.	
All spices firm.	
Dried fruits dull.	
Rice in strong position.	

nothing to induce anybody to buy sugar, and business consequently is on a hand-to-mouth basis. This is an off season anyhow, with no special consumption.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
25 lb. bags	6 80
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 80
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lump—	
100 lb. boxes	7 65
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 15
Crystal Dominoes, cartons	8 15

CANADIAN GROCER

DRIED FRUITS.—New prices on English peels for 1915 are just arriving, and, as far as can be gathered, are 8 shillings per cwt. higher than last year, and with extra freight and war risk will be much higher. It is estimated that prices here will be about 2c up. Stocks here are pretty well cleaned up, only one or two parcels being available. Currants in the primary market are considerably easier, several houses having evinced anxiety to get rid of stocks at current prices. Valencias are scarce. Inquiries are plentiful, but few are offering. Turkish figs are firm owing to recent war news, but little change has been made in quotations to retailer. Following are being offered:

Table figs, 11c-13c.; figs in matts, \$1.60 per matt of 33 lbs.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 06
Apricots	0 15½
Nectarines, choice	0 11½
Peaches, choice	0 09½
Pears, choice	0 13½

DRIED FRUITS.		Per lb.
Candied Peels—		
Citron	0 20
Lemon	0 13½
Orange	0 13½

Currants—		
Amalins, loose	0 07½
Amalins, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08½

Dates—		
Dromedary, package stock, per pkg.	0 09
Fards, choicest	0 12½
Hallowee, loose	0 08½
Hallowee, 1-lb. pkgs.	0 09

Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	0 15½
6 crown, 12 lb. boxes, fancy, layer, lb.	0 15

Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14½
40 to 50, in 25-lb. boxes, faced	0 13½
50 to 60, in 25-lb. boxes, faced	0 12½
60 to 70, in 25-lb. boxes, faced	0 12
70 to 80, in 25-lb. boxes, faced	0 11
80 to 90, in 25-lb. boxes, faced	0 10½
90 to 100, in 25-lb. boxes, faced	0 10

Raisins—		
Malaga, table box of 22 lbs. 3-crown cluster, \$2.40; 8-crown cluster	3 00
Muscadels, loose, 3 crown, lb.	0 08½
Sultana, loose	0 09½
Valencia, selected	0 08
Valencia, 4-cr. layer	0 09
Cal. seedless, 16 oz.	0 11
Seedless, 12 oz.	0 09½
Fancy seeded, 16 oz.	0 10½
Choice seeded, 16 oz.	0 10

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

RICE.—Nothing is heard of new prices. Local market is firm, and no changes.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 00
"C.C."	3 50
India bright	3 75
Lustre	3 00

Fancy Rices—	Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

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

Imported Patna—	Per lb.
Bags, 224 lbs.	0 06
Half bags, 112 lbs.	0 06
Quarter bags, 56 lbs.	0 06
Velvet head Carolina	0 09½
Sage, brown	0 05

Taploca—	
Pearl, lb.	0 05
Seed, lb.	0 05

MOLASSES.—Rumors were in circulation early this week of a sale of a lot of 400 puncheons of a well-known brand (new crop) at 36c. Agents for this brand deny the report. Agent for another brand was offering at 38½c, but nothing had been heard of any sales. Tendency is still for wholesalers to leave

molasses alone. It is argued that if the war ended to-morrow these prices would come down immediately. The great argument in Barbadoes is that they are going to make sugar. But the more sugar they make, the more choice molasses there will be on the market. It would become a drug. Local market continues firm, with prices at 45c for Montreal, and 42c for outside points.

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

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

Corn Syrup—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 66
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 80
Cases, 20 lb. tins, ¼ doz. in case	2 85

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

Maple Syrup—		
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 25
Maple sugar, pure, per lb.	0 13

COFFEE.—The budget has not been completed yet, and it is expected that coffee may be discussed this week. The market is the same—quiet. The opinion obtains here that the Government has looked upon coffee as a luxury, and upon tea as a national drink.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 31	0 34
Moricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Price of shelled walnuts in primary market continues high—37c—and is higher still for April delivery, 44c being asked. Another factor is the number of poor nuts coming on to the market. The biggest parcel to arrive for a long time reached Montreal this week, consisting of 400 cases, and was rejected on the ground of poor quality. Conditions in France, such as lack of labor and damp weather, are not helping the quality any. Other lines are holding fairly steady. New Brazils are arriving in New York in small quantities, and are not expected here for a week or so.

Almonds, Tara	0 19	0 20
Grenobles, new	0 16	0 16½
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 15	0 16
Pecans, large	0 19	0 19
Brazils, new	0 14	0 15
Peanuts, No. 1, 12½c; No. 2	0 11½
Peanuts, No. 3	0 10
Canadian chestnuts	0 12

DRIED VEGETABLES.—Market easier again, 3-lb. pickers being offered freely to wholesalers at \$2.95. This, however, makes little difference to price to retailer, which is still \$3.25. There is little demand, most retailers having bought before the market went up. Peas are quiet. Splits are being sold only on hand-to-mouth basis. Wholesalers want \$5.50 for them.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25

Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	5 25
Barley, pot, per bag	3 00
Barley, pearl	4 00

TEA.—Owing to high market which has existed for some time, and which persists, it was expected before long that prices of package teas would likely be advanced. At least one advance has already been announced, and is followed by Lipton's, who have withdrawn their cheapest grade, known as Red Label, from the market. Grey, Orange and Pink Labels in 1-lb. packets will likely advance to 32c, 35c and 37c respectively. Prices of tea in air-tight tins remain about the same. This is the first change in Lipton's prices since war was declared.

There is practically no change in Japans and greens, but the market for Ceylons and Indias is strong, and further advances are anticipated. It is these high prices which are preventing sales being made. Wholesalers are doing practically nothing in teas. Japanese tea men express the opinion that prices for this year's crop should be higher. At any rate, the new crop will come on to a bare market. Several houses placed orders for new crop Japans, subject to cable quotations as soon as it is on the market.

ONTARIO MARKETS

Toronto, March 11.—The general grocery market has little to offer new this week. We hear that one firm has raised its prices on teas, one cent on all lines and two cents on one. This is natural and has been forecast in our reports for some weeks. It looks as if further advances cannot long be withheld. With regard to the exact reason why prices should be so high in London, the "London Grocer" says: "The demand for the lower grades of tea up to 10d. continues exceptionally strong. This is attributed to the very large purchases made from time to time by the Government." That may be a reason.

According to a prominent tea man here the prices might have gone even higher in London if dividing out were not going on all the time. There was some rumor of a corner in tea in England as a reason for such high prices, but this is knocked on the head. The "Grocers' Gazette" of London says: "There is now some very ragged and rough leaf, which, of course, makes the higher prices all the more noticeable. The buying was again very widely distributed, and any idea of such a ridiculous happening as a 'corner' could be at once put aside when it was seen how tea was being 'divided' out in all directions. Blenders, dealers and shippers were all taking a hand, and in very few instances was any one buyer permitted to secure as much as he wished to. Even the smallest share of a par-

CANADIAN GROCER

cel was not despised and everyone was particularly amiable."

The word "divided" in the above quotation from the "Grocer's Gazette" of February 13th, means that at auction when a tea is knocked down to a certain buyer, another man raises his hand, and if the buyer nods he means he will share the lot with him at the price paid, and sometimes to the signal of another buyer he will nod again, which means he will give one-third to each.

The object of dividing is to limit competition at the sales, and one firm may divide every lot that is knocked down to them, but of course each firm with which he divides must reciprocate. If this were not done the auctions would invariably go very much higher, for it works out practically to limiting the number of competitors.

Dried fruits are, most of them, moving slowly, and in several cases prices have slumped. Prunes still remain in a very strong position, and there is competition for such sizes as remain.

Shelled walnuts are firm, and the market is advancing. We should certainly see higher prices if it were not that stocks on hand are fairly heavy. But on new stuff coming forward prices will be higher.

SUGAR.—The market remains quiet, steady, and more or less featureless. The tonnage of the Cuba crop is 'way behind on shipments on account of bad weather, but the crop is still there, of course. Whether the rest of the time until the crop is harvested is going to be good from the point of view of climatic conditions or not—that is the question upon which depends higher or lower prices. And Canada will doubtless reflect New York. Meanwhile there is nothing new.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lump—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—Teas, having had an orgie of farthing advances in London for several weeks, are now talking bigger strides. The London auction, Tuesday, was a full cent higher than a week ago. We saw a cable from the London office of a large house here, which read: "Market very excited—halfpenny rise." The wording of the rest of this cable showed that they

paid 1 1/8 cents per pound more for their purchases yesterday than a week ago, and they only got half their requirements at that.

One Canadian firm selling packet teas has advanced its price one cent a pound upon all grades and two cents upon one. We have been pointing out for some time that advances were bound to come. It is only a question of when. This makes two firms in Canada who have made advances in recent days. With teas nearer elevenpence than tenpence, and still going up, importers and merchants seem to have no other course open. The peculiar thing about the situation is that no one seems to know why teas are going up in price to anything like this extent.

DRIED FRUITS.—Valencia raisins are scarce, and are practically all cleaned up. Some remain at 9c, but not too many. Dried apricots are in like condition. There are few here. What there are cost, we hear, 12 1/2 cents to wholesalers, so that an outside price of 14c is reasonably cheap. Any prunes on spot are a good buy. The 50s-60s are about all that remain, and there are not many of those. Twelve and a half cents is the average price, though some are going for 12c. No more are coming in. The situation in the primary market is strong, and season is too advanced to make more buying advisable. Evaporated apples are firm, and there has been a better demand this week. Candied peels are slow. Here and there an order is placed, and price only remains where it is because supplies are down. Currents are moving at their ordinarily slow speed. Dates are dull, even package dates, which showed some recent activity, have little demand. All fruits are scarce, but demand, taking it all round, has fallen off some, and that balances things up.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14 1/2
Apples, evaporated, per lb.	0 07 1/2	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currents—		
Filiatras, per lb.	0 07 1/2	0 08 1/2
Amalas, choicest, per lb.	0 08	0 08 1/2
Patras, per lb.	0 08 1/2	0 09 1/2
Vestizzas, choice	0 09 1/2	0 10
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09 1/2
Package dates	0 06	0 06 1/2
Hallowees	0 07 1/2	0 07 3/4
Prunes—		
30-40s, California, 25 lb. boxes	0 14 1/2	0 15
40-50s, 25 lb. boxes	0 12 1/2	0 13 1/2
50-60s, 25 lb. boxes	0 12	0 12 1/2
60-70s, 50 lb. boxes	0 10 1/2	0 11 1/2
70-80s, 50 lb. boxes	0 09	0 09 1/2
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07 1/2	0 08
25-lb. boxes 1/4c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08 1/2
25-lb. boxes 1/4c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09	0 09
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/2
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 15 oz. packets	0 10 1/2	0 11
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Shelled walnuts are still high,

and are advancing. We quote last week's prices because, to retailers, they still hold. Supplies on hand are sufficient to warrant this. We should not be surprised to hear of higher prices next week, however. About Brazils the less said the better. The slump of several weeks ago was apparently too big a thing to make any rebound, in the present state of the market, possible. We hear that Brazils, which cost 10 1/2 cents, can be laid down at 7 1/4 cents. Shelled almonds at 40 cents are in good demand again. Grenoble walnuts in shell are moving a trifle better.

In Shell—		Per lb.
Almonds, Tarragona	0 17 1/2	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 11	0 11 1/4
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 12
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	0 35	0 36
Peanuts	0 11	0 11 1/4
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—All lines are firm, but prices show no appreciation as yet, inasmuch as dealers are working on old stocks still. Cream of tartar is specially in demand at 45 cents, and this price may be raised again any day. Peppers all round are very strong, and business in these is better. It is going to be difficult to get any more supplies from France, apparently, so that a general advance is looked for on such as do come through.

Spices—	Compound, per lb.	Pure per lb.
Allspices, ground	0 10	0 15
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 26
Cassia, ground	0 14	0 21
Cinnamon, Batavia	0 36	0 40
Cloves, whole	0 28	0 33
Cloves, ground	0 18	0 23
Cream of tartar	0 25	0 40
Curry powder	0 35	0 35
Ginger, Cochin	0 14	0 20
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 24	0 27
Ginger, African, ground	0 18	0 18
Mace	0 80	1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins		0 50
Pastry spice		0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 30	0 32
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 30	0 33
Pickling spice		0 15
Turmeric	0 18	0 20

MOLASSES.—Trade here is quiet, and the only talk is of the new crop. There was some activity last week, but it has flickered out. It is said that some molasses from New Brunswick and Nova Scotia is being offered to the trade here at market prices. There is no change in any other syrup.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 65	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, 1/2 doz. in case	2 90	
20 lb. tins, 1/4 doz. in case	2 85	
Barrels, per lb.	0 03 1/2	
Half barrels, lb.	0 040	
Quarter barrels, lb.	0 04 1/4	
Pails, 35 1/2 lbs. each	1 95	
Pails, 25 lbs. each	1 40	
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51

CANADIAN GROCER

Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
1/2 gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.		0 12 1/2
Maple Cream Sugar—		
24 twin bars	1 80	
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 90

COFFEES.—No change in prices this week, but market remains firm, and demand is good. Higher prices, on account of new tariff duties, are still delayed, and it would seem that right now is a good time to buy.

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

RICE AND TAPIOCA.—Market remains strong, and there is a good deal of buying. Ordinary business is better than for some time, and tapioca in particular is looking up.

Rice—		
Rangoon "B," per cwt.	3 48	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.		5 00
Patna, fancy	0 07 1/2	0 08
Tapioca—		
Pearl, per lb.	0 06	0 07 1/2
Seed, per lb.	0 06	0 07 1/2
Sago, brown, per lb.		0 05 1/2

CANNED GOODS.—Already contracts for canned lobster have been signed for 1915 crop, and prices are said to be down from 12 1/2 to 15 per cent., compared with last year's opening prices. Despite this fact, a firmer tendency is noted in the market this week. Prices got low three months ago (i.e., prices from packer to jobber). Prices to-day are \$4 higher. Nevertheless, lobsters are offered at prices lower even than those quoted a week ago:—1/2-lb. flat tins, \$2.50; 1-lb. tall, \$5; 1-lb. flats, \$5.25.

It was noticed this week that a certain packer's agent was creating a demand by providing retailers in various parts of the city with a very attractive window trim, thus taking advantage of the Lenten season.

Sockeye salmon is scarce, and holders of stock are looking for high prices as soon as the spring season is on. There is a large quantity of Pinks and Chums, and prices are low, with little prospect of the market improving for some time to come.

Salmon—		
Sockeyes, tails, 1's, per doz.	2 47 1/2	
Sockeyes, tails, 1/2's, per doz.	1 55	
Sockeyes, flats, 1's, per doz.	2 52 1/2	
Pinks, 1's, per doz.	1 20	
Pinks, 1/2's, per doz.	0 85	
Cohoos, 1's, per doz.	1 85	
Cohoos, 1/2's, per doz.	0 85	

SEEDS.—Prices on clover are about the same as last year, but Timothy prices are higher. The demand is good, farmers realizing that they have to put lots of seed in this year, and are buying liberally.

MANITOBA MARKETS.

Winnipeg, March 11.—A good steady

business has been done during the week. The volume from the country especially is well up to former years. Contracting business, of course, is practically off, and this is making quite a difference to wholesalers. Retailers in the city are doing less than a year ago, but in the smaller places conditions at present are evidently more favorable.

SUGAR.—There has been no further change. The downward tendency in raws has been checked. If this advance continues, Canadian refiners will doubtless respond with some advances. In the meantime the market is steady, with practically no chance of lower prices.

There has been no change in syrup prices, and none is looked for. The consumption is large. Some lines, indeed, are hard to get owing to the exceedingly heavy demand at this season.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated		7 35
Extra ground or icing, boxes		8 20
Extra ground or icing, bbls.		8 00
Powdered, boxes		8 00
Powdered, bbls		7 80
Hard lump (100-lb. cases)		8 30
Montreal yellow, bags		6 95
Sugar, Western Ontario—		
Sacks, per 100 lbs.		7 25
Halves, 50 lbs., per cwt.		6 25
Bales, 20 lbs., per cwt.		6 30
Powdered, barrels		6 55
Powdered, 50s		6 90
Powdered, 25s		7 10
Icing, barrels		7 25
Icing, 50s		7 25
Icing, 25s		7 15
Icing, pails		6 95
Cut loaf, barrels		7 20
Cut loaf, 50s		7 45
Cut loaf, 25s		

Sugar, British Columbia—		
Extra standard granulated		7 35
Bar sugar, bbls.		7 80
Bar sugar, boxes		8 00
Icing sugar, bbls.		8 20
Icing sugar, boxes		8 30
H. P. lumps, 100-lb. cases		8 55
H. P. lumps, 25-lb. boxes		8 55
Yellow, in bags		6 95

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

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

Molasses—		Per gal.
Barbadoes		0 53
New Orleans		0 34
Maple Syrups—		Per case.
Imperial quarts, case, 2 doz.		5 40
Imperial 1/2 gals., 1 doz.		5 55
New, pure, 1/2 gal. case		9 00
New, pure, 1/4 gal. quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—This market has been unusually quiet. All California lines are strong on their primary market. Especially is this so of peaches, which show great activity at their present low prices. Consumers are evidently realizing that peaches are now one of the cheapest available fruit.

Apples, evaporated, new, 50's	0 05
Apples, evaporated, new, 25's	0 05 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/2

Currants—		
Dry clean		0 08
Washed		0 05 1/2
1 lb. package		0 05 1/2
2 lb. package		0 17
Vostizas, bulk (washed)		0 10 1/2

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

Peaches—		
Standard, 25-lb. boxes		0 06 1/2
Choice, 25-lb. boxes		0 07 1/2
Choice, 10-lb. boxes		0 05 1/2

Raisins, Valencia—		
3 crown, loose, 25's		0 08 1/2
3 crown, loose, 50's		0 08 1/2
Fine selected	2 35	2 45
Four crown layers		2 65
Raisins, Sultanas—		
Corinthian Giants		0 13 1/2
Superfine		0 12 1/2
Finest		0 11 1/2
Finest		0 10 1/2

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

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

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

RICE AND TAPIOCA.—While prices as quoted below still hold, tapioca and sago are both strong on their primary market, and as the present stocks here become exhausted, Winnipeg prices will be advanced. Local stocks, moreover, are far from heavy, so that an upward movement should come fairly early.

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

NUTS.—Very little demand except for peanuts. Prices remain steady.

Nuts—		Per lb.
Brazil, new stock		0 13
Tarragona almonds		0 19
Peanuts, roasted Jumbos		0 12 1/2
Peanuts, choice		0 10
Pecans		0 12
Marbot walnuts		0 12 1/2
Grenoble walnuts		0 12 1/2
Sicily filberts		0 15 1/2
Almonds, unshelled		0 17
Shelled almonds		0 40
Shelled walnuts		0 32

BEANS.—This market is still strong, and it seems sure that there will be no drop before new beans come in. Many, indeed, expect that further advances will be struck before November 1st. The events of the past week would give ground for this belief, for during that time 3-lb. pickers have been raised 10c, being now quoted at \$3.65. For beans there continues an exceedingly heavy demand. Split peas are steady, although Eastern prices have advanced, and Winnipeg prices will certainly be affected after the arrival of new stocks.

Barley also seems sure to go higher during the next week or two. While the present prices are \$3.05 for pot and \$4.30 for pearl, it is expected they will shortly be quoted at \$3.45 for pot and \$4.50 for pearl.

Beans—		
Canadian, hand-picked	3 85	3 85
3-lb. pickers		3 65
California Lima Beans—		
Bag lots		0 68
Less than bag lots		0 06 1/2
Barley—		
Pot, per sack, 96 lbs.		3 05
Pearl, per sack, 96 lbs.		4 30
Peas—		
Split peas, sack, 96 lbs.		5 75
Sack, 40's		2 90
Whole peas, bushel		2 75

TEA AND COFFEE.—No further price changes in tea have been struck. The coffee market has eased off somewhat, Rios being down 1/4c. Other lines are on the same basis as a week ago.

CANADIAN GROCER

There is no change in the local situation.

Coffee—	Per lb.	
Rio, No. 5, green	0 16	
Rio, roasted	0 19	
Santos, green, No. 4	0 18½	
Santos, roasted	0 25¼	
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	0 25	0 25
India and Ceylon—		
Souchongs	0 30	0 35
Pekoe Souchongs	0 35	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	0 35	0 40
Common moning	0 25	0 30

WINNIPEG.

FLOUR AND CEREAL.—Because of the prospect of changes in the supply of wheat, as a result of the destruction of the Dardanelles now being engaged in by the Anglo-French fleet, prices of wheat have dropped locally to a considerable extent. So marked has been the decline that a reduction of 30c per barrel in flour has already been struck. As this is written, the Winnipeg wheat market is still sagging, and if it goes to \$1.30 and remains at that figure for any length of time, it seems certain there will be another 30c drop in flour.

Some manufacturers are inclined to be surprised at the turn affairs have taken. The opening of the Dardanelles—if it is effected—will undoubtedly affect the world's supply of wheat, enabling the Russian stock to be brought to Italy, France, Greece, etc., but the Canadian supply is already so reduced that there is little more in the country than will be required by the millers before the next wheat crop comes on. It may be, therefore, that the local market will steady by reason of the demand, and will be stronger than the broader market conditions would give reason to expect.

Oats have declined 20c in sympathy with wheat. It is stated that there is a splendid demand for all that can be secured, and this price reduction was not favored by all manufacturers.

Standard oatmeal remains at its old price. Corn meal also remains steady, but this latter line seems likely to advance. A car load brought in from the States shows clearly that a duty of 7½ per cent. will have to be paid upon this raw material. When, therefore, manufacturers have to import for their new output, an advance of probably 10c to cover the 7½ per cent. duty is almost certain to be struck.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 40
Second patents	7 10
Low grades	5 10
Rolled oats, 80's	3 30
Standard oatmeal, 96 lbs.	4 15
Cornmeal, 96's	2 90

SASKATCHEWAN MARKETS.

REGINA, March 11.—With the approach of spring, business in this lo-

cality is reported greatly improved, particularly in the country districts. Quite optimistic reports have been received from merchants throughout the district.

Flour is down fifteen cents, the market having declined last week. The quotation for flour is now \$3.80. Lard is higher, 3's being quoted at \$7.80; 5's at \$7.75; 10's at \$7.70, and 20's at \$2.55. White beans are higher at \$3.90. Rice has advanced and is now quoted at \$3.90. Shelled walnuts are wholesaling at 44 cents per pound, a considerable advance. Eggs are coming in plentifully and are selling at twenty-five cents wholesale. Butter remains firm. No. 1 dairy is in good demand at 25 cents. Creamery is scarce, and is at present commanding 35 cents.

Apples (fancy) are very much higher, at .60 per box. Oranges are quoted at from \$3.25 to \$4.00, and lemons at \$4.75.

Produce and Provisions—		
Butter, creamery, per lb.	0 35	
Butter, dairy, No. 1	0 25	
Cheese, per lb., large	0 20	
Eggs, new laid	0 25	
Lard, 3's, per case	7 80	
Lard, 5's, per case	7 75	
Lard, 10's, per case	7 70	
Lard, 20's, each	2 55	
General—		
Beans, Ontario, per bushel	3 90	
Coffee, whole roasted, Rio	0 17½	
Cream of tartar, lb.	0 52	
Cocconut, lb.	0 20¼	
Cornmeal, ball	3 12	
Flour, 96's	0 08¼	
Evap. apples, 50's 2 dozen	3 80	
Potatoes, N.B., per bush., 95c.; Ontario	0 90	
Rolled oats, ball of 80 lbs.	3 50	
Onions, Val.	6 00	
Oysters, per gal.	2 50	
Rice, per cwt.	3 90	
Sugar, standard, gran., per cwt.	7 44	
Sugar, yellow, per cwt.	4 20	
Walnuts, shelled, 44c; almonds	0 53	
Canned Goods—		
Apples, gals., case	1 35	
Broken beans, 2's	2 28	
Beans, standard, per 2 dozen	2 28	
Corn, standard, per 2 dozen	2 28	
Peas, standard, per 2 dozen	2 26	
Plums, Lombard	2 15	
Peaches	3 21	
Strawberries and raspberries	4 06	
Tomatoes, standard, per dozen	2 40	
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, ½'s	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 90	
Fruits and Vegetables—		
Apples, per bbl. in Ontario	4 35	
Apples, fancy, box	0 50	
Cranberries, per bbl.	7 00	
Grapefruit, per crate	4 50	
Sweet potatoes, per crate	4 50	
Lemons	4 75	
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	0 12½	
Apples, per lb.	0 07½	
Currants, per lb.	0 08½	
Prunes, 70-80, 25's, lb.	0 10½	

ALBERTA MARKETS.

(By Wire.)

Edmonton, March 11.—Trade in the country still continues brisk, while city business is good. Markets generally are steadier all round, and there seem to be an absence of speculation prevalent at the beginning of the war. The only important change in the market is in flour, which is down to \$3.85-\$4. Evaporated apples are lower at 8¼ to 8½c per lb. Produce and provision, as well as canned goods and fruits remain firm.

Produce and Provisions—		
Cheese, per lb.	0 19	0 30
Butter, creamery, per lb.	0 35	0 50
Butter, dairy, No. 1, 25-28c; No. 2.	0 23	0 35
Lard, pure, 3's, per case	7 95	
Lard, pure, 5's, per case	7 90	

Lard, pure, 10's, per case	7 80
Lard, pure, 20's, each	2 58
General—	
Beans, Ontario, per bushel	3 60
Beans, Japan, per bush.	3 75
Coffee, whole roasted, Rio	0 18
Evaporated apples, 50's	0 08¼
Potatoes, per bush.	0 65
Rolled oats, 20's, 91c; 40's	1 78
Rolled oats, ball, \$3.90; 80's	3 50
Flour, 96's	3 85
Rice, per cwt.	3 90
Sugar, standard gran., per cwt.	7 90
Sugar, yellow, per cwt.	8 05
Canned Goods—	
Apples, gals., case	1 00
Corn, standard, per two dozen	2 05
Peas, standard, 2 dozen	2 10
Plums, Lombard	2 25
Peaches	3 25
Strawberries	4 40
Tomatoes, standard, per dozen	2 80
Salmon, sockeye, 4 doz. tall, case, is	9 50
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35
Fruits—	
Lemons	4 00

BRITISH COLUMBIA MARKETS.

(By Wire.)

Vancouver, March 11.—Hard wheat flours were reduced 30 cents per bbl. last week. Demand is brisk. Butter advanced fractionally. Fresh supplies arrived on the Makura March 11 from New Zealand. Eggs dropped 4 cents during week. A butter and egg board has been established to go into prices paid to country shippers. Receipts of American apples are heavy. Leaf teas have advanced of late from 8 to 10 cents, due chiefly to strong demand in Russia. Business is fair.

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, March 11.—There is much interest displayed in flour market as result of the Dardanelles bombardment being followed closely. Dealers are looking for an easier tone. There has been a drop of 30 cents all grades. Buying was light under the high prices and is rather scanty now. Cornmeal is lower. Rice is easier at \$4.50 to \$4.75. There is little activity in sugar. Dried fruits are firm with no change in prices. Stocks are fairly large. Shelled almonds and walnuts are higher. Dairy products are firm. Cheese is now 18½ to 19c, the heavy buying for war contracts being partly the cause. Butter has improved in supply. General business continues good with collections fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	27 90	27 50
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 29	0 30
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13	0 13¼
Cheese	0 18½	0 19
Flour and Cereals—		
Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	8 65	
Flour, Ontario	8 30	
Rolled oats, per bbl.	8 01	
Oatmeal, standard, per bbl.	8 50	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	
Oranges, Val., case	6 00	5 90
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 95	
United Empire	6 85	
Bright yellow	6 75	
No. 1 yellow	6 45	
Paris lump	7 75	
Lemons, Messina, box	3 75	3 90
Beans, hand-picked, bush.	3 95	4 00
Beans, yellow eyes, per bush.	3 95	4 00

CANADIAN GROCER

Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 4c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08½	0 08½
Rice, per cwt.	4 50	4 75

R. M. A. WORK IN N. B.

Good Progress Being Made by Provincial Secretary Cameron.

St. John, N.B., March 10.—Since the retail merchants of St. John formed a branch of the Retail Merchants' Association of Canada, here, the work has spread very rapidly. Since that time, branches have been formed in Fredericton, Moncton, Woodstock, St. Andrews, St. Stephen, St. George, Grand Falls, Perth, Andover, St. Leonards, Edmundston and Sussex, and many merchants have joined these branches from smaller places. The work is still progressing and before long there will be branches in every village, town and city throughout the Province of New Brunswick. N. C. Cameron, provincial secretary, at a meeting held in Moncton recently, said: "The business of selling goods at retail can never be dispensed with. It is the most important channel through which all merchandise and all produce must flow to reach the consumer with convenience and with the least expense. The capital employed in the retail trade of Canada outnumbers in amount the value of all the agricultural industries with the authorized capital of the chartered banks combined. We occupy and own more expensive premises, we pay more insurance, more rent, more taxes, more freight, more cartage, engage more help, own more horses, spend more money and give more credit than all the agricultural and other commercial classes combined. We are less understood and more abused than all other classes because we have been "hiding our light under a bushel," and the other classes have demanded justice and equity. We are now beginning to realize our position and our importance in the community. To protect ourselves, our families and our future business conditions, we must all line up under one strong powerful and properly organized association. As units we are helpless, but as an organized body we become a mighty power."

The association now in St. John is over two hundred strong, with enrollment still being made.

CANADA'S PANAMA-PACIFIC EXHIBIT.

A San Francisco dried fruit firm in writing their Canadian agents in Montreal, state that the Canadian exhibit at the Panama-Pacific Exposition is one of the finest there. The letter of this firm reads in part as follows:

"We believe it will be a source of

gratification to you to know the great success that your commissioners have made in preparing their exhibit at the Panama-Pacific Exposition.

"There is nothing here to compare with it, and it is the most talked of exhibit on the grounds. Its fame has spread, and the only thing that prevents every visitor from seeing it is the crowds that make admission to the building impossible the greater part of the time.

"Your commissioners have done well, and if there is any merit to advertising of this kind, they will get full returns for the money expended."

Let's Gather Round By B.W.C.

Have you got a cat in the store? Wait a minute. Have you a mouse? Or is it a mousetrap? For years I wondered why some people, especially women, expressed fear of cats. Beyond a scratch now and again there was never any fault to find with them. One day I took the trouble to ask, and was told that they sometimes suck the breath of babies, and choke them. We might ask the same question about cats in grocery stores. What harm can they do? I know a big fish concern where half a dozen cats are allowed the run of the place. It always is a marvel to me that they do not eat and eat until they die. I suppose, like people employed in chocolate factories, they get sick of the stuff. But one day I was in a grocery store about closing time and tarried for a few minutes of conversation. The store cat had had kittens, which were just old enough to realize they had been born in a veritable Paradise. A little too much ham had been cut by the slicer, and the kittens were busy chewing it up. They were parading all over the provision counter. Now I know why cats are dangerous in grocery stores. A woman would never have bought another single pound of bacon there had she seen those kittens.

BOOST FOR OUR MAPLE SUGAR.

A despatch from Ottawa says that the gift of Her Royal Highness the Duchess of Connaught of a box of maple sugar to every member of the first contingent has resulted in quite an unexpected boom to the industry through the Dominion. This is shown in a cable received from Lord Stamfordham, secretary to His Majesty the King, notifying Her Royal Highness the Canadian product is to be found not only on the royal table, but also in every hotel and large store in London.

A GOOD LINE FOR RETAIL MERCHANTS.

J. H. Grisdale, director of the Ottawa Experimental Farm, in bulletin No. 73 states that great losses are caused by smut, both in lessened yields and lowered grades of grain. The estimate of a fifteen million dollar loss to the Canadian farmer per annum will not probably be exaggerated, or in other words, the loss owing to smut infection averages 84 cents per acre.

Agriculturists know that formaldehyde prevents smut, and herein appears to be some new business for the retailer.

The manufacturers this year are receiving orders for a bigger quantity than ever before, and may be hard pressed to supply the demand in time for the crop.

Farmers are being advised throughout the West to place their orders with the local merchants at once so the merchants will be sure to order sufficient for the requirements of the district in time for seeding, as if they put off ordering till the last minute there may not be time to manufacture and ship out sufficient formaldehyde by seeding time to treat all the crop and insure the country against this fifteen million dollar loss.

TRADE NOTES.

J. T. Horsley, general merchant, Reaboro, Ont., has sold to W. J. Reeds.

The grocery store of M. Joseph, Bridgeburg, Ont., was almost totally destroyed by fire recently.

The Maple Leaf grocery, Goderich, Ont., has changed hands, S. J. Young having disposed of the business to James O'Neill.

D. A. Hyslop, Greenville, County of Wentworth, Ont., manufacturer of jams, canned goods, etc., celebrated recently with his wife his fiftieth wedding anniversary. Mr. Hyslop once conducted a general store, also a large wholesale business in small wares and fancy notions all over Ontario with five two-horse wagons. He also had a fruit farm, and recalls with interest the old days when he sold butter in Hamilton market at 10 cents a pound and eggs at eight cents a dozen. He had a cigar factory, evaporator, and shoe factory in Ancaster village, also a saw-mill and dealt in lumber and cord-wood for years. At the present time, he is head of Hyslop & Sons, Greenville.

ERROR IN ADVERTISEMENT.

Through an unfortunate printer's error last week, the Salada advertisement was spoiled through a line of type being left in, in error. The advertisement has been repeated this week on page 6 as it should originally have appeared.



Fruit and Vegetables



Embargo on Potatoes Again

Tomatoes Are Very Scarce—Celery Higher—Lettuce Lower — Lemon Situation Interesting — Potatoes Not Affected by U. S. Embargo—Carrots Difficult to Sell — Pineapples Very Scarce.

MONTREAL.

FRUIT.—According to the newspapers, there are good chances of Italy going into this war. If she does, prices on lemons will not remain where they are. Many firms, believing that this country would be embroiled before long, hung on to lemons. But the prices dropped about as low as they could go, and have undoubtedly reached the bottom. Oranges are a shade easier. The demand for apples is not great, otherwise prices would be much higher than they are, for the supply is limited. As it is, prices are normal. Pineapples are coming in now by express, bringing \$4.50 to \$5.

Apples—	
Baldwins, No. 1, bbl.	3 75
Ben Davis, No. 1, bbl.	3 75
Spies, No. 1, bbl.	4 50
Ramsets, No. 1, bbl.	4 50
Fameuse, No. 1, bbl.	6 00
McIntosh Reds, No. 1, bbl.	6 00
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate	2 00
Cocoanuts, sack	2 25
Cranberries, bbl.	3 50
Grapefruits, case	5 00
Grapes, Malaga, keg	2 50
Grapes, Belgium hothouse, lb.	6 00
Lemons—	
Messina Verdelli, extra fancy, 300 size	2 50
Oranges—	
Cal Navel, 126-150-175-200-216-250-288....	2 75
Cal., 96-100 size box	3 00
Florida, 175-200-216	2 50
Florida, 126-150	2 50
Mexican, 126-150-175-200-216-250	2 00
Valencia, 714 size, large cases	2 25
Bitter oranges	4 50
Pineapples, case	2 00
	4 50
	5 00

VEGETABLES.—It was announced at Ottawa this week that the United States had placed an embargo on New Brunswick potatoes, owing to fact that powdery scab had been found in a shipment at Boston. It has been seen here occasionally, but the opinion of dealers is that it does not amount to anything. It goes into the potato about the depth of a pea, and is rot. In peeling the potato this can be cut out. With this disease it would be no use storing potatoes, but nobody is storing nowadays—merely buying hand-to-mouth. It is not expected to affect the market. The price today is the same as it has been for weeks. A few new potatoes are coming in, but old ones are so plentiful they will not

enjoy much of a sale yet. Wax and green beans are still high—\$7. Some wholesalers had to clear out their stocks at \$5.50. People are not inclined to pay 40c per lb. for beans these days; also, butter is selling at 40c per lb. to-day. Brussels sprouts are still worth 25c, and are hard to sell at that. Cabbage has gone up, dealers here asking \$1.25-\$1.50 per barrel, and are not expected to be cheaper unless farmers unload them on the market. Cauliflowers, 2-doz. crates, are quoted at \$6 to \$7, as they are getting scarce. California cauliflowers are going out of season. Floridas will be here in a couple of weeks, selling a little cheaper. Large crates of celery are bringing \$5, and smaller ones \$4. Lettuce is somewhat cheaper, some being available at \$1.50, while a better grade brings \$1.75-\$2. Peppers are quoted \$7.50-\$8 a crate. Spinach is quoted \$4.50 a crate. Bahamas tomatoes, of rather poor quality, are arriving plentifully, selling for \$3.50, which has had the effect of bringing the market down. They are not packed so well as the Californians, which are worth \$5.75—a considerable drop in both instances. Hothouse tomatoes are scarce, and practically off the market. American watercress is cheaper by 10c per doz. New beets, carrots, turnips and parsnips are coming in, but the price is high.

Beets, bag	0 75
Beans, wax, basket	7 00
Beans, green, basket	7 00
Brussels sprouts, American, quart	0 25
Cabbage, per bbl.	1 00
Cabbage, red, bbl.	1 25
Carrots, bag	0 75
Cauliflowers, 2 doz.	3 75
Cucumbers, fancy, doz.	4 00
Celery, California, crate	2 00
Celery, Florida	3 00
Homeradish, lb.	4 00
Leeks, doz. bunch	0 12½
Lettuce, head, per box	3 50
Curly lettuce, per box	1 50
Mushrooms, basket	1 75
Onions—	
Spanish, per case	1 75
Red, 100-lb. bags	4 75
Yellow, 100-lb. bag	5 00
Parsnips, bag	2 00
Parsley, American, doz. bunches	2 25
Peppers, green, ¾-qt. basket	0 90
Potatoes—	
Montreal, bag	0 75
New, bbl., 150 lbs.	0 75
	7 00

Potatoes, sweet, Jersey, hpr.	2 25	2 50
Radishes, doz.	0 50	0 50
Rhubarb, hothouse, doz.	1 00	1 25
Spinach, American, in bbls.	4 25	4 25
Turnips, bag	0 50	0 75
Tomatoes, Florida, crate	5 75	5 75
Tomatoes, Bahamas, crate	3 50	3 50
Watercress, American, doz.	1 50	1 50

TORONTO.

FRUIT.—All lines have experienced a rather better sale this week. The street was busier than we have seen it for some time, and we are told that the orders which are being placed are much bigger than they have been. Business certainly seems to be coming back. Marmalade oranges, which were higher last week, are right off. There are none to fill the demand. Pineapples are scarce and our price of \$5.50 may be a trifle low at that, though it is general. Bananas have firmed up considerably, and one or two fruit men are asking higher prices. We quote \$1.40 to \$1.75. Navels are down a quarter with \$2.75 as an outside price. Apples sell well at all prices. It is largely a matter of a man's conscience what he asks for them. Spies are exceptionally good sellers.

Apples—	
Wagners	2 75
Greenings	2 75
Baldwins	3 25
Spies	2 50
Seeks	2 50
Canada Reds	4 50
No. 2s, 40-50c less.	2 25
Bananas, per bunch	2 50
Cocoanuts, sack	1 40
Cranberries	4 00
Grapes—	6 00
Canadian, 6-qt. bkts.	5 50
Tokays	0 16
Malaga, barrel	0 20
Malaga, fancy, barrel	2 50
Belgian, per lb.	4 50
Oranges—	5 00
Florida	6 00
California, late varieties	1 25
Bitter for marmalade, per box.	0 16
Lemons, Messinas	2 50
Lemons, California	2 50
Limes, per 100	3 00
Pears—	2 75
California, box	3 00
Canadian, late varieties	3 25
Pineapples, Porto Rico, case 10	0 25
Grapefruit	0 30
	2 75
	3 00

VEGETABLES.—All celeries are very much firmer. California is up a dollar at \$6 a crate, and there is lots of business to be had at that. Florida celery which is being bought more readily now.

(Continued on page 45.)



Fish and Oysters



White Fish Selling Well

Former Continues to Be a Leader—Salmon in Good Demand — Haddock and Cod Higher — Flounders From New York Are Popular— Oysters Somewhat Quiet Due to Added Duty.

MONTREAL

FISH AND OYSTERS.—Trade has come down to a hand to mouth basis, although quite a lot of fish is going into consumption, with the prospect of an immediate increase, particularly as it is predicted that March will turn into a very cold month. There is still ample provision of smoked fish. Scarcity of green codfish and Labrador herrings is still more apparent. The same applies to frozen herrings, which have been scarce for over a month now. In smoked fish, haddies are in good demand, but owing to large supplies, prices are low. Kippered herrings are higher, with price for selected up to \$1.50 for 60 in box. It is expected, if the weather improves, that fresh river and lake fish will arrive very soon, and will find a ready market. The first lines to arrive will be dore, pike and perch. Tomcods, which fell in price to a dollar per barrel last week, will be finished after a few days. Trade in shell and bulk oysters is very quiet, and no improvement is expected until Easter, April 4, when most people make a splurge.

TORONTO.

FISH AND OYSTERS.—The market here is looking up this week and general business is taking a turn for the better for which—say the fish men—the Saints be praised! Flounders are selling very well at 14c. They are fresh and come from New York. Some smaller and cheaper stuff, domestic and frozen, fetches 9c. Salmon steel heads are in very good demand too, particularly in better lines, and prices of 12c to 13c, is very firm. Some are getting more. Haddock and cod are both up one cent, and are moving very freely. The big trade, though, is in large white fish. Fish men are inclined to be annoyed because a large provision concern and a depart-

ment store are letting whitefish go at 8c retail. Supposition is that they were able to pick up a car at low figure. Market price is 9c and there is lots of trade at that level. Oysters are quieter. It is said that the tariff did it! Seven and a half per cent. additional, as we showed last week, makes a big difference.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.10-12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.10-12
Haddies, filets, per lb.	.09	.12
Haddies, whole, boneless, per lb.	.08 1/2	.12
Herring, Ciscoe, per box	1.40	1.20
St. John boats, 100 in box	1.00	1.20
Yarmouth boats, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	...
Smoked halibut	.20	...

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.10	.21
Red, steel heads, per lb.	.10	.12-13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.08 1/2	.10
Pale, qualla, dressed, per lb.	.07 1/2-.08	.07 1/2-.08
Halibut, white western, large and medium, per lb.	.09-.09 1/2	.09
Halibut, eastern chicken, per lb.	.08-.08 1/2	.10
Mackerel, bloater, per lb.	.08-.08 1/2	.09
Haddock, medium and large, lb.	.04-.04 1/2	.10-12
Market codfish, per lb.	.03 1/2	.04
Steak codfish, per lb.	.05-.05 1/2	.10
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.16-17	...
Smelts	.09	.18-.20
Herrings, per 100 counts	3.00	...
Round pike	.05-.5 1/2	...
Grass pike	.06	.06 1/2

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	...
Dried pollock, medium and large, 100 lb.	6 00	...
Dressed or skinned codfish, 100-lb. case	7 25	3 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 06	0 08
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Clams, per bbl.	8 00	8 00
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	...
Best scallops, imp. gallon	2 25	...
Best prawns, imp. gallon	2 25	...
Best shrimps, imp. gallon	2 25	...
Sealed, best standard, qt. cans, each.	0 40	...
Sealed, best select, quart cans, each.	0 50	...

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	...
Canadian cultivated oysters, bbl.	9 30	10 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 30	...
Bolled lobsters, medium and large	0 32	...
Winkles, bush.	2 00	...
Little Necks, per 100	1 25	...

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 08
Steak cod, fancy, express, lb.	0 06	0 10
Carp	0 10	...

Herrings, lake	0 04 1/2	...
Flounders	0 14	...

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08 1/2-.09	.09
White fish, small tullibees, per lb.	.05 1/2-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.05	.05-10
Pike, dressed and headless, lb.	.08-.06 1/2	.07
Pike, round, per lb.	.05 1/2-.06	.07-.08
Tom cods, new, per bbl.	1.00	...

PICKLED FISH.

Salmon, Labrador, tierces, 200 lb.	20 00	...
Salmon, Labrador, bbis., 200 lbs.	14 00	...
Salmon, Labrador, half bbis., 100 lbs.	7 50	...
Salmon, B.C., bbis.	13 00	14 00
Sea trout, Baffin's Bay, bbis., 200 lb.	12 00	...
Sea trout, Labrador, bbis., 200 lb.	12 00	...
Sea trout, Labrador, half bbis., 200 lb.	6 50	6 50
Mackerel, N.S., bbis., 200 lb.	12 00	...
Mackerel, N.S., half bbis., 100 lb.	7 00	...
Mackerel, N.S., pairs, 20 lbs.	1 75	2 00
Herrings, Labrador, bbis.	6 00	6 25
Herrings, Labrador, half bbis.	3 25	3 25
Herrings, Nova Scotia, bbis.	5 00	6 25
Herrings, Nova Scotia, half bbis.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	...
Quebec sardines, bbis.	6 00	...
Quebec sardines, half bbis.	3 50	...
Tongues and sounds, per lb.	0 07 1/2	...
Scotch herrings, imported, half bbis.	8 00	...
Holland herrings, imp'ted milkers, hf bbis	7 00	...
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbis.	7 00	...
Holland herrings, mixed, kegs	5 75	0 70-0 95
Lochfyne herrings, box	1 35	...
Turbot, bbl.	14 00	...
Green cod, No. 1, bbl.	10 00	...
Green cod, No. 2, bbl.	8 50	...

WINNIPEG.

FISH.—The Saskatchewan fish, which unsettled the market last week, is still being sold at low prices. This has undoubtedly reduced the demand for the better grades of fish, but in spite of that they have found a good sale at the old prices. The weather in the last few days has been mild and interfered with orders to some extent. On the whole, however, business is satisfactory.

The Saskatchewan fish seems only a temporary matter, and is not likely to re-affect prices.

New fresh jackfish	0 05 1/2	...
Lake Superior herring	0 05 1/2	...
New tullibees	0 04	...
Fresh mullets	0 03	...
Fresh whitefish	0 07 1/2	...
Fresh pickerel	0 07 1/2	...
Trout	0 12 1/2	...
Gold eyes	0 05 1/2	...
Halibut	0 2	...
Frozen halibut	0 09 1/2	...
Salmon	0 12	...
Frozen salmon	0 10	...
Fresh cod	0 11	...
Fresh smelts	2 90	...
Oysters, per gal., Imperial	10 75	...
Carriers (4 1/2 Imperial gal.)	1 75	1 85
Shell oysters, per cwt.	1 75	...
Shell oysters, per bbl.	17 00	...
Haddies	0 09	...
Haddies, filets	0 12 1/2	...
Bloaters, per lb.	1 50	...
Kippers, per box	1 75	...
Ocean herring, lb.	0 08	...



Produce and Provisions



New Laid on the Toboggan

Supplies Coming In Freely—The Competition From U. S. Gets Keener—Butter Firm But Inclined to Go Down Rather Than Up—Poultry in Little Demand—Prices Down.

MONTREAL.

PROVISIONS.—Despite war tax which was imposed there are some houses still selling compound lard at 9 $\frac{3}{4}$ c, probably owing to the preference for pure lard at a price only slightly less. Some houses find they cannot quote less than 10c. Cooked hams are being sold at 25c or less. Smoked meat trade is quiet, but should be picking up with the approach of Easter. Wonderfully cheap prices are being quoted to the consumer by two large stores—prices even less in many cases than the ordinary retailer is paying. Naturally this has upset the market considerably. Hogs are selling at about the same price as a week ago.

Hams—		
Medium, per lb.	0 17
Large, per lb.	0 16
Bacon—		
Plain, bone in	0 24
Boneless	0 23
Peameal	0 24
Bacon—		
Breakfast, per lb.	0 18 0 19
Roll	0 16
Shoulders, bone in	0 15
Shoulders, boneless	0 16 $\frac{1}{2}$
Cooked Meats—		
Hams, boiled, per lb.	0 24 0 25
Hams, roast, per lb.	0 23
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 $\frac{1}{2}$
Long clear bacon, 80-100 lbs.	0 14 $\frac{1}{2}$
Flanks, bone in, not smoked	0 15 $\frac{1}{2}$
Barrelled Pork—		
Heavy short cut mess	24 00 25 00
Heavy short cut clear	25 00
Clear fat pork	29 50
Clear pork	27 00
Lard, Pure—		
Tierces, 350 lbs. net	0 11 $\frac{1}{2}$
Tubs, 50 lbs. net	0 12 $\frac{1}{2}$
Boxes, 50 lbs. net	0 12
Pails, wood, 20 lbs., gross	0 12 $\frac{1}{2}$
Pails, tin, 20 lbs., gross	0 11 $\frac{1}{2}$
Cases, 10-lb. tins, 60 in case	0 12 $\frac{1}{2}$
Cases, 5 and 5-lb. tins, 60 in case	0 12 $\frac{1}{2}$
Bricks, 1 lb., each	0 13
Lard, Compound—		
Tierces, 375 lbs. net	0 10
Tubs, 50 lbs. net	0 10 $\frac{1}{2}$
Boxes, 50 lbs. net	0 10 $\frac{1}{2}$
Pails, wood, 20 lbs., net	0 10 $\frac{1}{2}$
Pails, tin, 20 lbs., gross	0 10 $\frac{1}{2}$
Cases, 10-lb. tins, 60 in case	0 11 $\frac{1}{2}$
Cases, 5 and 5-lb. tins, 60 in case	0 11 $\frac{1}{2}$
Bricks, 1 lb., each	0 12 $\frac{1}{2}$
Hogs—		
Dressed, abattoir killed	11 50

BUTTER.—Market steady at last week's prices, finest creamery selling freely at 37c. If the demand continues to be as good as it has been prices may go higher.

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

CHEESE.—There is very little to say about the cheese market, prices remaining the same as have obtained for the last three or four weeks.

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

EGGS.—The decline which took place in market for new laid was one of the big features of the grocery market this week. Receipts from Ontario and Quebec were exceptionally large, and far in advance of the demand. The result was a violent fall in prices, amounting to 6c per dozen, whereas quotations a week ago for new laid were 32c, they are now 26-27c. In some parts of Ontario, farmers are selling eggs as low as 20c. It looks like a much heavier production than at the same period last year. No. 1's are quoted 24-25c and splits 20-21c. There are still a few Chinese eggs selling on this market at 22-23c.

Eggs, case lots—		
New laid	0 26 0 27
No. 1s	0 24 0 25
Splits	0 20 0 21

POULTRY.—It is agreed that prices have been raised to a point about as high as they will go, and there they look like remaining this week. Demand continues good for live fowl, and a fairly good demand on frozen dressed stock. Prices on the whole are unchanged, and business is a little quiet.

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

TORONTO.

PROVISIONS.—There is nothing new in this market. Lard in compound is easier. Cooked meats are a trifle firmer and demand is better.

Hams—		
Light, per lb.	0 16 0 16 $\frac{1}{2}$
Medium, per lb.	0 17 0 17 $\frac{1}{2}$
Large, per lb.	0 14 $\frac{1}{2}$ 0 15
Bacon—		
Backs, per lb.	0 20 0 21
Boneless, per lb.	0 23 0 24
Pea meal, per lb.	0 24 0 24
Bacon—		
Breakfast, per lb.	0 18 0 22
Roll, per lb.	0 14 0 15 $\frac{1}{2}$

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

BUTTER.—While prices are not easier the undertone of the market is considerably weaker. Prices are high, though, of course, the market is scarce. But America is top heavy with butter, and is offering her finest storage here, at 25 $\frac{1}{2}$ c, that is 31c laid down. Butter won't go higher, therefore, no matter how scarce prices be. Demand is easier all round. Buyers apparently are not so short stocked as was supposed. There is little doing for export. Britain is not in the market very much. Prices all round remain the same as last week.

Butter—		
Creamery prints, fresh made	0 35 0 36
Separator prints	0 28 0 29
Dairy prints, choice	0 27 0 28
Dairy, solids	0 23 0 25
Bakers'	0 20 0 23

CHEESE.—There is a good demand again this week and prices are steady, showing no disposition to drop to lower levels, rather the contrary. Some export is going on though it is said that there is more American cheese going over the water than Canadian. Meanwhile the new cheese will come with a rush in April and that will alter the somewhat apathetic market.

Cheese—		
Old, large	0 19 $\frac{1}{2}$ 0 19 $\frac{1}{2}$
Old, twins	0 19 $\frac{1}{2}$ 0 20
New, large	0 18 $\frac{1}{2}$ 0 18 $\frac{1}{2}$
New, twins	0 18 $\frac{1}{2}$ 0 19

EGGS.—Selects are virtually off the market, and there are no trade eggs either. Nothing but new laid remain. These are rolling in and prices are on the toboggan. We quote 28-29c at time

CANADIAN GROCER

of writing but this will be lowered, likely, before this appears in print. Store keepers ought to get the price down to 20c. There is nothing to keep it up and everything to send it down. A Chicago produce merchant's letter which we saw is interesting and proves our contention about the necessity for lower prices. He says:

"We think the production of eggs in the United States for 1915 will be from 8 to 10 per cent. larger than in 1914. There is an average increase every year of about 5 per cent., and through the Middle West at least there has been a big increase in the flocks this year. We would not be surprised if fresh eggs go as low as 15c during the next two or three weeks, but at any rate, we look for 16 to 17c prices at some point before storing begins."

If the farmer doesn't put his prices down the American will beat him to it for the big trade.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons.....	0 28 0 29
Straights	0 25 0 27
Trade eggs	0 24 0 25

POULTRY.—All lines are scarce, but to balance this there is no demand worth speaking of. Prices are several cents lower than last week. Ducklings are off the market. Geese are practically in the same case though an occasional gander or two straggle in. These are so straggy, though, that nobody would buy them.

Fresh Stock—	Live.	Dressed.
Fowl	0 10-0 11	0 13-0 14
Spring chicken, lb.	0 11-0 13	0 15-0 18
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 18-0 20
Turkeys, fancy	0 20-0 22	
Turkeys, old Tom	0 13-0 15	0 18-0 20
Ducks	0 08-0 10	0 12-0 15
Geese	0 07-0 10	0 10-0 13

HONEY.—Prices remain the same, and there is no change in the market situation.

Honey—		
Clover honey, bbls., per lb.....	0 11	0 11½
40 lb. tins	0 12	0 12½
20 lb. tins	0 12	0 12½
8-10 lb. tins	0 12½	0 13
½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PRODUCE.—The market on the whole is again firm, with eggs the one line dropping in price. As was expected they have decreased quite largely, and further reductions may be expected. In all other lines it appears that advances are to be the order.

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

Lard—	
Tierces	0 12
Tubs, 60s	6 75
Pails, 20s	2 53
Cases, 5s	7 73
Cases, 3s	7 80

BUTTER.—The market is firm. Practically no creamery butter is selling under 35c at present. Eastern Townships butter, indeed, costs from 34c to 35c laid down in Winnipeg. The quotations are practically certain to go up one or two cents. Dairy butter is scarce also, and shows advances over last week. Quotations range anywhere from 27c to 31c.

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

CHEESE.—Here also a firm market is noted, caused no doubt by exporting, making the available supply exceedingly small. Most of the cheese is selling at about 20c. An advance of another cent. is quite likely to take place by next week.

Cheese—		
New, large	0 19	0 20
New, twins	0 20½	0 21

EGGS.—Practically all the storage eggs are off the market, and fresh eggs coming in from the South and from local districts are being sold regularly at 30c. They will, of course, go lower from now on. The demand is good.

Eggs—		
New laid	0 22	0 30
Storage firsts	0 22	0 23

POULTRY.—Stocks are now reduced. The demand continues good, and it is quite likely an advance will be made within the next week or two.

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

FRUIT AND VEGETABLES.

(Continued from page 42.)

is worth \$3.25 to \$3.50. For lettuce demand has fallen off some, and the price has fallen too to the extent of 50c. Parsnips, which advanced last week, have taken a big drop and are down at 45 to 50c. There are big supplies and demand seems to have eased for the time being. Potatoes are firm at 75c, and are moving a trifle better. Carrots are worth 40c— which is down considerably from last week—and are pretty hard to sell at that. Cauliflower and cabbages are very firm. Business generally is none too brisk. The distinctly spring weather may have something to do with it. Tomatoes are very hard to get.

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

WINNIPEG.

FRUIT AND VEGETABLES.—The demand for apples continues good, and the supply is low at the present time. California oranges at the higher prices made last week are also selling well.

The week has seen an improvement in the out-of-town business. Heated car service has been started, and grocers in the smaller places are now able to get supplies which are required.

Apples—		
Washington	1 60	
Apples, bbls.	4 50	6 00
B. C. box apples	1 50	
Cranberries, case	2 75	
Bananas, lb.	0 04½	
Grapes—		
Emperor, per keg	5 00	
Almeria, keg	8 00	
Grape fruit	2 75	3 50
Lemons—		
California	3 75	
Oranges, California Navels	3 00	3 50

VEGETABLES.—Still, onions seem on the way to go higher. For them there is a big demand, and the supply is exceedingly limited. Celery has advanced during the week to \$6.50. The California supply is practically exhausted, and stock from Florida is not as yet coming in. Rhubarb is getting more plentiful, and for it there is a good demand.

Celery, California	6 00	6 50
Cabbages, per lb.	0 02	0 02
Cauliflower, per doz.	2 00	2 00
Head lettuce, California, per doz.	0 90	0 90
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	5 50	6 00
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	0 06	
Tomatoes, California, per case	9 00	
Honey, comb. per case (24 sections)	5 50	
Rhubarb, per lb.	0 15	

WILL OPPOSE SPECIAL PRIVILEGES.

R. M. A. Executive Discuss Amendment To Grain Growers' Charter.

Toronto, Mar. 11.—A meeting of the executive of the Ontario Section of the Retail Merchants' Association of Canada was held here last week in conjunction with the Finance Committee which was appointed a year ago. One of the principal matters discussed was the report that the Grain Growers' Association of Western Canada intends going after the Government this session for amendments to their charter permitting them to conduct a wholesale and retail business. The executive recommended that the matter be taken up with the Dominion Board and that the Dominion Board oppose the amendments if they include any special privileges in the charter of the Grain Growers' Association.

The finances of the association were also gone over at the meeting and the action of the association in leasing the building at the corner of Yonge and McGill streets was endorsed. The members present included the entire executive and were B. W. Ziemann, Preston; A. M. Patterson, Brockville; R. D. Cameron, Lucknow; Sec'y E. M. Trowern, J. C. VanCamp, Toronto; F. C. Higgins and T. Bartram, Toronto, and J. A. McCrea of Guelph.

The dates of the annual convention have not yet been decided upon and will not likely be until it is definitely known when the new premises will be occupied.



Flour and Cereals



Decline in Flour Prices

Montreal and Toronto Report Thirty Cents Decrease—Not as Much as Some Expected—The Millers' Reason—Mill Feeds Lower—Barley Very Strong.

MONTREAL.

FLOUR.—When the wheat market slumped last week, millers decided to follow, and dropped prices on spring wheat flour 30c per bbl., and on winter wheat flour 40c per bbl. The millers claim that it was not incumbent on them to drop their prices, but as they have got the trade pretty well filled up as well as the bakers, it was thought to drop their prices with the fall in the wheat market was policy; then there would be no kick coming from either the public or the Government. On account of the high price of flour, and public feeling, a drop in flour would certainly have been expected. Early this week, the wheat market commenced to strengthen again, jumping 4c on Saturday, and 5c on Monday. There was a feeling here that the big mills would not put their prices back to where they were, as little would be effected by it, as few people could possibly buy. Demand for both spring and winter wheat flour dropped off to practically nothing with the decline in the wheat market last week, and did not show much improvement with the rise which began on Saturday last. Foreign demand for spring wheat flour dropped off to a low ebb, no sales being reported during last week. Domestic orders were few and usually small. Winter wheat flour fancy patents were quoted 7.75 this week, and 90 per cents. in bags were offered as low as 3.25, prices being purely nominal. Ontario mills are offering freely now, but buyers are hard to find.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 80
Second patents	7 30
Strong bakers	7 10
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	7 75	7 75
90 per cent. in wood	6 25	6 50
90 per cent. in bags		3 25
Blended flour	6 70	7 00

CEREALS.—When a decline took place in the oat market last week, prices of rolled oats were shaded somewhat. Business on the whole is quiet.

Commeal—	Per 96-lb. sack
Gold dust	2 50
Unbolted	2 25

Rolled Oats—	90's in jute.
Small lots	3 85
25 bags or more	3 70
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	

Rolled Wheat—	100-lb. bbls.
Small lots	3 65
Hominy, per 96-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 60

FEEDS.—One of the mills was using feed to get rid of flour last week, agreeing on a price for flour, and shading price on feeds. Another mill heard about this, and the result was a drop all round, prices on bran, shorts and middlings now being \$26, \$28, and \$30. Several other small changes were made, among them being a drop of one cent in Manitoba feed oats. Barley chop is quoted at \$37. Demand from local and country buyers continues good.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 96 lbs.	3 90
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush.	9 75
Feed wheat, bag	2 35

TORONTO.

FLOUR.—All prices are down 30c this week. This is consequent upon the slump in wheat prices on both exchanges which in its turn was caused by the possibility, growing daily nearer a probability, of the fall of the Dardanelles. The difficulties of shipping which lie behind the falling-off in export demand have had something to do with it, too. Winnipeg wheat has touched \$1.38. This is an odd contrast to its high of \$1.60, and millers could not very well help reducing their prices some. They point out, however, that previous flour prices have never been figured on the \$1.60 basis, \$1.50 for May option wheat has rather been the figure and they claim, therefore, that a further reduction than the 30c on flour was not justified. The millers' stand is confirmed by the fact that already wheat has gone back again to

\$1.47. There is no doubt that buyers thought millers would reduce their prices more, and that may account for the exceptional dullness of the home market. Export business has not been resurrected yet. It is still dead.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patents	7 90	7 75
Second patents	7 40	7 20
Strong bakers	7 20	7 10
Flour in cotton sacks, 10c per bbl. more.		

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

CEREALS.—Rolled oats, for the first time in many months are slow. Buyers are well stocked up, and are not in the market. Prices are no lower on account of this, though. Millers think lower prices unjustified. Barley is certainly strong, both pearl and pot; the latter is worth \$3.10 a bag. There is very little barley to be had and buyers are scarce all round on it. Export business in all lines is dead. It's just as well, for it is problematical when buyers on the other side would see their purchases.

Barley, pearl, 96 lbs.	5 00
Buckwheat grits, 96 lbs.	5 50
Corn flour, 96 lbs.	2 50
Commeal, yellow, 96 lbs.	2 55
Graham flour, 96 lbs.	3 00
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 30
Oatmeal, standard, 96 lbs.	3 25
Oatmeal, granulated, 96 lbs.	3 25
Peas, Canadian, boiling, bush.	2 90
Peas, split, 96 lbs.	5 00
Rolled oats, 90-lb. bags	3 70
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 96 lbs.	3 60
Whole wheat flour, 96 lbs.	3 75
Wheatlets, 96 lbs.	3 75

MILL FEEDS.—Prices are down a dollar on middlings, and we quote \$29 to \$30. One firm put up their prices on this feed last week, but the rest didn't follow suit, and instead have dropped their figure this week. Business is more or less dull. Season is wearing on now, and the grass is beginning to grow again.

Mill Feeds—	Mixed cars, per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	38 00
Feed flour, per bag	1 55
Oats—	
No. 3, Ontario, outside points	9 55
No. 3, C.W., bay ports	9 80



DESIGNED BY BRUCE McDUGALL, INGERSOLL

MAKE YOUR WINDOW PAY

The above display shows what can be accomplished by devoting time and window space to increase your profits in our lines

A Food **TILLSON'S OATS** Not a Fad



Our New Products

"SCOTCH" HEALTH BRAN and
"SCOTCH" FINE CUT OATMEAL
are Now on Sale.

Free Window Display Material
will be sent, charges prepaid, upon written
request for same.

MADE IN CANADA

BY

**Canadian Cereal &
Flour Mills, Limited**
TORONTO



LENT

Your customers are now looking around your store for a good substitute for meat.

Why not offer them macaroni? It is a healthful and pleasant dish and most economical. There is a good margin of profit for you and a display of

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

with its attractive package will mean a good increase in sales.

These brands are *Made-in-Canada*, Manitoba hard wheat only being used in their manufacture.

L'Etoile and Hirondelle are not only equal but superior to the imported goods.

Be sure you have a good stock. We are still maintaining the old price in spite of the rise in flour.

Order through your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
6c Tins, 4 doz. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than or 10 cases 10 case lots and over
Dime	\$.85	\$.37
4-oz.	1.40	1.35
6-oz.	1.90	1.80
8-oz.	2.65	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.00	11.55
3-lb.	13.00	13.35
5-lb.	22.35	21.90

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03 1/4
100 books to 1,000 books	0 03

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

CEREALS.

WHITE SWAN Per case

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

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

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 80

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

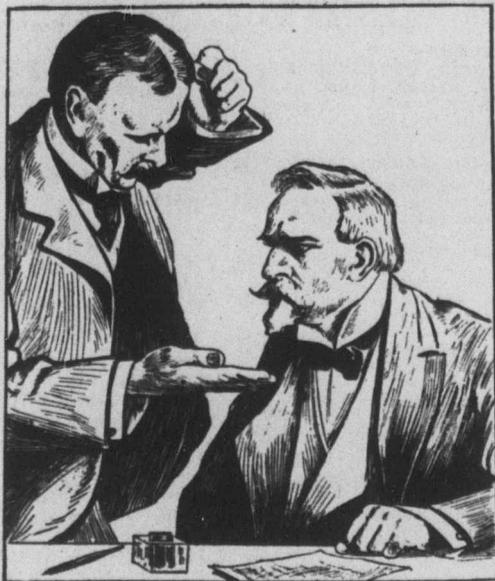
Cocoa—

Perfection, 1-lb. tins, doz.	4 60
Perfection, 1/2-lb. tins, doz.	2 00
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 30
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocos in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 45
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 45



You wouldn't send a regiment
against a whole army—

and yet you expect a mere handful of salesmen to cover—efficiently—the trade in the vast, growing, prosperous West. And cover it also against numerous groups of competing salesmen.

Put it up to the Nicholson & Bain organization with its intimate knowledge of the whole Western field, its extensive staff of efficient salesmen, its inimitable connection with the Western grocery trade? These firms, and many others, are securing mighty big returns from the Western field—and at trifling cost. You too could easily secure the same, provided your product does not conflict with lines carried already. Particulars and terms will be gladly sent without obligation. Write to-day.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver



What Would the World Do Without Wheat?

It's the one admittedly indispensable cereal. Mankind must have wheat at any price. It is the one cereal that contains everything needed for blood, bone nerves, muscle and brain. ¶ Wheat is the most talked of food product in the world to-day.

"FORCE," as you know, is made from the finest Canadian whole wheat. It's cooked with malt, so the wheat nourishment is improved and enriched. ¶ Moreover, it's tasty. More people like "FORCE" for a longer time than any other cereal sold. Now is the time to sell "FORCE." The people want it.

Made by The H.O. Company, Hamilton,
and Sold by good Grocers everywhere



HI!

Just a Moment!

You're going to sell a lot of LYE and CHLORIDE OF LIME to your customers during the housecleaning epidemic that annually makes life miserable at this season of the year.

The feminine desire to "clean-up" will create a demand that you will have to supply—but don't forget there is always a chance to increase this demand.

The question, then, is: "What Brand Will I Sell?" There are legions of them, but it is up to you to sell the ONE BRAND that will give your customers the most for their money, will satisfy them most and which will give YOU THE MOST PROFIT.

You're in business for the money you can make. You have a lot of customers that want Lye and Chloride of Lime and want enough of it to give you a goodly profit if you get after the business and supply them with White Swan Lye and Chloride of Lime.

White Swan Lye is 100% pure—it will do its work thoroughly and will satisfy the most exacting and GIVES YOU MORE PROFIT.

White Swan Chloride of Lime is a mighty cleanser—made from the best materials by men who know how. It sells—it satisfies—it gives a good profit.

LYE	CHLORIDE OF LIME
Per Case of	Per Case of
4 Doz., \$3.50.	25 Tins, \$2.00.

Yes, we know War is Hell, but what are you going to do about it—sit down and let your business go to War?

White Swan Spices and Cereals, Ltd.

156 Pearl Street, TORONTO, ONT.

Diamond, 8's, 6 and 12-lb. boxes	0 29	Peerless Brand, Hotel, each, 2 doz.	4 25
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26	Jersey Brand, Hotel, each, 2 doz.	4 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 27	St. Charles Brand, gallons, each, ½ doz.	4 75
Iceings for Cake—		"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 60	"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
Chocolate Confections Per lb.		"Regal" Coffee and Milk, each, 2 doz.	4 50
Maple buds, 5-lb. boxes....	0 37	"Reindeer" Cocoa and Milk, each, 2 doz.	4 80
Milk medallions, 5-lb. boxes	0 37		
Chocolate wafers, No. 1, 5-lb. boxes	0 31		
Chocolate wafers, No. 2, 5-lb. boxes	0 26		
Nonpareil wafers, No. 1, 5-lb. boxes	0 31		
Nonpareil wafers, No. 2, 5-lb. boxes	0 26		
Chocolate ginger, 5-lb. boxes	0 31		
Milk chocolate wafers, 5-lb. boxes	0 37		
Coffee drops, 5-lb. boxes....	0 37		
Lunch bars, 5-lb. boxes....	0 37		
Milk chocolate, 5c bundles, 3 doz. in box, per box.....	1 36		
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85		
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37		
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37		
Nut milk chocolate, 5c bars, 24 bars, per box	0 85		
Almond nut bars, 24 bars, per box	0 85		

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 50
Navy chocolate, ¼'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ¼'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings ..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

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

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	36
1 lb. tins, 2 doz. to case, weight 35 lbs.	50
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

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

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	80
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

1s, 1½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	45	50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

MINTO COFFEE (Bulk).

M Bean or Gr.	39
1 Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	25
Spec. Grd. Compound	25
Packed in 25 and 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

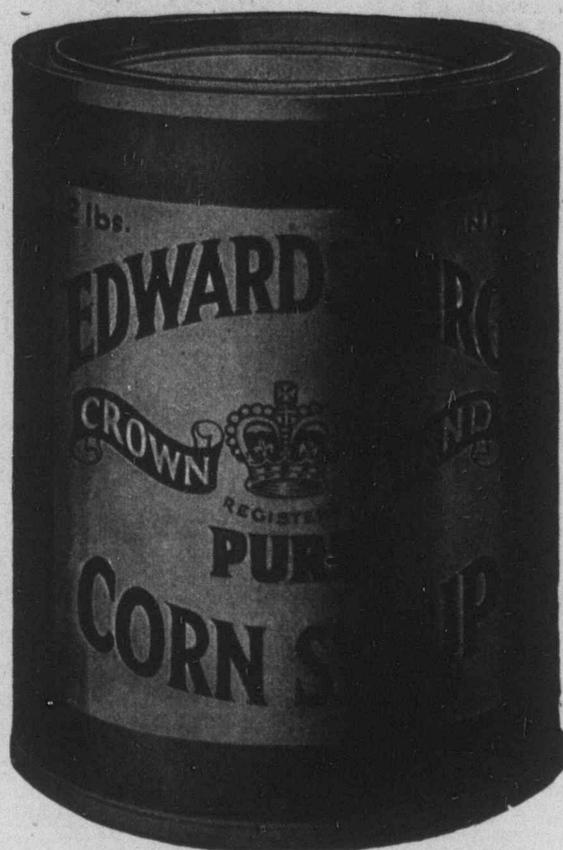
1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight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

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

Per doz.	
½-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c ..	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c ..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c ..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 ..	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ..	47 75
Gallons, each, retail each \$20	17 15



How Are Your Customers Going to Know

that you handle "Crown Brand" Corn Syrup—
how are our big advertisements in the newspapers
going to do you any good—

unless you let everyone in your neighborhood
know that you have "Crown Brand"?

We are doing our share, by putting the quality
into the goods; by giving you the most delicious
and the most popular table syrup in Canada; and
by advertising it all over the Dominion.

Your share is merely to let your neighborhood
know you have it, through occasional counter and
window displays.

Handle all sizes—the 2, 5, 10 and 20-pound tins.

The Canada Starch Co., Ltd.

Manufacturers of the famous Edwardsburg Brands
Montreal, Cardinal, Brantford, Fort William



KREEMY-BOY

HIS Latest Song

MOST EVERY SHIP THAT SAILS OVER THE OCEAN,
MOST EVERY SHIP THAT SAILS OVER THE SEA,
BRINGS BACK, YES, BRINGS BACK,
SHARP'S "KREEMY" TOFFEE FOR ME.

THE FACTORY LIES OVER THE OCEAN,
THE FACTORY LIES OVER THE SEA,
BUT I PRAY EVERY NIGHT,
BETWEEN THE SHEETS SO WHITE,
THAT THE GERMANS WON'T SINK ANY VESSEL
THAT IS BRINGING SHARP'S "KREEMY" TO ME.

Now,—you may forget the Singer, but the Flavor will Never Die. Sharp's "Kreemy" Toffee has a flavor (Smooth, Rich and Wholesome), that Lingers Long in the memory of all who have Tasted it.

Spring Time is Toffee Time. Order a supply from your Wholesale, or direct from our agents. Put in a Kreemy window, and Tone up your business by the increased Sales it will bring you.

Made at "Kreemy Works," Maidstone, Eng., by Edward Sharp & Co.

AGENTS :

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Telfer Bros., Ltd., of Winnipeg—For Western Can. Hamblin & Brerton—For British Columbia.

From the waters of Norway

the home of the finest sardines in the world—come the

KING OSCAR BRAND SARDINES

Customers everywhere appreciate the superior quality and deliciousness of these carefully packed little fish. They are carefully selected as to size, and only purest olive oil is used in the packing. Place your order now.

Get quotations from your
Wholesaler.

CANADIAN AGENTS

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON ONTARIO

Fresh, Ripe Florida Tomatoes

How Many?

Pineapples, Celery,
Head Lettuce,
Cucumbers, Strawberries

Headquarters for all the Tropical Fruits
and Vegetables.

White & Co., Limited
Wholesale Fruit and Vegetables
TORONTO

GELATINE.

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

**W. CLARK, LIMITED,
MONTREAL.**

Compressed Corned Beef. 1/2s, \$1.60; 1s, \$2.75; 2s, \$5; 6s, \$15.50; 14s, \$37.
Roast Beef, 1/2s, \$1.60; 1s, \$2.75; 2s, \$5; 6s, \$16.
Boned Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.
Jellied Veal, 1/2s, \$1.60; 1s, \$2.75; 2s, \$4.50; 6s, \$16.
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.10; 2s, \$3.
Beefsteak and Onions, 1/2s, \$1.60; 1s, \$2.75; 2s, \$5.
Cambridge Sausage, 1s, \$2.75; 2s, \$4.50.
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.
Lamb's Tongues, 1/2s, \$2.
Sliced Smoked Beef, tins, 1/2s, \$1.75; 1s, \$2.75.
Sliced Smoked Beef, glass, 1/2s, \$1.35; 1/4s, \$2; 1s, \$2.75.
Tongue, Ham and Veal Pate, 1/2s, \$1.20.
Ham and Veal, 1/2s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/4s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, 1/2s, \$1.25.
Ox Tongues, tins, 1/2s, \$2.50; 1s, \$5.50; 1 1/2s, \$8; 2s, \$10.
Ox Tongues, Glass, 1 1/2s, \$10; 2s, \$12.
Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$1.95; 3s, \$3; 4s, \$4; 5s, \$5.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7 1/2c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$1.75; 2s, \$2.25.
Clark's Peanut Butter—Glass Jars, 1/2, 95c; 1/4, \$1.40; 1, \$1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.95; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1.00; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1.00; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1.00; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1.00; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—
"Anchor" Per case
50 cases, 6 doz. \$2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25

Baking Powder—
"Anchor" Per doz.
4 oz. tins, cases 4 doz. ... 0 67 1/2
6 oz. tins, cases 4 doz. ... 0 90
8 oz. tins, cases 3 doz. ... 1 20
12 oz. tins, cases 3 doz. ... 1 65
16 oz. tins, cases 2 doz. ... 2 00
1 lb. tins, cases 1 doz. ... 4 40
5-lb. tins, cases 1 doz. ... 8 40

Chocolate—Unsweetened—
"Anchor"
10c cakes, boxes 2 doz. 0 90
Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz. 0 90

Per lb.
1/2s, tins, cases 4 doz. 0 36
1/4s, tins, cases 2 doz. 0 35
1s, tins, cases 1 doz. 0 35

Coffee—"Anchor" Per lb.
1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. 0 35

Cream of Tartar—"Anchor" Per doz.
2 oz. pkgs., box 4 doz. ... \$ 0 80
3 oz. pkgs., box 3 doz. 1 35
1/2 oz. pkgs., box 4 doz. 1 75
1/4 oz. pkgs., box 4 doz. 3 50
1/2 oz. tins, box 4 doz. 3 75
1 oz. tins, box 2 doz. 6 00

Flavoring Extracts—"Anchor"
20c bottle \$ 1 15
1/2 oz. bottle 2 60
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

Flour—Potato—"Anchor" Per doz.
Cases, 2 doz. 1 20
1c tins, Prepared—"Anchor"
10c pkgs., case 3 doz. 1 00
Mustard, D.S.F.—"Anchor"
50c tins, boxes 4 doz. ... 0 50
10c tins, boxes 4 doz. 0 95

Per lb.
1/4s, tins, boxes 12 lbs. ... 0 40
1/2s, tins, boxes 12 lbs. ... 0 39
1s, tins, boxes 12 lbs. 0 38

Rice, Special Grain—"Anchor." Per doz.
Cases 2 and 4 dozen 0 90

"Anchor" Brand Per case
Shaker Table Salt, free running, cases 2 doz., case. 1 60

"GOLD MEDAL" COFFEE.
Whole or Ground— Per lb.
1/2 lb. tins, cases 30 lbs. ... 0 37
1 lb. tins, cases 30 lbs. ... 0 36
2 lb. tins, cases 30 lbs. ... 0 35

"GOLD MEDAL" ROLLED WHITE OATS.
Per case
25c pkgs., cases 12 pkgs. ... 2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.
5c pkgs., cases 50s 1 90
5c pkgs., cases 100s 3 75
10c pkgs., cases 3 doz. ... 8 50

"KOLONA" CEYLON TEA.
Per lb.
40c black, green or mixed, 1/2 and 1 lb. pkgs. 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55

Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz. ... 1 45
"Wheat - Oa" Breakfast Food, cases 2 doz. 1 45

Per doz.
"Piccaninny" pancake and buckwheat 1 00

**LAPORTE, MARTIN, LIMITED
MONTREAL. Agencies.
BASIN DE VICHY WATERS.**

L'Admirable, 50 qts., case.. 6 00
Efficace 6 60
Neptune 7 60
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 100 pts., case. 10 00
CASTILE SOAP.
"Le Soleil," 72 p.c. Olive Oil, Cs. 25 11 lb. bars, lb. 0 11
Cs. 200 3 1/2 lb. pieces, cs. ... 5 50

**ALIMENTARY PASTES.
BLANC & FILS.**

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 05 1/2
Box, 25 lbs., loose 0 05

MINERVA PURE OLIVE OIL.
Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 1/2 pints 5 00

Tins—
20s, 1/2 gal. 3 00

Are your customers looking for a change?

Recommend

GRIFFIN'S CALIFORNIA ASPARAGUS



The Season's Delicacy

Picked and Packed the same day

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

G. Washington's INSTANT Coffee

Now You Can Drink All
The Coffee You Want

FOR SALE BY

Canadian Wholesale Grocers



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

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

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



**SIXTH EDITION---NOW READY
WITH THIRTY-TWO ADDITIONAL PAGES
TO THAT OF FORMER EDITIONS**

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

**Marking Pen Lettering
Soennecken Pen Lettering
Automatic Pen Lettering and
Up-to-Date Brush Lettering**

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

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

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.

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

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80
Straight.

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50
Straight.

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPHTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	\$3 50
5 case lots, 4 doz.	3 35
Shipping weight 50 lbs. per case.	

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

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry...	.06½
40 lbs., boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07½
48 lbs. No. 1 white or blue, 3 lb. cartons07½
100 lbs., kegs, No. 1 white.06%
200 lbs., bbls., No. 1 white.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07%
48 lbs. silver gloss, in 6-lb. tin canisters08%
36 lbs., silver gloss 6-lb. draw lid boxes08%
100 lbs., kegs, silver gloss, large crystals07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
40 lbs., Benson's Enamel (cold water), per case....	3 00
20 lbs., Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07%
40 lbs. Canada pure corn starch06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, ea. of 48 lbs.07½
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.07%
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08½
Kegs extra large crystals, 100 lbs.07½

Canadian Electric Starch—

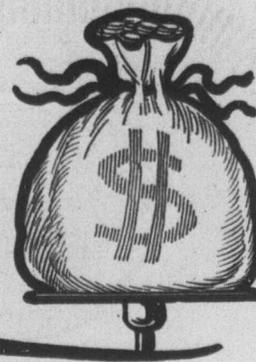
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07%
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.07%
(20-lb. boxes ¼c higher than 40's)	



AS GOOD
AS CASH



Royal Baking Powder

is always sure to sell—every last can of it! Worldwide advertising, **ROYAL** quality and **purity** keep up the demand everywhere, all the time, in big cities and little towns. Every day of the week, every month of the year **ROYAL BAKING POWDER SELLS!** It pays grocers best to take advantage of this steady sale, rather than try to persuade customers to buy inferior baking powders. **ROYAL BAKING POWDER** will make more money for you in the end, and remember, you can **always sell it.**

ROYAL BAKING POWDER COMPANY
NEW YORK, N. Y.

\$15.00 a Week for Your Spare Time

Do you want to make more money to get ahead, to get experience that will help you climb the ladder to success? We can help you by appointing you to look after the circulation of MacLean's Magazine and the Farmer's Magazine in your district. You can make \$1 an hour if willing and wide-awake. The work is pleasant, healthful, and the training we give in selling will be invaluable to you.

Hundreds are doing this in their spare time. Others at first give spare time, but find it to their advantage to give it their entire time. If you desire to increase your income in this way, write us at once. We give you all the requirements for success, except the determination.

MacLean Publishing Co.
LIMITED

143-153 University Avenue
TORONTO, ONT.

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

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

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

Lemon Bros.
Owen Sound, Ont.

Lemons

This is Springtime

Just when you want the very best grade of Lemons.

"St. Nicholas"

the Extra Fancy, will please you.

J. J. McCABE

Agent

Toronto



This Lenten Season

More Brunswick Brand Sea Foods will be purchased than ever before

The Lenten Season will turn the public's attention to fish, but economic conditions will necessitate securing the most wholesome fish at the most moderate prices.

Take care of lines of doubtful merit, whose quality is not proven, whose wholesomeness is not established. Stock only those lines whose quality and goodness is well established.

Most grocers are already stocking up—and stocking heavily—with Brunswick Brand, whose appetizing goodness and quality are household words throughout Canada. Better replenish your stock *to-day*, while shipments are good.

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



OCEAN MILLS, MONTREAL.

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

COW BRAND BAKING SODA
In boxes only.

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

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

2-lb. tins, 2 doz. in case.... \$2 65
5-lb. tins, 1 doz. in case.... 3 00
10-lb. tins, 1/2 doz. in case.. 2 90
20-lb. tins, 1/4 doz. in case.. 2 85
Barrels, 700 lbs. 3 1/2
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs.... 4 1/4
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

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

ST. LAWRENCE SUGAR REFG. CO.

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

CANNED HADDIES, "THISTLE" BRAND.

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

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.
THE DOMINION MOLASSES COMPANY, LTD.

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

DOMOLCO BRAND.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz. cases, doz. 0 20
Pint bottles, 3 doz. cases, doz. 1 75

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

STOVE POLISH.
JAMES DOME BLACK LEAD.

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

NUGGET POLISHES.

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

TEAS.
THE SALADA TEA CO.
East of Winnipeg.

Wholesale, R't'l.
Brown Label, 1s and 1/2s 29 35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 45
Red Label, 1s and 1/2s... 41 55
Gold Label, 1/2s 49 65
Red-Gold Label, 1/2s ... 55 80

ORANGE MARMALADE.
"BANNER BRAND" PURE FRUIT PRODUCTS.

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

MARMALADE.

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

MINTO BROS., Limited, Toronto.

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

MELAGAMA TEA.

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

MINTO TEA.

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

YEAST.

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

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

Black Watch, 8s, butts 9 lbs., boxes 6 lbs. \$0 60
Bobs, 6s and 12s, 12 and 6 lbs. 0 40
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 40
Currency, 6s, 1/2 butts, 9 lbs. 0 40
Stag Bars, 6s, butts, 11 lbs., boxes 5 1/2 lbs. 0 48
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 65
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 65
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 87
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 56
Great West, pouches, 8s... 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 50

UPTON'S CLOVER HONEY

Have you seen our
new package?

Write us for price list.

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

FRESH ARRIVALS

California and Florida CELERY

Extra Fancy, Well-Bleached, Tender Stock.

FANCY FLORIDA GRAPE-FRUIT

Sound, Heavy Fruits. Fine Flavor.

GREEN VEGETABLES

Lettuce, Rhubarb, Green Onions, Parsley, Etc.

GOLDEN ORANGE BRAND

SUNKIST NAVELS

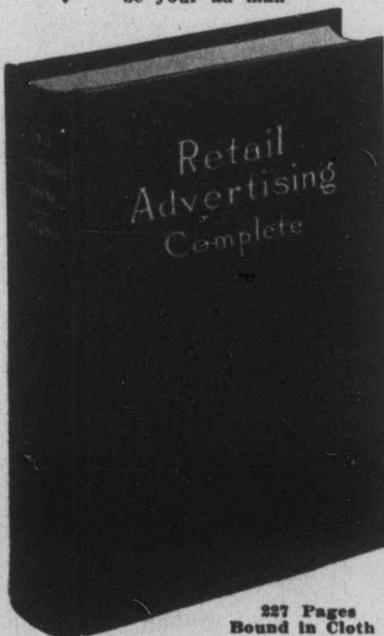
Your orders will have our prompt and careful attention. Write, phone or wire.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Guelph and North Bay

'Twill Do Your Advertising

Here's the book that will
be your ad man



227 Pages
Bound in Cloth

This new book on advertising will tell you all you want to know about advertising in the store.

Retail Advertising Complete

By FRANK FARRINGTON

With this book on your desk you are never at a loss what kind of advertising to do or how to do it. Every kind of advertising is treated fully.

Chapters on Newspaper Advertising.
Making an Advertisement.
Good Specimen Ready-made Ads.
Mail Advertising.
Window Trimming.
Advertising Novelties.
Outdoor Advertising.
Inside Store Advertising.
Advertising Schemes.
Special Sales.
Mail Orders, etc., etc.

There is no better book of the kind at any price. You can't afford to get along without it.

Forwarded direct, postpaid, on receipt of price. Keep the book a week, and if it is not

worth the price, return it and get your money back.

Price \$1.10 Postpaid

THE MACLEAN PUBLISHING CO., LIMITED
Montreal Toronto Winnipeg Vancouver
Book Department
143-153 University Ave., Toronto

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

STORAGE IN OTTAWA
BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

HUNTLEY & PALMER'S
BISCUITS

A fresh supply of these delicious English Biscuits just arrived. We carry a complete stock. Write for price list.

FEARMAN BROS., 66 YORK ST., HAMILTON, ONT.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.
Ingersoll Ontario

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa
and **Chocolate**



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more than all other means combined. Absolutely Sanitary.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders



are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name
With (Name of firm)
Street
City or townProv.....

Advertiser seeks, in the following Cities, Agents for handling his Imported and Domestic lines, selling to the Wholesale trade, also buying Domestic lines, both on a Joint commission basis:—

Calgary, Edmonton, St. John, N.B.; Halifax, St. John's, Newfoundland; Belleville, Collingwood, Hamilton, Kingston, London, Ottawa, Owen Sound, Peterboro, Montreal and Quebec.

Write Box 75, Canadian Grocer, Toronto.

Wanted, quotations, terms and particulars as to time of delivery, also samples of:—

- 5 cars Split Peas,
- 3 cars Pearl Barley,
- 2 cars Pot Barley,
- 1 car Corn Meal,
- 1 car Rolled Oats,
- 2 cars Red Lentils.

Write Box 76, Canadian Grocer, Toronto.

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

CANADIAN GROCER

AGENCIES WANTED

GOOD MANUFACTURER'S AGENCY WANTED for grocery, hotel and restaurant trade covering Montreal thoroughly. Write M. N. O., Canadian Grocer, Montreal.

Warehousing Storage

BONDED AND FREE STORAGE

Low Insurance rate. Cartage and Warehousing. General Forwarding.

Security Storage Company, Limited
98-100 Lombard St., Toronto

A SEED DEPARTMENT

will add to your profits

Kelway Langport
England

grow and sell

SEEDS OF ALL KINDS

for Traders

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

Buy well ahead to secure
LOWEST PRICES. WRITE TO-DAY.

IMPORTANT.

As the public in general all over the Dominion of Canada are talking buy goods "MADE IN CANADA," and to give the manufacturers and dealers an opportunity to display and advertise their products, it has been decided to hold a "MADE IN CANADA EXHIBITION" at the Arena, Montreal, from Saturday, April 10th, until Saturday, April 17th, both days inclusive.

Goods not manufactured in Canada will not be permitted to be exhibited.

It is expected that space for exhibiting purposes will be taken up quickly, and it has been agreed to allot space in order of precedence.

Refreshment rooms, booth and other privileges have been offered, free of charge, to Daughters of the Empire, proceeds to go to their fund.

It is also the intention to have a Children's Day, so that the future generation will be educated to the purchasing of MADE IN CANADA products.

For full particulars regarding space, price of same, etc., phone or write us, and we will be pleased to have one of our representatives call upon you.

Made in Canada Exhibition, 411 Transportation Building, Phone Main 6544.

A want ad. in this paper will

bring replies from all

parts of Canada.

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS - Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 286 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination - employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED - INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

WANTED TO BUY - GENERAL OR HARDWARE store in the Eastern Townships. Give amount of last year's turnover, also stock on hand and terms, proprietor or rent. Box 74, The Canadian Grocer, Toronto. (8)

WANTED - ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

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

WANTED - SITUATION BY EXPERIENCED grocery clerk; first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

Advise Your Customers

that by using
MAPLEINE

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

Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S
KNIFE
POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON - ENGLAND.

AGENTS

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

Start With His Promissory Note

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

ALLISON COUPON BOOKS

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

HOW THEY WORK:

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



For sale by the jobbing trade everywhere.

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

Order "Quality" Brand Macaroni To-day—Special Deal. We are the Pioneer Manufacturers

The electric process of macaroni manufacture is your guarantee of satisfied customers



"Quality" Macaroni is a Big Seller

Made from the finest Durum Wheat, carefully selected, prepared and electrically processed, using only the purest running spring water, ensures a macaroni of more than ordinary quality. Our operators are experts in their various lines and our factory is equipped to

facilitate the production of the quantity which is required to meet the rapidly growing demand without lowering our high quality standard. "Quality" Macaroni is truly a customer satisfier and a rapid seller—a big profit-maker. Send a trial order to-day.

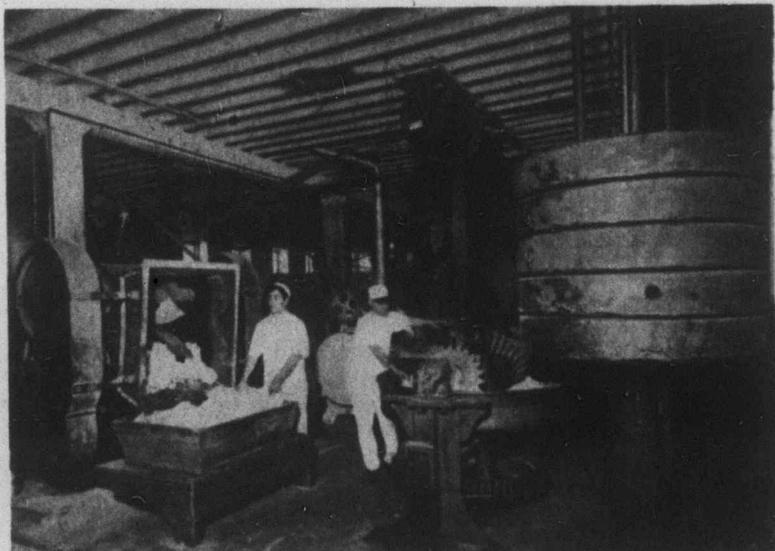
F. A. MARTOCCIO MACARONI CO.
MINNEAPOLIS, MINN.

Canadian Agents: W. H. ESCOTT, Winnipeg, Man.

The Mixing and Kneading Room

To give you a better idea of the process of manufacture of "Quality" Macaroni, Fiamettes, Spaghetti, Egg Noodles, Vermicelli, cut Macaroni, etc., we here illustrate the first process—the mixing and kneading.

Watch for next week's Grocer.

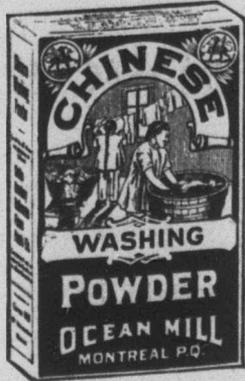


Twenty-five Attractive Blotters in Each Case. We Assist the Dealer to Popularize Our Line

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order. Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents. Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL -- CANADA

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA



THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES



**From Mother
to Daughter**

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

**Shirriff's
True Vanilla**

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.



It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

Keeping In Your Public's Eye and Mind

is half the battle; the other half is in carrying a message that it will listen to and heed.

The message starts 'way back in the shop—in a deserving product and good business methods—and this is the first, most important equipment of the fight for business.

The other half, without which any decisive victory is well-nigh impossible, is made comparatively simple by the fact that your particular public has been so sorted out and classified that you know exactly where to find it.

Your public, the few thousands who are of direct business value to you, are selected automatically from the millions who have no possible interest in your product, and, so far as your purposes are concerned, are brought together at regular intervals for deliberate and serious consideration of their business problems.

They are told, by those whose opinions they respect, how to do things better, quicker or cheaper. They are told how others in their line have profited by the adoption of new methods. They are given information of vital value—information for which they gladly pay; and then the opportunity is open to you—while the whole matter is fresh in their minds—to tell them just how your product fits into the plans presented.

There are few paid subscribers to any trade or technical publication who are not actual or potential buyers—few whose purchasing power or influence can be safely ignored, and few even of the few who “don't read advertisements” who are not influenced by them.

The subordinate of to-day is the department head of to-morrow, and the work of educating him is done while the work of convincing to-day's buyer is going on, for both are readers of a trade or technical paper.

INDEX TO ADVERTISERS

A		M	
Allison Coupon Co.	59	MacNab, T. A., & Co.	16
Anglo-B.C. Packing Co.	9	Magor, Son & Co.	20
Atlantic Sugar Refineries ...	1	Malcolm's Condensing Co. ...	4
B		Mason & Hickey	53
Baker & Co.	58	Mastorcio Macaroni Co.	60
Balfour-Smye & Co.	12	Mathieu & Co., J. L.	58
Benedict, F. L.	58	McAuley, W. T.	16
Betts & Co.	13	McCabe, J. J.	55
Bickle & Greening	52	Measam, George E.	16
Borden Milk Co.	3	Millman, W. H., Sons	16
C		N	
Campbell Brokerage Co.	16	Nicholson & Balu	49
Canada Starch Co.	18	O	
Canada Sugar Co.	14	Oakey & Sons, John	59
Canadian Cereal & Flour		Ocean Mills	61
Mills Co.	47	Ott Co., W. T.	14
Carr & Co.	4	P	
Catelli & Co.	48	Paterson & Sons	8
Channel Chemical Co.	10	Patrick & Co., W. G.	16
Clark, Ltd., W.	11	Pennock, H. P., Co., Ltd.	16
Classified Condensed Ads.	59	R	
Coles Mfg. Co.	2	Reckitts, Limited	
Comte & Cie.	58	Inside back cover	
Condy & Mitchell Co.		Richards Pure Soap Co.	4
Connors Bros.	56	Robinson & Co., C. E.	58
Continental Bag & Paper Co. ...	9	Rock City Tobacco Co.	8
Crescent Mfg. Co.	50	Royal Baking Powder Co.	55
D		Ruttan, Alderson & Lound,	
Dominion Cannery, Ltd.	5	Ltd.	19
Dominion Warehousing Co.	58	S	
E		Salada	6 19
Eckardt, H. P., & Co.	51	Sanitary Can Co.	12
Escott & Co., W. H.	15	Seurity Storage Co.	59
Estabrooks, Ltd.	17	Sharp's Kreamy Toffee	17
Eureka Refrigerator Co.	19	Smith & Son, E. D.	3
F		Smith & Proctor	13
Fairbank Company, N. K.		St. Lawrence Sugar Refining	
Inside back cover		Star Egg Carrier & Tray	
Fearman Bros.	59	Mfg. Co.	20
Fearman, F. W., Co.	19	T	
Forbes & Nadeau	12	Tanglefoot	38
Freeman Co., W. A.	8	Tippet, Arthur P., & Co.	
Furnivall-New	10	Inside Front Cover	
H		Thum Co., C. W.	58
Hargreaves (Canada), Ltd.	9	Trent Mfg. Co.	58
Helntz Co.	9	Tucketts, Limited	15
Hillock & Co., John	2	U	
Hodgson, Sumner & Co.	7	Upton Co., T.	57
H. O. Company	49	W	
Horne Co., Harry	16	Walker, Hugh, & Son	57
I		Washington Coffee Sales Co. ...	53
Imperial Extract Co.	61	Watson & Truesdale	16
Imperial Oil Co.	61	Welch Juice Co. Front Cover	
Irish Grocer	58	Wellington Mills	59
K		Wetley, J. H.	57
Kelway & Sons	59	White & Co.	52
L		White Swan Spices & Cereals ...	50
Lake of the Woods Milling		Wiley, Frank H.	16
Co. Back cover		Woods & Co., Walter	57
Lambe & Co., W. G. A.	16		
Laporte, Martin, Limited ...	63		
Leeuw, Henri de	16		
Leitch Bros.	8		
Lemon Bros.	55		
Lindners, Limited	18		

Lower Prices for Lobster 1915 PACK

To arrive during May, June and July.

The quality of the brands we stock is above reproach. This, with exceptionally low prices, will make lobster a hummer this season.

Ask our travelers for sample and quotations, or communicate direct with us.

FRENCH PEAS

Owing to the war the supply of Belgium and French Peas will be very limited; in fact, there may not be any packed at all. The demand for Canadian Peas will, therefore, be very heavy.

"VICTORIA" Brand PEAS

are Canada's finest grade. Well-packed tins and very attractively labelled.

As prices will likely go higher—why not stock now?

VICTORIA SALMON

- 1—A red sockeye of the finest quality.
- 2—Labelled very attractively in White and Gold.
- 3—Retail at a popular price (25 cts.).
- 4—Allows the Grocer a liberal profit.
- 5—Every initial sale makes a bonafide customer.
- 6—Our absolute guarantee with each tin.

Rock-bottom prices. Courteous Service. Prompt Delivery.

Laporte, Martin, Limitée

568 St. Paul St., Montreal

Telephone Main 3766

Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

The Canadian Grocer

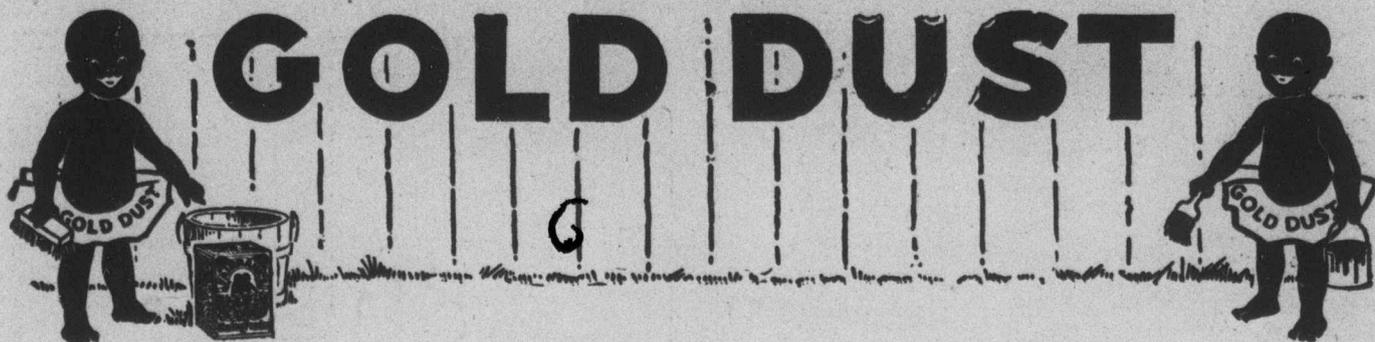
Montreal

Toronto

Winnipeg

Vancouver

CANADIAN GROCER



We are always advertising GOLD DUST.

Women are always buying GOLD DUST.

Grocers are always selling GOLD DUST.

Don't fail to keep GOLD DUST well displayed at all times.

Its wonderful cleansing powers, plus steady advertising, make it a "seller-at-sight."

THE N.K. FAIRBANK COMPANY
LIMITED

An illustration of a large wheel with a single spoke. The spoke is labeled "RECKITT'S BLUE" and is being pushed by a winged figure. The wheel is surrounded by falling coins. To the right of the wheel is a box of "Reckitt's Blue" with the brand name on the side and "Reckitt's Blue" on the front. The entire scene is framed by a decorative border.

A Spoke in the Wheel
of your fortune is RECKITT'S BLUE, once your customers know how well Reckitt's does the work, and what a wholesome, snowy cleanliness it imparts to their linen. Stock

**RECKITT'S
BLUE**

and make your customers a better advertisement for your business.

RECKITT'S' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.



FIVE ROSES
"FLOUR"

FIVE ROSES
"FLOUR"

FIVE ROSES
"FLOUR"



FIVE ROSES
"FLOUR"

FIVE ROSES
"FLOUR"

FIVE ROSES
"FLOUR"

FIVE ROSES
"FLOUR"



FIVE ROSES
"FLOUR"

POSTER A NEW WAY STAMPS TO PROMOTE RETAIL PROFITS

If you sell FIVE ROSES flour, we have worked out a new plan to give you FREE publicity, one that costs you not a single cent and very little trouble. Perhaps you remember the postal card craze. Maybe you have known the fever of the postage stamp collector? Then you do realize the fascination of the Poster Stamp. Think of the new advertising opportunity it offers, if YOU grasp it first in your district. It costs you nothing to profit by this plan; it is part of FIVE ROSES service. Write to-day for full particulars. Fill out the coupon, using the white margin. We can accommodate only a limited number of dealers eager to stimulate FIVE ROSES flour sales.

Send in your name to-day
Name
Town
Prov.

ADDRESS YOUR ENVELOPE . . . LAKE OF THE WOODS MILLING CO., LIMITED, P. S. DEPT. MONTREAL