

**PAGES
MISSING**

IN THIS ISSUE—WHY MERCHANTS FAIL IN BUSINESS.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, MARCH 23rd, 1917

No. 12



Every sale of
**“Pride of Canada”
Maple Goods**

is replete with profit and customer satisfaction

Search the market as you will, you cannot find Maple Goods as pure and dependable in every way as these so aptly named “Pride of Canada.” Long before the Government even thought of setting up laws governing the manufacture of Maple Goods, “Pride of Canada” was up to the required standard, and the fact that no standard of ours has ever been found wanting is ample evidence of their unequalled purity and goodness.

Every ounce of “Pride of Canada” Maple Goods is absolutely guaranteed

Pure maple sap, scientific manufacturing methods, scrupulous care—these are a few of the reasons why our products are the acknowledged favorites of quality lovers.

A trial supply will convince you that “Pride of Canada” is the best selling, customer-satisfying line you can sell, and repeat orders are assured.

It's the Standard of Quality.

Put in a goodly shipment now and be prepared for the coming demand.

Maple Tree Producers Association

LIMITED

58 Wellington Street, Montreal



"Swift's Premium" Ham or Bacon

Mr. DEALER: This is a part of our Easter advertisement. It will appear just before Easter in all the leading newspapers and magazines throughout Canada.

This will create a big demand for Premier Hams and Bacon. All dealers should be ready to meet this demand. Stocks are limited. Early orders given preference.

ORDER NOW.

Swift Canadian Co.
Limited

Toronto - Winnipeg - Edmonton



Success

comes quickest with
standard goods such as
BORDEN'S

Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness.

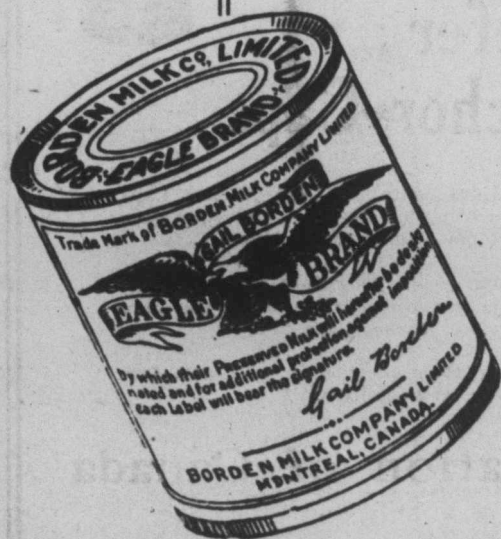
Three generations of mothers have proven their worth and goodness.

And to-day Borden's is one of the strongest and surest sellers in your line.

It is a year-round seller that quality dealers from coast to coast find worth stocking. Are you well supplied?

Any good wholesaler will ship you Borden's, and a trial means that you'll sell it right along.

Begin to-day.




Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

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



**ENO'S
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

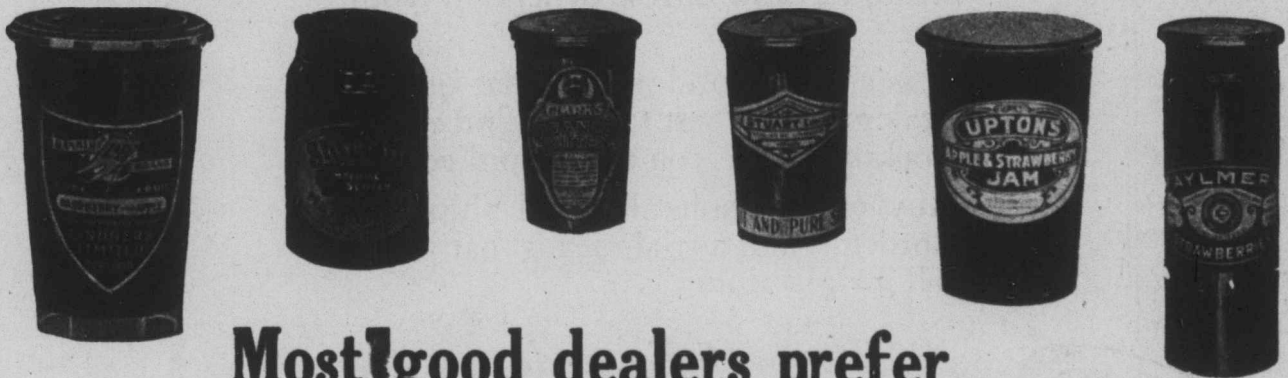
With warm weather come fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in
your counter and window displays.**

**J. C. Eno, Limited, "Fruit Salt" Works
LONDON, ENGLAND**

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto



**Most good dealers prefer
goods sealed with Anchor Caps**

They know the pulling power of definite security of unquestioned quality.

They know that goods sealed with Anchor Caps come to the user's table with the same freshness, and full delicious flavor as when they left the maker's cauldrons.

They know the satisfaction of showing goods in glass jars that taste just as good as they look tempting.

They know that glass containers and Anchor Caps make the best sales-bringing displays—and they give them the prominent place in their displays.

They know that **your goods, your lines** will win their heartiest enthusiasm and co-operation when you give them the advantages of Anchor Caps.

May we demonstrate them for you in your own factory? No obligation; write us to-day.

**Anchor Cap & Closure Corporation of Canada
LIMITED**

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

Sell

RICE

It's the logical substitute for the

Every day more and more people are dispensing with potatoes. Their cost is exorbitant and hence the growing demand for Rice. Retailers should feature **expensive potato** it constantly, and feature it strongly in window and counter displays. Stock up.

Mount Royal Milling and Mfg. Company
D. W. Ross & Co'y., Agents, Montreal

The Demand for

WETHEY'S ORANGE MARMALADE

Is growing every day.

Have you tried it?



*"Every Grain
Pure Cane"*

—an everyday profit maker

Good sugar is a daily necessity in every home. Good cooking calls for quality sugar, that's why you'll find it good policy to stock

ROYAL ACADIA

the most dependable high-grade sweetener for any housewife.

You need not hesitate to recommend Royal Acadia for any purpose whatever. There's a grade to meet every requirement, and it's always top-notch in quality—"every grain pure cane."

Royal Acadia eliminates the element of chance in sugar quality. The most particular housewife coming into your store will find in it all that her heart desires in high-grade sugar, and you will find it a worth-while profit-maker.

THE ACADIA SUGAR REFINING COMPANY, Limited

HALIFAX, CANADA

**In your Locality
are many**

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-26, Fenchurch Street, London, England.

**NORWEGIAN
SARDINES** (SMALL FISH)

**NOTHING LIKE IT!
NO BONES!
ALL MEAT!**



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)

Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

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

What National Cash Registers Do.

No. 9—Act as Reliable Secretaries.

The new National Cash Registers help all merchants by acting as reliable secretaries.

At the end of each day they furnish you with a complete itemized statement of the day's business.

They tell you the amount of every transaction. They tell you whether it was cash or credit, C.O.D. or approval, money paid on account or paid out.

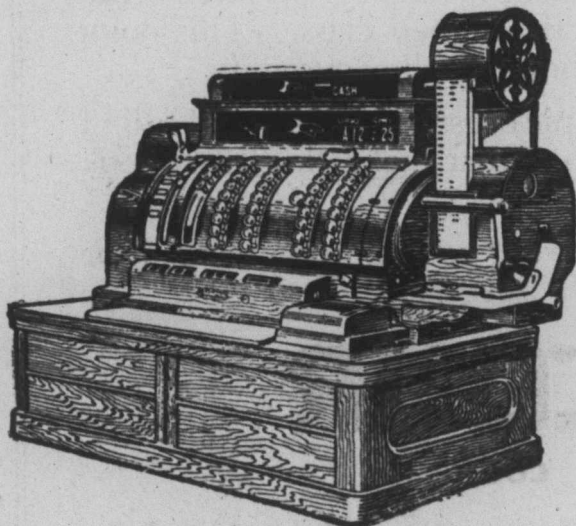
These items are accurate and complete. They are available at any time—permanent records that can be transferred to your books as unquestionable.

These "Secretaries" are always on duty. They never grow tired, never become inefficient. They work fast and willingly. They are always reliable, ready with their statements at any moment.

They will remain as a reliable and efficient throughout a lifetime, taking off your mind a burden of detail. Yet they cost less than one year's salary of a human bookkeeper.

And a man should never do what a machine can do better.

Now is the time to install machines that, as an incidental part of their service, act as efficient, ever-reliable secretaries, balancing the day's business automatically.



The National Cash Register Company of Canada, Limited

Christie Street, TORONTO, ONT.

Sign and send this coupon now.

To the National Cash Register Co. of Canada, Limited
Toronto, Ontario

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N.C.R. Service." We have _____ salesmen in our store. We have a register _____ years old. Principal lines of merchandise are _____

Firm name

Address

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

Extra Profits for every General Merchant

If quick selling and repeat business appeal to you, Mr. General Merchant, you should take advantage of the special offer we are now making in Moore's House Colors.

We will ship you a 10-gallon assorted trial supply in different sizes, at a specially attractive price. This will enable you to test the selling value of Moore's guaranteed quality paints in your community.

You run no risk in stocking any Moore line. We sell on a strictly returnable basis—satisfaction or money refunded. Send along your request for our trial shipment to-day and reap your share of Moore Paint profit and satisfaction.

Benjamin Moore & Co., Limited
WEST TORONTO

Sell It For The "Family" Baking

While Purity Flour makes the finest of home-made bread, it is not just a bread flour. It is a GENERAL PURPOSE flour of the highest class. This point should be EMPHASIZED by grocers when selling it to the housewife.

The splendid quality of Purity Flour insures pie crust light, flaky and full of flavor. It makes cakes and puddings and biscuits that make the home cook proud of her baking.

Any good cook who buys Purity Flour on your recommendation will be thoroughly satisfied with her purchase.

PURITY FLOUR

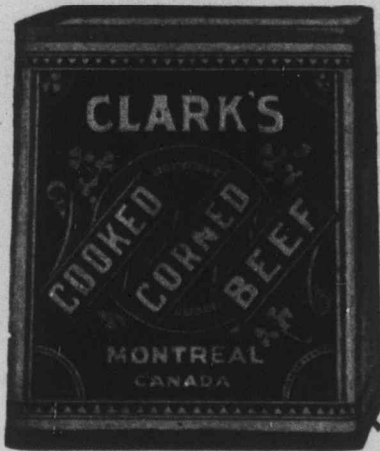
Satisfies the home cook

Western Canada Flour Mills Company, Limited

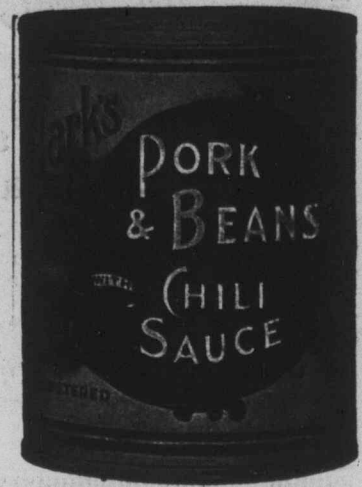
Toronto Winnipeg Calgary Goderich Montreal St. John

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

CLARK'S Canned Meats, Etc.



Place
your Spring
orders with
your jobber
NOW.



PORK and BEANS

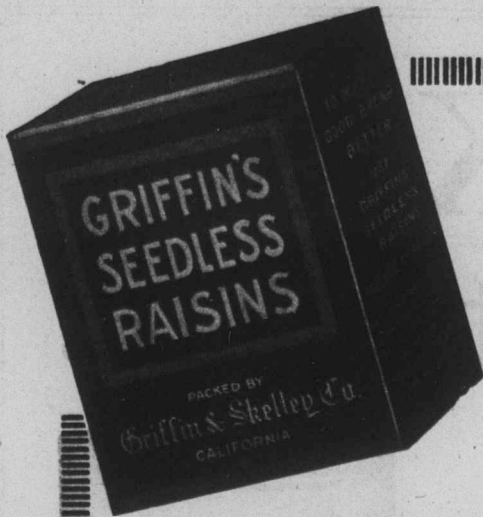
- | | |
|----------------------------------------------|--------------------|
| Corned Beef | Irish Stew |
| Roast Beef | Cambridge Sausage |
| English Brawn | Ox Tongue |
| Pigs' Feet | Sliced Smoked Beef |
| Veal Loaf | Patès |
| Beef Loaf | Potted Meats |
| Minced Collops | Devilled Meats |
| Beef Steak and Onions | |
| Spaghetti with Tomato Sauce and Cheese, etc. | |

The Best Goods Bring the Best Money.

W. CLARK, LIMITED, Montreal



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



Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

California to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

Griffin & Skelley's Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

Order a box
from your
wholesaler
or direct,
prepaid
to-day
of

HAVANA RIBBON

5c.
CIGARS

Manness & Bingham
LIMITED

MFRS.

LONDON

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We
Specialize
in
Transparent
Glassine
Bags and
Envelopes
Made
the Only
Reliable
Way

Heavy Kraft Bags with
Centre Seam

We make Bags to line any
size Carton

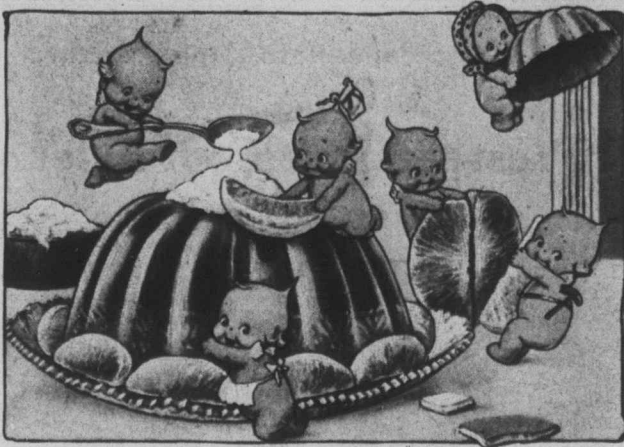
SPECIALTY PAPER BAG CO., Ltd.

Department G

12-14-16 JOHNSON STREET

TORONTO, CAN.

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



Cook or No Cook, Anybody can Do That

Although the Kewpie Cook,
 "Whose apron hangs before his legs,
 Is most expert with ham and eggs,"
 he can make a Jell-O dessert as beautifully as if he had never done anything else.

Wag the Chief or the Carpenter could do it alone. For

JELL-O

doesn't have to be cooked. All that is necessary is a package of Jell-O, a pint of boiling water, and somebody to put them together.

That is one reason why Jell-O is so popular with your customers.

Another reason, which is particularly interesting to every grocer, is that the Jell-O quality is so high that it is good enough for "gilt-edge" trade and its cost is so low that very economical customers buy it regularly.

Made in seven pure fruit flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate. Each 10 cents.

The Genesee Pure Food Company of Canada, Limited, Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package. **MADE IN CANADA.**



Cocoanut

A high class, quick selling guaranteed line

When you consider that we have built up and consistently maintained a quality reputation extending over 22 years, you will readily perceive why this Cocoanut of ours is dependable in every particular.

Don't confound this superior line with ordinary every-day Cocoanut. A trial will dispel any doubts as to its quick-selling, money-making possibilities. Ask us to ship you. We supply

- Pails of 15 and 30 lbs.,
- Boxes of 50 lbs., and
- Barrels of 100 lbs.

Standard Cocoanut Mills

(E. B. Thompson, Sole Proprietor)

HAMILTON, CANADA



Chuck full of customer satisfaction

When your customer passes over her five cents for her first purchase of **BABBITT'S CLEANSER** you can count upon selling her many more cans in the future, because the size of the can, backed by the unbeatable service this cleanser gives will convince her that it is a decidedly good

buy. And there's still another selling appeal to help you move your stock quickly—we give premiums for the trade-marks. So that you can stock Babbitt's, secure in the knowledge that they never collect dust—they move too quickly.

Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

Worcestershire Sauce

Neat, handy-sized, attractively wrapped bottles to retail at 10c.



Something that will appeal good and strong to every woman coming into your store. The appearance of the neatly wrapped bottles, the popular price, and the inimitable piquancy of the sauce itself combine to give the dealer an unusually attractive selling proposition.

Most good wholesalers stock this quick seller. If you find any difficulty in obtaining a supply, ask us and we'll ship you direct. Try one case (4 dozen), and see how it goes.

Chas. M. Edwards & Co.

(E. B. Thompson, Sole Proprietor)

20 Front St. E., Toronto

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



Dutch Tea Rusks

*The New
Breakfast Food*

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

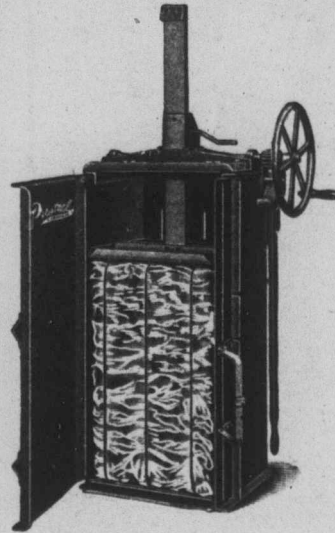
The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada

Turn Waste Paper Into Paper Money!

The "Presteel" Fireproof Baler

will do it for you.



Just think of it! Those daily accumulations of waste paper that you've formerly regarded as so much rubbish have now a marketable value well worth considering.

And the "Presteel" puts these big profits within your reach. More than that—it reduces the fire danger to a minimum, keeps your floors neat and tidy, and is itself unbreakable and unburnable. Having fewer parts than any other baler the "Presteel" is very easily operated and being all steel will last a life time. Its special features make it superior to any other baler on the market.

A "Presteel" in your store will be a continual source of profit.

Don't burn Dollars!

May we send you full particulars?

Spielmann Agencies (Reg'd)
45 St. Alexander St., Montreal, P.Q.

Successful Merchants

invariably buy

GIPSY Stove Gloss

Order from your Wholesaler

HARGREAVES (CANADA), LIMITED
The Gray Building, 24-26 Wellington St. W., Toronto

Western Agents:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avery, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

Milk Products that are purely Canadian-made



We are honestly proud of the fact that our Milk Products—the only line of home-made Milk Products on the Canadian market—are ahead of all competitors in business-building, profit-making qualities.

First purchases of Malcolm Milk Products are only the forerunners of quickly growing repeat orders. Their purity and deliciousness are captivating.

Make sure of your stock and order early.

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

"The Only Canadian Milk Company"

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

You Can't Go Wrong



in doubling your order for
E. D. Smith's
100% pure products.

You should sell several bottles to every one of your customers. Our extensive advertising campaign has made them familiar to everyone. You need only make a display to get orders. Your customers will accept no substitutes.



Does your stock need replenishing?

E. D. Smith and Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Nicholson & Bain, Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

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MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

C. & J. JONES
WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

THE
Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

This space \$1.00
per insertion on
yearly order.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

To Manufacturers and Shippers

To take care of our agencies, we have competent sales staffs, offices and large warehouses at

Winnipeg
(Manitoba)

Regina
(Saskatchewan)

Saskatoon
(Saskatchewan)

Calgary
(Alberta)

Edmonton
(Alberta)

Vancouver
(British Columbia)

We are in daily touch with every Wholesale Grocer Jobbing House in the Provinces of

**Manitoba, Saskatchewan, Alberta and
British Columbia**

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
 We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
 149 Notre Dame Avenue East, Winnipeg

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
CALGARY ALBERTA
 We solicit agencies for staple lines.

THE H. L. PERRY CO.
 214-216 Princess Street, Winnipeg
 We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
 Correspondence solicited.
 "Always on the Job."

MANITOBA SASKATCHEWAN **Wholesale Grocery Commission Brokers** ALBERTA WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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



VARIETY is the Spice of Life

WE CARRY THE LARGEST VARIETY IN WESTERN CANADA

CHRISTIE'S BISCUITS

ROBERTSON'S CONFECTIONS

CANDY SPECIALTIES

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents
 145 Portage Ave. East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES (CONTINUED).

The REGINA STORAGE & FORWARDING CO., Ltd.

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING CAR DISTRIBUTING COLD STORAGE

C.H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents

509 Merchants Bank, Winnipeg

We have several good accounts, but can give you results on yours.

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

C. S. Turner Co.

147 Bannatyne Ave. East
WINNIPEG

Manufacturers Agents
Excellent Storage, Forwarding and
Distributing Facilities

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS.
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.

143-153 University Ave. - TORONTO, CANADA

Building a Home

This is the title of a book, designed to inform all those about to build a new home, or make over an old one, concerning the problems which arise inevitably, such as

*choosing the site
the owner's own ideas
selecting the architect
choosing a builder
the construction of the home
and so on.*

The book has been prepared by H. W. Desmond, editor of the *Architectural Record*, and H. W. Frohne, associate editor, and so is the work of men of broad experience and fine judgment.

This volume is very handsomely put up, and is worth many times its price to every prospective builder. Sent post paid on receipt of price, \$1.50, with 15c extra for postage.

The MacLean Publishing Co., Limited

143 University Avenue Toronto, Ontario

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MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Turnips and Potatoes

What have you to offer?

We will find you a market.

Communicate with us by wire or letter. State quantity and price.

WHITE & McCART, LIMITED

309-310 Board of Trade Building
TORONTO ONTARIO

Maclure & Langley, Limited

Manufacturers Agents
Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties.

H. W. Ackerman

BELLEVILLE ONTARIO

Raisins

Special Price on Spot

Thompson Seedless

SAMPLES IF WANTED

W. H. Millman & Sons

Wholesale Grocers' Brokers
TORONTO

OPEN FOR [AGENCY] FOR THE CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

HAMBLIN-BRERETON CO. Limited

Wholesale Grocery and Confectionery
Brokers

Open for one or two good Canadian
Agencies.

TORONTO WINNIPEG CALGARY

The HARRY HORNE CO. Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary).

We employ a steady staff of salesmen.
(Get in touch with us.)

FEATURE FOR THE TRENCHES

G. Washington's Refined Coffee

Canadian Sales Agents:

Edmund Littler,
169 William St., Montreal, P.Q.

W. Geo. Varty,
29 Melinda St., Toronto, Ont.

W. G. Kyle,
261 Stanley St., Winnipeg, Man.

E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

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

Coffee, Its' History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

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MacLean Publishing Co.

Technical Book Department
143-153 University Avenue,
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WHEN WRITING ADVERTIZER

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The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of All Kinds of Grains and Seeds

Denault Grain and Provision Co.
LIMITED
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We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
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OATS, PEAS, BEANS, ETC.

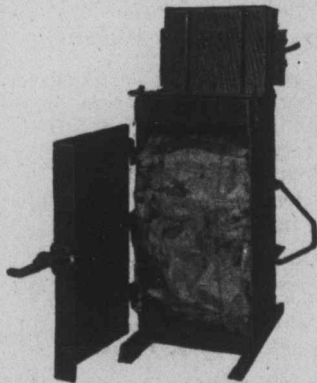
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne / Grocery Broker and Manufacturers' Agent

We have a connection in Quebec City
and throughout the province.
111 Mountain Hill Quebec City

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

WASTE PAPER PRICES



were never as high.
Paper mills are simply
up against it for raw
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ALL STEEL
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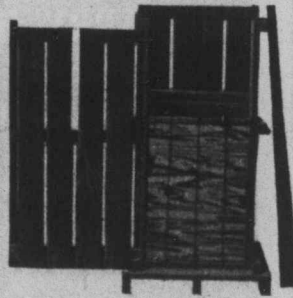
BALING PRESS

will earn money for you
every day.

Made in 12 sizes.

CLIMAX BALER CO.
Burton St., Hamilton, Ont.

Substantial Revenue and Store Tidiness



Are two outstanding features you gain
by the installation of the Jewel Paper
Baler.

Don't throw away or burn your waste
paper and cardboard, *bale it and bank
the money.*

You will find the "Jewel" a positive
convenience in keeping your premises
clean and tidy. The fire risk in loose
paper is entirely eliminated.

*A card will bring all particulars
re baler and your best market.*

General Sales Co.
Stair Bldg. TORONTO

IT IS IMPORTANT!

If you have something to dispose of
in goods or service that as many
buyers as possible get to know you
and your product. This can be
accomplished through

Canadian Grocer
143 University Avenue, Toronto

More Dollars

You can make "Dollars Grow" out of your *spare
time.* Spare-time efforts have made hundreds
of dollars for MacLean Representatives. To-day
there are in Canada, men and women, who find
that our proposition worked for an hour or two
daily provides for many of the added luxuries of
life. You supply us the time,—we'll supply
you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

MAINTAINING A STANDARD

The Red Rose Tea standard has always been a very high one. Quality has been the first consideration from the time our first package was put on the market 22 years ago.



To-day, with the market so very high and unsettled, we are, if anything, even more careful in maintaining the high standard of Red Rose Tea.

The retail trade can sell Red Rose Tea with every confidence, as we guarantee that this quality will be as strictly maintained as it has been in the past.

T. H. Estabrooks Co., Limited

St. John

TORONTO

Winnipeg

Comparison invariably sells the Eureka Refrigerator

That's just why we want you to compare it. We know that your own keen judgment will quickly perceive the manifold advantages of the Eureka System.

For no other refrigerator on the market has so many practical patented features, not the least of which is the **Centre Warm Air Flues Across Ceiling of Cooling Room**. No other refrigerator will so securely preserve and so advantageously display your stocks of perishables.

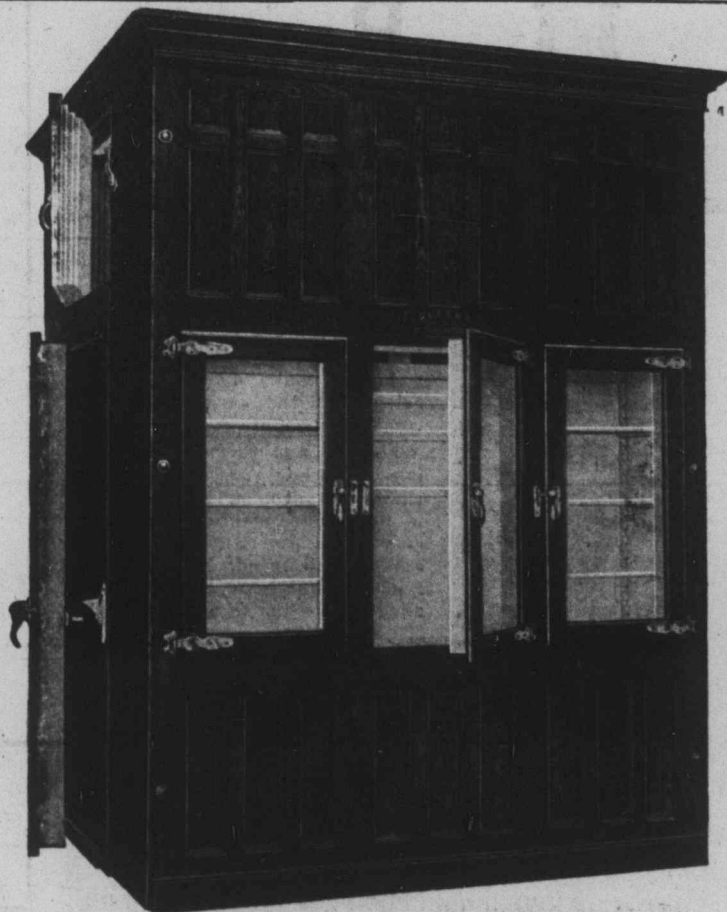
Don't let the warm weather catch up with you without securing yourself against spoiled goods and lost profits. Send a postcard to-day for full particulars of the Eureka. Just see for yourself what real refrigeration means.

Eureka Refrigerator Co., Ltd.

Brock Ave. Noble St. Earnbridge St.
Phone Park 513

Head Office and Showrooms:

27-31 Brock Ave. Toronto, Canada



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

Particular People Prefer SAVORA

And quality grocers the country over find that it is a mighty profitable line to push.

Get the housewife acquainted with Savora and she'll surely come back for more. There is a delicious appetite whetting quality about this condiment that captivates the most discriminating.

Are you well supplied?



MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul St., MONTREAL

AGENTS FOR THE DOMINION OF CANADA



Barnes

*—the Grape Juice
that sells and satisfies*

Grocers handling Barnes' Grape Juice (and they are many) will tell you that it's a seller from the drop of the hat—that its purity, its delicious, sparkling goodness make lasting friends of the most hard-to-please people.

Which is not to be wondered at when you consider that every drop of Barnes' is pure, unfermented Concord Grape Juice, unspoiled and unadulterated. It's the real, common-sense temperance drink—the favorite of the many.

Put a stock on display now — suggest it to your customers. The profits are good.

**The Ontario Grape Growing
and Wine Manufacturing Co.**

ST. CATHARINES, ONT.

BREAD

Is in everyone's mouth these days.

Improve the Bread. Improve the Health.

Improve the Profit. Improve the Savings.



Ho-Mayde Bread Improver
will do it.

It will make money for you.

It will save money for your customers.

It is a wonderful help in the making of a Larger—Lighter—and Better Flavored Loaf, which will not dry out so quickly.

It is a boon to all who make Home-made Bread.

Get in touch with us to-day.

Ho-Mayde Products Co.

23 SCOTT STREET, TORONTO

Western Agents: C. & J. Jones, Portage Ave., Winnipeg

Agents Wanted for Maritime Provinces

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, MARCH 23, 1917

No. 12

Unite to Fight Adverse Legislation

Strong Arguments Against Mail Order Houses—E. F. B. Johnston, Outlines What a Combine Is and Upholds the Wholesalers' Position—Will Present a United Front to the Order-in-Council Investigation and the Knowles Bill

A LARGE gathering of wholesalers, manufacturers, and representatives of the Dominion Board of the Retail Merchants' Association, met at the call of the latter in the Board of Trade Rooms, Toronto, on Monday of this week.

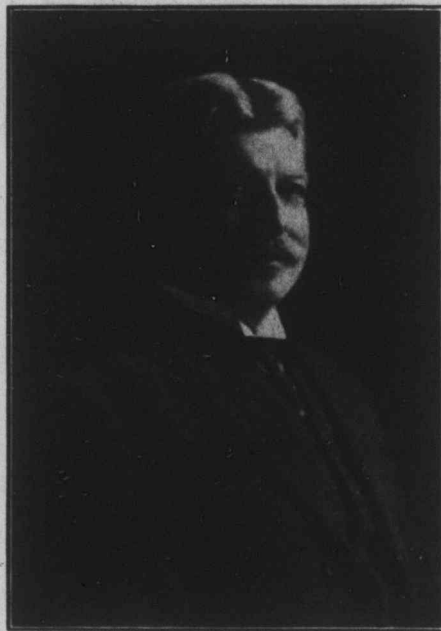
After a day's discussion of matters pertaining to the high cost of living investigation, the wholesalers and manufacturers present pledged themselves to support the Retail Merchants' Association in any action they should take in urging the appointment of an Inland Trade Commission, and in challenging the activities of the Minister of Labor and his subordinates in their investigation under the powers they claimed were delegated to them by the Order-in-Council, and also in using every effort to defeat the Knowles Bill, which aims to make all forms of trade agreements illegal. The representatives of the gathering unanimously agreed not only to support with the weight of their opinion, but with whatever financial aid may be necessary.

E. M. Trowern, the Dominion Secretary of the R. M. A., in presenting the case for the retailers, spoke of an interview he had had with the Minister of Labor, who had asked him if there was such a thing as a contract selling plan. Mr. Trowern admitted that there was, and provided him with blank agreements of the Shredded Wheat Company, and the Canada Sauce & Vinegar Co.

Not An Investigation, but a Persecution

"On the head of this investigation," continued Mr. Trowern, "which is not an investigation, but a persecution, comes Mr. Knowles, of Moose Jaw, who claims the powers of the Order-in-Council are not sufficient, and has proposed a bill making all setting of prices illegal. In all this there has been no effort to find out how all this legislation will effect the merchant.

"There is a sinister influence behind



E. G. HENDERSON,
of the Canadian Salt Co., Windsor. A
champion of the wholesaler.

all this and I will tell you what it is. It is the influence of the mail order house. For 20 years the Retail Merchants' Association have stood for honest trading; the mail order houses have not done so."

Harsh Words for Mail Order House

Horace Chevrier, President of the Retail Merchants' Association, urged still another side of the question. He spoke of the way the mail order houses were drying up the activities of the smaller communities. "In the West, in places where there were formerly seven or eight stores, now there are only three or four," he stated. The communities where the community store exists are doomed, unless we find some way of meeting this menace. The mail order houses are a ruthless, unscrupulous organization; they are after a centralization, irrespective of what it may mean

to any one. I have seen scores of manufacturers grow up, prosper a few years, and then disappear because they depended on the trade of the mail order houses.

"A few years ago it was the catalogue houses who, by devious methods, carefully disguised, urged the introduction of the parcel post. The manufacturer and wholesaler were not aware of the danger and you and we have suffered from it ever since. Now, by devious and tortuous methods the mail order houses are again taking advantage of the atmosphere of enquiry that prevails by reason of the High Cost of Living. Taking advantage of this they have not appealed to commerce to investigate commerce, but for the Department of Labor to become the henchman of the mail order houses.

"Unless we face this question we will have to pay the price of apathy.

"In facing this question we must oppose ourselves to the Knowles Bill, the Order-in-Council, and the High Cost of Living investigation, and we must fight for the appointment of the Inland Trade Commission. We must justify the righteousness of the contract selling plan.

Retailer Accepts Burden of Fight

"The burden of the fight rests upon the retail merchant. Why? Because the weapons seem to have been given into our hands. We are more closely in touch with the people at large; we are able to influence them from coast to coast through our organization which you with your less direct influence could not possibly do. We have the arms and we have the men, your contribution to this campaign must be the munitions. Only with this co-operation can we succeed, and protect trade and commerce from the heaviest yoke that has ever been put upon it."

Will Beat Wholesalers to Their Knees

In the discussion that followed, G. Fitzgerald, of F. J. Castle Co., Ottawa, spoke of an interview he had with Mr. O'Connor, on the question of the equa-

lized sugar rate. Mr. O'Connor had stated to him that they had not started out with any intention of antagonizing the wholesaler, but now that the wholesaler had proved antagonistic, it was the intention of the Department to beat the wholesaler to his knees.

Mr. O'Connor agreed that the method of distributing sugar was the most economical, and that 25c a hundred was not a high charge, but why, he asked, did you not make it legal? Now is it or is it not legal? asked Mr. Fitzgerald. If it is not, you have on your trail a man who says he is going to beat you to your knees, and who has a good job that he is anxious to keep as long as may be, and will therefore have an added incentive for his activities."

Dealing Through Wholesaler a Legitimate Method

"I came here to find out if I am a criminal or not," stated E. G. Henderson, of the Canadian Salt Co., of Windsor. "But in our discussion, let us justify the method in which we do business before the public without any dragging in of political questions.

"I defy any man to prove that dealing through the wholesaler is not a proper method. It is not possible for us to have agents in every community. The wholesaler is our agent. Is there anything criminal in that? We are charged with being criminal because we have a fixed price, but how otherwise could we do justice to our customers? Let us do all in our power to justify the holding of these agreements to the public."

Asking the Manufacturers' Support

W. T. Smye, of Balfour, Smye, Hamilton, stated that there was need for co-operation among all the interests. He did not want to be the goat. "You manufacturers have an agreement with us whereby we sell your goods for a remuneration. Now what are we going to do in the case of action? Are we going to let one man take service, or are we going to let our lawyer take service for us, and all stand behind him? If you manufacturers are going to fall down, then we can do nothing, but if you are going to fight this point there isn't a man in this room who will not fight with you, and do our best to establish this legitimate method of trade."

Some Plain Words for Mr. O'Connor

"I have never, after 40 years at the bar," stated E. F. B. Johnston, "read letters couched in such terms as some of the letters received from the Minister of Labor and Mr. O'Connor. I believe that this department should act judicially, they are acting as a prosecution. They have taken the standpoint that you are all criminals, and have stated in plain language that the wholesale dealers are criminals and subject to punishment un-

THE RESOLUTION PLEDGING THE SUPPORT OF MANUFACTURERS AND WHOLESALERS.

A meeting of manufacturers, wholesalers and retailers, here assembled to-day are of the opinion:

1. *That it is a mistake for the Department of Labor to disturb the present method of internal commerce namely, manufacturers selling through wholesaler and retailer, and on to the public by the contract selling plan.*

2. *The best interests of the consumer, as well as of all sections of the trade engaged in supplying his needs will be served by maintaining this custom of trade.*

Therefore be it resolved that we pledge ourselves to support the Retail Merchants' Association of Canada incorporated, by every means in our power in their endeavor to have an Inland Trade Commission appointed, and in their efforts to have the public and parliament shown the unwisdom of the Department of Labor's methods in connection with the high cost of living legislation.

It being understood that they consult with the joint committee of Manufacturers, wholesalers and Retailers appointed in Ottawa, when such assistance shall be deemed necessary.

der the Order-in-Council. If the investigation is undertaken in that spirit, you need not expect any particular aid in your difficulties.

Time to Make a Test Case

"For that reason, Mr. G. Lynch Staunton agreed with me that it was time to test the matter. It can easily be done, by letting them take action against some one party. If the case turns against you, you can change your methods of business.

Your method of doing business is not a matter decided last month; it was decided after the experience and careful consideration of 25 years.

"After reading some of the letters, I came to the conclusion that we had a man running this business who could not look beyond the pin point of his own vision.

"In thinking over the matter the other day, I thought—It would appear that we have in Canada a Czar who attempts

to exercise more power than the Czar of Russia. The next day I read in the paper that the Russian Czar was no more. You have individually a duty to yourselves to perform; to make an honest, lawful living. But if you are willing to be compelled to sacrifice your business and lose money thereby, because someone's interpretation of the law differs from yours, then you are not doing your duty to yourself.

Has Faith in the Word of the Trade

"When I hear some of these men swear that they are doing business at the lowest possible figure, then, if there were 50 O'Connors stating differently, I wouldn't believe one of them. If you are doing business in an expensive fashion, even if you are not profiting thereby, then you are not doing your duty by the public. You want to get some system that will reduce the handling of a commodity to the lowest possible cost, and then you want protection for putting this into operation. That system I believe you have in the equalized sugar rate.

What is a Combination?

"There is some confusion in the interpretation of the terms of the Order-in-Council. A combination or conspiracy is a union of two or more minds to do an illegal act; the mere union is nothing. To be conspiracy there must be the intention to do an illegal act. If you have joined together to limit trade, then you are doing an illegal act, but, according to the evidence, you haven't limited trade or the manufacture of a product for a moment. The union has been to lower the price. If you are right about that, then Mr. O'Connor is wrong when he says that the combination itself is an offence. The only thing you have to consider is, have you conspired to increase prices? But many reputable men have sworn that your actions have lowered rather than enhanced the price.

Wanted a Business-like Decision

"My idea would be to repeat the letters that have been declared satisfactory. If that did not satisfy the Department of Labor, then I would fight. Have a test case and get the thing settled for all time. We will do everything in our power to get at the facts. If I were you I wouldn't get on my knees except to pray to the Lord to destroy your enemies. Until you get a decision from a balanced business mind who knows all the facts, so that there will be a co-ordination, not only between yourselves and the Government, but between yourselves and the people at large, you will never have a settled business method."

John F. Orde, legal representative of the E. B. Eddy Co., stated that any manufacturer had the right to refuse to
(Continued on page 30.)



Inside Display as a Selling Factor

How Untidy Methods Militate Against the Success of a Store — The Actual Selling Value of Attractive Display Illustrated—Some Suggestions Offered

IN the average grocery store, even those which devote considerable time to window displays, there is a painful lack of attention to the matter of inside display.

Of course, in any well equipped grocery there is a certain system of shelf display, that goes without saying. But what about the display of goods that do not naturally lend themselves to this manner of treatment; the things that a merchant brings back from market, or from the fruit jobbers?

Not infrequently such goods are strewn around the floor in every manner of confusion. This confusion is neither advantageous to the value of the goods themselves nor yet to their saleable qualities. The eye of the prospective

customer naturally gains an impression of confusion, of untidiness, and while there may be no reason in the world for this conclusion, there is a not unnatural tendency to consider these articles unwholesome.

Appearance as a Selling Factor

A very large percentage of the selling value of a package lies in its attractive appearance. Many merchants refuse to believe this; but it is a fact proved by long experience.

Why do orange packers go to heavy expense to get the attractive colored labels for the ends of their boxes? They do not add one iota to the actual quality of the product. They do so because long experience has proved to them that an

attractively branded box of oranges will sell, while a box with a plain brand will remain on the jobber's hands.

What was the value of the advertising campaign, that featured a certain talcum powder with the words: "We couldn't improve the powder, so we improved the box"? The manufacturers of that product realized that there was a selling power attached to the very package in which the goods were sold.

Now, if this is true of general products, why should it cease to be true when applied to a store? The truth of the matter is that it does not cease to be so; it may often be ignored to the proprietor's loss, but it never ceases to be so. The corner fruit store sells more

(Continued on page 31.)

Convention of New Brunswick R.M.A.

Members Endorse Daylight Saving Scheme—Dominion Board of Trade and Commerce Approved—Interesting Addresses on Lively Current Topics — A Full Report

THE third annual convention of the New Brunswick Branch of the Retail Merchants' Association of Canada, which was held in St. John on March 13 and 14, proved both interesting and inspiring. Some of the matters dealt with were: The retailer's part in community development, the approbation evil, net profits and business costs, bureaus of information and the daylight saving plan. There was representative attendance from all parts of the province.

The convention was opened on Wednesday afternoon with addresses of welcome by the Mayor, president of the Board of Trade, and president of the St. John branch, with replies by the vice-president, W. G. DeWolfe, of St. Stephen, in the absence of the president. After the transaction of routine business the Dominion president, Horace Chevrier, of Winnipeg, was called on for an address on "Co-operation in Community Development."

Mr. Chevrier's idea of community betterment was based chiefly upon the ability of the merchants to get together, to save the community, and carrying it to the highest point of efficiency and development.

"Don't look upon your competitor as an enemy," said the speaker, "because, if you do you will have a community where dislike, distrust and ill feeling will grow, and that means community decay. Co-operate, boost, unite all the time; that is community betterment. Then you will all share results from making your surroundings bigger, better, and more profitable."

He said, making attractive fronts, having stores that children could buy in equally as well as adults without the fear of being "robbed," of having clean streets, an association taking part in sports, concerts, and activities that help to develop the boy, and striving to eliminate mail order competition that comes from afar, and learning themselves to trade as much within the community as possible, were points that the retail merchant could well bear in mind.

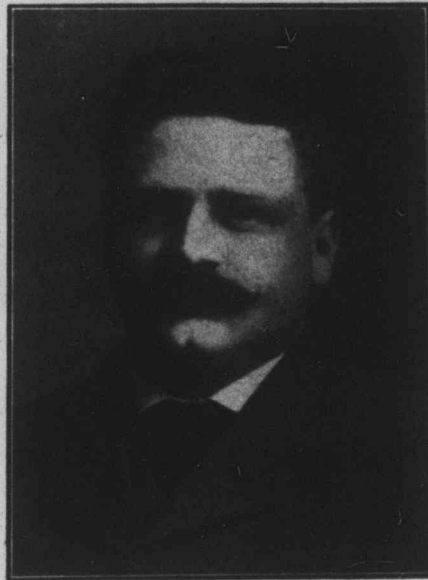
"Borrow at home, get your orders at home, get the doctors to join your association, for they can give you more information as to people's credit than any other men in the city, keep a lookout for the clean and upright public office holder, and get the people to drop the catalogue habit, purchasing from

firms that never contribute a penny towards the upkeep of the city," said the speaker.

Banquet in Evening

More than 200 plates were set for the banquet in the evening. This was the crowning event of the first day's programme. The banquet brought together more retail merchants than have ever been brought together in the province at one time. A. O. Skinner acted as toastmaster.

In the absence of W. B. Bishop, who was to propose the toast to the Retail Merchants' Association of Canada, T. H. Estabrooks made the proposal. Mr. Estabrooks said the men of the association should acquaint those who did not belong to it with its purposes and its



HORACE CHEVRIER, Winnipeg,
President of the R.M.A.

aim, and teach them as well as the general public how greater profits could be derived and conditions improved generally.

Mr. Chevrier's Address

Mr. Chevrier responded to the toast. In beginning, he described the Dominion Board at length. He told why it was a Dominion association, and how it could be put to the use of making the men of to-day better for to-morrow. Its key-stone, he said, was organization for the good of all.

The speaker then turned to the work of the local board. He said it should remove such things as would jeopardize

the merchant and those about him. "Each board should have 'clean up' campaigns," declared Mr. Chevrier, "for it is only by removing the objectionable features that one can hope to improve community conditions. It should not overlook education. Ontario, largely because of the work of its provincial retail merchants' associations, has agreed to pay two-thirds of the cost of maintaining a technical night school." Mr. Chevrier also advocated a bureau of information, commercial libraries, and other means that might tend to educate the people along commercial lines."

Fifteen years was the time he gave for a merchant to acquire his training and experience. An inter-provincial association was urged on the ground of protection and, as having influence with the Dominion Government in preventing the enactment of any harmful legislation. He touched upon the parcels post, and declared that there should be an equality of charges.

The toast to "Our Guests" was proposed by E. L. Rising and responded to by the presidents of the Fredericton, Woodstock, St. Stephen, and Sackville branches, and by representatives of the Moncton and Newcastle branches.

The Thursday Session

The Thursday morning session opened at nine-thirty o'clock, with F. W. Daniel in the chair. The first business was the reception reports from branches. Reports were given by G. B. True and Robert Strain, Woodstock; W. G. DeWolfe, St. Stephen; C. H. Edgecombe and Howard Rogers, Fredericton, and J. W. Smith, Hampton. All told of a year of considerable activity and prospects for even better work in the future. The Provincial Secretary, Robert Reid, reported that there had been nine meetings of the executive since the convention last April.

At a meeting on April 21 the president, with the sanction of the Dominion secretary, appointed an advisory committee, composed of Messrs. Skinner, Hawker, McGivern and H. Rising, to confer with the executive. At this meeting, N. C. Cameron tendered his resignation as provincial secretary and the position was offered to and accepted by the present secretary. The executive then also notified the Asepto Soap Company that there would be no further manufacture of soap or soap powder on behalf of or in name of the association

A provincial rally was held on September 19 and 20 in St. John and proved successful.

A legislative committee consisting of A. Murray, F. W. Daniel, W. G. DeWolfe, A. E. McSweeney and A. O. Skinner was appointed at the meeting on October 5.

At a meeting on November 7 the Dominion secretary and treasurer were present and submitted the suggestion that the fee be raised to \$10 a year. Of this amount \$1 would go to the Dominion Board, \$4 for organization work; \$1 to the local branch and \$4 for the provincial office, the Dominion board to take over and administer the organization. This proposal was accepted.

At a meeting on January 22 it was decided to submit to the convention proposals to make the fees payable semi-annually and to appoint a special consultation committee or a business expert to aid the members.

During the year the secretary had attended twenty-three meetings of local branches; had toured the province with the Dominion secretary in November; had, through the Dominion authorities, put an end to smuggling between Houlton, Me., and Woodstock; had traveled 3,908 miles; assisted in the elimination of selling by wholesalers to consumers; secured the increase of business fee for imported slaughter sales in St. John from \$20 to \$500, and in Moncton from \$100 to \$1,000, and transacted considerable other business.

Goods on Approbation

A feature of the afternoon session was a paper on "the Approbation Evil," by S. C. Young, vice-president of Scovil Bros., Ltd., who said:—

"The following are a few facts in connection with the above evil which speak very strongly for its being abolished:

"First, from the merchant's standpoint a great many bad accounts are traceable to the practice of sending goods on approval to parties to whom straight credit would be refused. For instance, a salesman has a request from a customer for a number of articles or garments on approval; a conference takes place with the credit man with the result that the goods are sent, also with the understanding that should anything be selected, immediate payment is expected; result—in a great many cases, a bad account.

"Another very bad feature of this habit (for it is certainly nothing more than a habit with a large number of people), is the fact that sales are constantly being lost in consequence of hundreds of dollars' worth of saleable goods being out on approval, two-thirds of which are never kept, while had these same goods been in stock, many a sale would have been saved.

"Then, again, in the wearing apparel department, for instance, in the majority of cases, after one, two, or even three lots of goods have been sent on approval to be tried on at the home, the party to be fitted has to come to the store to be fitted in the end, and right here I might say that in many cases when goods are chosen from those sent to the house, that had the garment been fitted at the store a better fit and more satisfactory garment would have been the result.

"Then there is always the fact to contend with that when perishable goods have been sent on approval several times they have depreciated to such an extent that the very people who ask for goods on approval refuse to accept these at their original price.

"To my mind the one strong feature that should appeal most to the purchaser is the fact that if there were no approbation they would have the advantage of buying from a well assorted stock instead of making a purchase from a depleted stock, owing to the number of garments always out on approval.

"How often a salesman hears the remark: 'I wish you had had that in stock when I wanted to purchase one the other day, but I found something elsewhere and it will have to do now!' This is discouraging news when, as it often happens, the good referred to were out on approval at the time.

"Every merchant knows the trouble that crops up every time the accounts are sent out and the office is besieged by angry customers, and it is always the same old story: 'Why, yes, we had those goods out on approval, but we sent them back.'

"From the above remarks it can clearly be seen that there are advantages to be gained by the merchant and customer alike, and the time has arrived when a concerted effort should be made by the storekeepers in general to discontinue the 'Approbation Evil.'

"This could be accomplished by the local merchants in the men's and women's wearing apparel, boots and shoes, and other lines of business, where this custom prevails, getting together, and by working in unison adopt some definite plan which all would agree to stand by, and thus bring to an end this evil.

"This suggestion is made with a full knowledge of the objections which will be raised and that a custom which has been in vogue for generations cannot be done away with in a day; but, when the advantages to be gained, both by the merchants and customers are taken into account, surely it is worthy of serious consideration.

"It is hardly necessary to point out to the storekeeper the saving in cost of delivery, which with the added work of calling again for parcels, in many cases

several times, the depreciation of perishable goods, the many sales lost from goods being out on approval, additional cost of bookkeeping, making of bad debts, and many other bad features.

"By using the local press to educate the buying public to the advantages of no goods on approval: First, by having a well assorted stock to choose from, fresh garments instead of soiled, the danger of contagious disease being eliminated by goods not being sent, a more satisfactory article being the result of having same fitted at the store, no disputes when accounts are rendered, and many other good reasons which could be quoted in this press campaign.

"To show that the idea is workable, it might be pointed out that in our business, which includes men's, boys' and women's ready-to-wear garments, during our semi-annual ten day sales which are held in July and January, and in which we do double the average amount of business, we send absolutely nothing on approval. In each department are a number of large show cards worded thus:

"NO GOODS SENT ON APPROVAL DURING THIS SALE."

"Our customers are given to understand through our advertising that this is not done to shield us from complaints, as our usual guarantee holds good at all times, to cheerfully exchange any article not satisfactory. During these sales it is a pleasure, as well as a financial benefit to be rid of the 'Approbation' bogey."

Favor Daylight Saving

The convention was brought to a close on Thursday afternoon with the election of officers and the adoption of several important resolutions. The association went on record in favor of having the daylight saving plan become Dominion wide, but the resolution embodying this decision was referred to the executive as regards details. It was also decided that a new office be created and that hereafter, past presidents shall be appointed to the position of honorary president of the association.

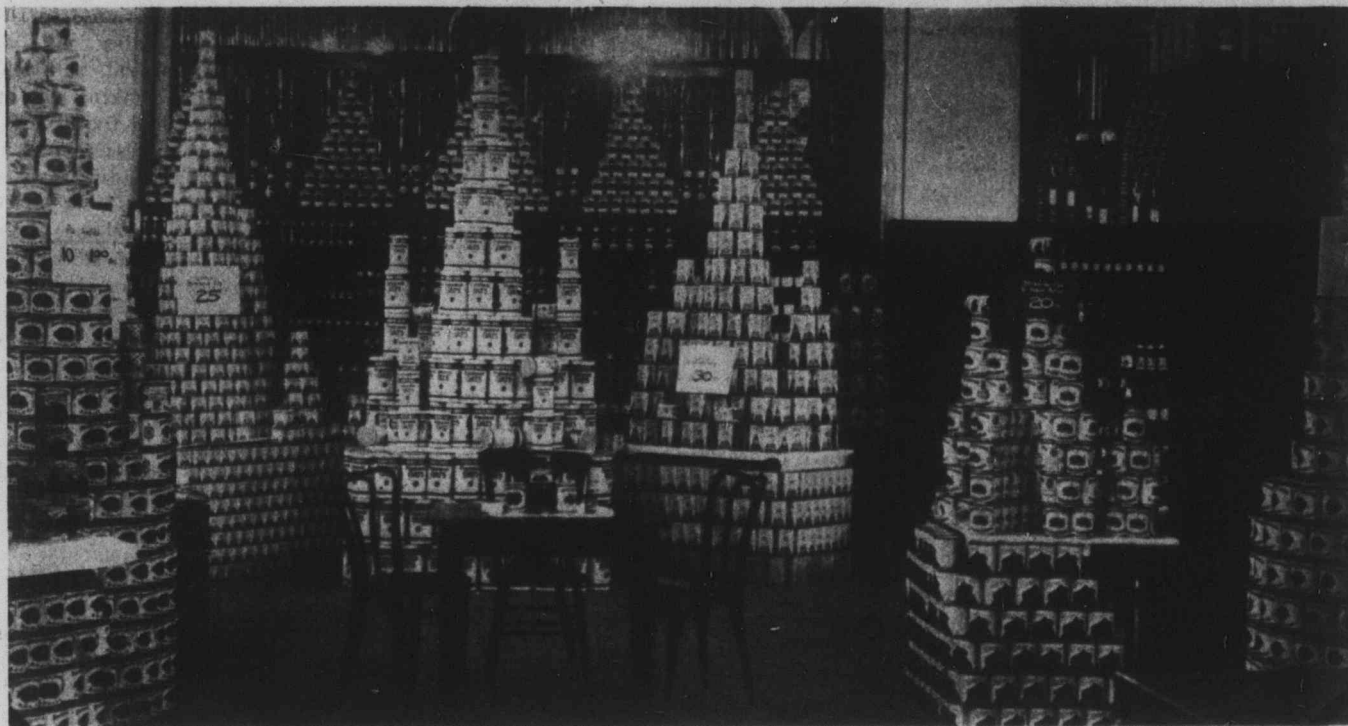
Profits and Costs

The address of E. L. Jack on "Net Profits and Business Costs," was the first thing taken up at the afternoon session.

Mr. Jack said there were five essentials for success in business life: industry, energy, persistence, imagination, and enthusiasm, and the most vital of these was enthusiasm, for without it the others were useless.

Another very vital thing to the success of any business was accuracy in figuring costs. It was necessary that everything be put in the expense account in order to arrive at the correct cost of doing business. The proprietor should include his salary in the cost in

(Continued on page 31.)



Inside display method used by Goodwin's, Ltd., Montreal. Note the table for customers' use when ordering, also price cards.

The Selling Force of a Bulk Display

The Public Peculiarly Responsive to the Idea of Quantity—Some Instances Where the Featuring of This Idea Has Resulted in Increased Business — Appealing to the Eye of the Purchaser by Bulk Display

THERE has been a vast deal written and spoken about the matter of displays. There are a vast number of systems and viewpoints to be considered, but in the end every system must come under the judgment of its actual selling qualities. A display that attracts, without focusing the attention toward an actual purchase is wrong somewhere, no matter how attractive this display may be.

One method that is perhaps the least often used of any is the system of displaying by bulk. Yet there are few measures that have proved so successful in actual practice as this.

Selling Tea in a Bulk Display

Some time ago the Heuther and Todd store of Guelph, featured in its window a display of teas in bulk. In that display an unusually large quantity of tea was in evidence. Aside from that there was no effort to make anything approaching a sensational display. There was the idea of quantity conveyed, however, in the large chests of tea. It was an idea that caught the public attention, and focused it on tea. As a result, from this window alone there was sold one chest of tea entire, and in smaller sales

over two chests were disposed of in the course of two or three days.

Catching the Public Attention With the Original Package

Another instance that was brought to the attention of the CANADIAN GROCER lately, was instanced by the A. P. Johnson store, Ottawa. Mr. Johnson had received a shipment of English vinegars. This shipment was packed in large hogsheads. The idea suggested itself to Mr. Johnson that probably most people did not know that and would be interested in the idea if it were brought to their attention. With that idea in mind he moved the hogshead into his show window and there knocked the head out. Then he dumped the barrel on its side and shook the contents half out. It was only the matter of a few minutes to give the impression that the barrel had been carelessly broken open.

The idea more than justified Mr. Johnson's belief. People were interested, and their interest directed them to think that they could probably use a bottle of just that vinegar. As a result, in the course of a few days the whole barrel was disposed of, a sale that had the ordinary method of display on the shelf

been adopted would have taken months of time.

The same idea had proved effective in selling walnuts, the great bags in which they are shipped were simply torn open and scattered carelessly on the floor of the window.

The Public Subject to the Appeal of the Superlative

Time and again it has been proved that the display of oranges in bulk has been a very great factor in their rapid sale. Even the idea of selling oranges by the bushel instead of the dozen has been tried with marked success. The public is readily caught by the suggestion of quantity. They are trained from childhood to marvel at bigness, whether it is a big house, or a big city, or a big salary. The great circus industry that flourished a decade ago before its doom was sealed by the 10-cent movie, was built up on the public's love for superlatives. The biggest, the best, the most wonderful, have always been the phrases of greatest public appeal. This is only doing with words what is done with goods in the matter of bulk display. It is suggesting the idea of bigness, the superlative quantity—the easiest road to the public favor.

In connection with this article, we are illustrating this principle worked out in window and interior display. The commodity used in this instance is canned goods. But it matters not a particle what it is as long as the display is large enough to attract the attention.

Canned goods is the natural idea of any person passing this window, just as it is the natural suggestion to anyone entering the store. It is an appeal made direct to the eye, the easiest method of appeal, and it is an appeal made on the forcible ground of bulk.

tive of over buying does not heal the trouble. A word of counsel might be in place, but to take the risk with the hope that it can be pulled through is merely taking a gambler's chance if the cause of the over buying is not looked into.

"The absence of accountancy methods, simple but efficient, in a business is a symptom that should not be neglected.

"Neglect of correspondence is another symptom which should have a proper appraisal. If a merchant does not answer a courteous communication, and especially when he is solicited for information or the payment of an account, he is lacking of the quality that we believe contributes largely to success."

Consumer Credit a Big Risk

The importance of watching collections was also referred to by the speaker, who stated that looseness in collections is another symptom which must be reckoned with by the credit man. Giving credit to consumers is a greater risk,

Why Do Business Men Fail?

Lack of Adaptation and Training a Serious Drawback — Overbuying and Looseness in Account Collection Also Drain on Business

ONE of the largest contributing causes to commercial failures is "lack of adaptation." At least that is the view expressed by J. H. Tregoe, secretary-treasurer of the National Association of Credit Men. Mr. Tregoe recently read a paper on "The Causes of Commercial Failures," at a meeting held in New York by the Credit Educational Committee of the New York Credit Men's Association. In referring to failures as a result of a lack of adaptation, Mr. Tregoe emphasized the fact that a business man cannot go against natural tendencies—what may be called ingrained tendencies—and the adventurer in certain fields when finding that he is ill-placed, that his enterprise arouses no enthusiasm, does not spur him on to the very best efforts, is unadapted, and must either change the tendency or make a failure of the effort.

Ability Alone Not Sufficient

Lack of training is a second contributing and an exceedingly large cause of commercial failure. Quite a number of the reasons assigned customarily for the failure of merchants may be quoted together under this head, and it is exceedingly significant. We do not say lack of ability, for an enterpriser in the commercial field may have ability, but the absence of training will render him insufficient to make a success of an enterprise.

Character Expressed in Work

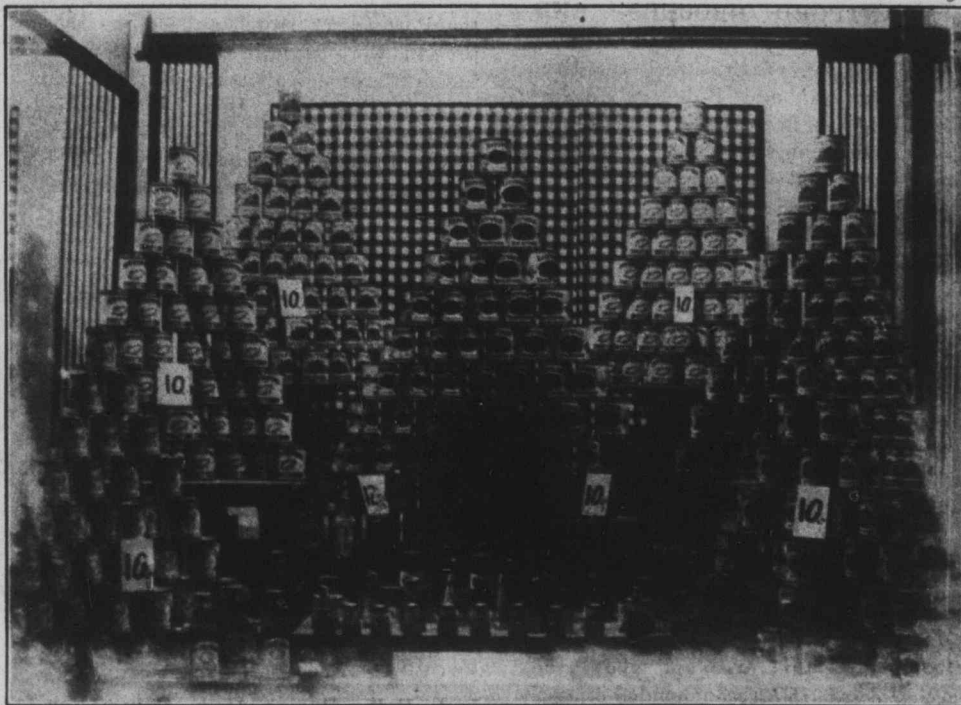
A third and very important cause is lack of character. Character is not always synonymous with conscience. Character is expressed in the manner in which we do a piece of work. It reflects interest, pride, ambition and also conscience. A defect in character will lead a merchant to take advantage of his creditors if he can, in a financial pinch. It may lead him to neglect the proper books of account when he is perfectly able to do so, and it may be the whisper that tells him how very easy it will be to put over a game on the credit man to-day and that he might as well profit by the ease with which credits may be obtained as have so many others.

Should Not Disregard Contracts

There are two defects in our social system, stated Mr. Tregoe, which lead to looseness and disorders reflected in one

of the three classes above mentioned. The first is the lack of a proper regard for the contract of sale and purchase. Buyers of merchandise have not been encouraged to regard every verbal promise just as sacredly as they would a promise under a seal.

"The second is the absence of a strong morality in mercantile affairs. We are given too much to shrewd practices in the buying and selling of merchandise,



An effective bulk display for a window.

in the giving and closing of credits, and have appraised at too high a figure this feature when it should have been appraised as an undesirable quality in commercial life and that it is well for a nation of traders to have the reputation of dealing with strict honesty and having morality just as firmly imbedded in their character as the ability to produce and distribute in close competition with the nations of the world.

Overbuying a Disease

"Over buying is a symptom of commercial disease. It may result from either of a number of causes. Merely rejecting an order because it is indica-

usually, than the granting of commercial credit, and unless a merchant aims to collect his accounts within the proper time he is heading toward losses that may affect his ability to meet his own obligations and put him eventually in the ash heap of commercial failures.

The causes of commercial failure may be classed as curable or incurable. The first class should be handled effectively and from a failing condition be restored to normality and headed toward success. Prevention work can be accomplished through the close and personal touch of the credit man with his debtors. He should cultivate his touch despite the drain upon his time and the need

he feels of devoting every moment with-in his command to the mere business of clearing risks and closing them with dispatch.

If a lack of training is apprehended, then a word of counsel should be given him to overcome the defect and qualify himself for the conducting of a successful business. If proper books of account are not kept then the merchant should be advised that this is one of the symptoms of commercial failure, that his chances of success are reduced when he does not know with exactness what his goods cost, whether or not he is making a profit, and he cannot compete with the merchant who recognizes and is observing this requirement. If overbuying is indulged in, the merchant should be warned that this is also a symptom of commercial failure and will lead to disaster if not corrected.

Commercial failures have their causes; the causes may be traced by symptoms, and many of them are preventable.

BRANTFORD GROCERS' AND BUTCHERS' ASSOCIATION

On Tuesday of this week the Brantford Grocers' and Butchers' Association held its first regular meeting following reorganization last month. A new vigor and interest have been injected into the Association, due in no small degree to the zeal and energy of the new president, Edward Cutmore.

The feature of the meeting this week was an address on The Cost of Doing Business by John C. Kirkwood of the CANADIAN GROCER staff.

Mr. Kirkwood said that 90 per cent. of those engaged in business get no profit from their effort; and that of those who fail, 95 per cent. are doing business on a capital of \$5,000 or less; also that of those who fail, 75 per cent. fail because of personal short comings.

The speaker urged grocers to do business with a full knowledge of all costs, and to provide for an adequate profit on their effort—this over and above their selling costs. He recommended that the expenses of doing business be grouped in account keeping under the following eleven heads:—

Rent	Losses
Freight	Donations and
Salaries	Subscriptions
Fixed Expense	Advertising
Delivery	Interest
Incidentals	Depreciation

How to reckon the percentage cost of doing business on the selling price and on the cost price of goods was shown, and the importance of making the proper calculation on the cost or invoice price emphasized. Also, the matter of recovering losses in sugar sales and other lines on which an inadequate gain

on cost is made was very fully dealt with.

The speaker made it very clear how retailers can, if they are so minded and willed, control their sales and increase them—this to recover all costs and make a clear or net profit of \$100 or more a month on their effort.

Upwards of fifty grocery and provision men were present to hear the address, and several took part in the discussion following its delivery.

Other subjects discussed at the meeting were the annual picnic of the Association and the summer weekly half holiday. It was decided to take the customary summer holiday from May to September inclusive.

SALES CONVENTION OF D. H. BAIN CO.

The managers of staff of the D. H. Bain Co., have just concluded their annual sales convention at Winnipeg, which is the headquarters of this firm of wholesale brokers and manufacturers' agents. Delegates were entertained at the Fort Garry Hotel, and among those present were several representatives of the firm's principals, such as H. R. Lipman, of Rosenberg Bros. & Co., San Francisco; H. S. Gile, of the Pheasant Fruit Juice Co., Salem, Ore., E. S. Beaman, of the American Peanut Corporation, Norfolk, Va., and L. C. Christenson, of Hard and Rand, coffee importers, New York.

During the week it was announced that business done during the past year had been exceptionally good, being almost double that of the previous year, and the hope was expressed that 1917 would be even better. The convention lasted a week during which time a number of functions of a social nature were held in the evenings. On one occasion, a luncheon was given by H. S. Gile to the delegates. Those present included M. Henderson, Edmonton, T. Philips, Edmonton, H. C. Andrew, Calgary, E. P. Magowan, Edmonton, J. M. Pascoe, Saskatoon, A. Higenbottam, Saskatoon, J. A. Rollo, Regina, D. C. Boyce, Vancouver and J. Trail. Those from the head office included D. H. Bain, head of the company, F. Archibald, J. F. Newson, L. C. Powell, and A. Baker.

THE MISTAKE OF WINDOW DISPLAYS OF EGGS

The Department of Agriculture is sending out a bulletin urging the ill effects of displaying eggs in store windows. This is a matter that every merchant should carefully safeguard. When any display method causes a deterioration of the product displayed, it ceases to be a good advertising method, so that the suggestions in the following excerpt from the department's bulletin

is worthy of the most serious consideration of all the grocery trade:—

"It is a common practice at this season of the year for many retailers to advertise the increasing egg supply and the rapidly falling prices, by displaying piles of eggs in their store windows. The eggs thus exposed in many cases come under the direct rays of the sun, and are subjected to a temperature behind the plate glass window of about 100 degrees. The excessive heat resulting causes serious deterioration through evaporation, accompanied by loss of flavor. Further, at this time of the year a large percentage of the eggs marketed are fertilized, and as it is common knowledge that a temperature of 70 degrees is sufficient to start incubation, the possibility of serious deterioration will be readily seen.

"It is good business to advertise, but window displays of eggs defeat the aim of the advertiser, in that the resulting deterioration of the eggs causes dissatisfaction among consumers, and so retards consumption. Eggs should be kept in the cleanest, coolest, driest place in the store, removed from mustiness, foul odors, or other sources of contamination."

A SIDELIGHT ON THE COST OF LIVING

An interesting sidelight on the reason for the high cost of living appeared recently in the *Toronto World*. Its place of origin was Port Hope. It appears that a farmer entered the place of business of a carriage dealer and announced that he wished to purchase a buggy, when told the price was \$90, he said: "My father bought a buggy exactly like that for \$60, 20 years ago." The dealer remembered the sale also, and said: "Your father turned in 300 bushels of corn to pay for it. I will do better for you than I did for your father. You bring in your 300 bushels of corn and I will let you have in return one \$90 buggy, one \$75 wagon, one \$20 suit of clothes, one \$20 dress, one \$5 baby dress, one crib, one \$3 box of cigars, \$10 worth of sugar, \$10 worth of coffee, \$10 worth of tea, \$100 worth of gasoline, \$17 worth of lubricating oil." The total figured up \$365 as the present value of 300 bushels of corn. It is stated that farmer climbed back into his motor car, with the words, "I guess I haven't any kick coming on the high cost of living. Send out the \$90 buggy."

A. F. Johnston, Merlin, dry goods and groceries, has been succeeded by Johnson & Hiicks.

Brown Bros., Richmond, have dissolved partnership, W. J. Brown retiring.

Don't Meet Competition by Imitation

Greatest Asset of a Man or a Store is Character—Stick to Your Own Ways—Study to Strengthen Your Bulwarks—Best System for Customers' Accounts.

By Henry Johnson, Jr.

Here is a query which is always timely:

Dear Sir.—I am coming to you for a little advice. I am going to have for a competitor a co-operative store which is going to open up on or about March 15, with a meat market, fish department, candy and delicatessen on a strictly cash basis, no delivery. Their capital is between \$5000 and \$6000. We are in a railroad section and heavy credit neighborhood. Would you meet their prices? Or would you let them go for a few months and see what they do?

Hoping you will give a little information on this, Yours truly, G. J. B.

Decidedly, stick to your own ways and customs.

That would be my answer in any case, but particularly in yours, for this special reason:

The credit of railroad employees is about the best kind there is. Those people must pay their just bills or lose their jobs. That has been the case for upwards of fifteen years; ever since the railroads reached the sound conclusion that it was bad business for them, also an intolerable nuisance, to have garnishment suits pending all the time.

Your trade is accustomed to credit and to your way of doing business. They are used to having their goods delivered and to all the little services implied and customarily rendered under that system. They know you and you know them. You are first on the ground, established in the community, know the folks and their preferences, and so have every advantage in meeting such a situation.

You do not say whether the other men are experienced merchants or not. Chances are they are not. Undoubtedly—especially if they are not experienced—there will be some lively times during the first few weeks. They will attempt to sell below a safe level, and try many spectacular stunts. Then there will be a day of reckoning when investigation will show that they are making no money; or that more likely they are losing; and they will get back onto the right track. Thereafter, things will settle back into a jog trot of steady competition, properly so-called, wherein each of you will strive for business on your respective merits.

Of course, they may not investigate soon enough. Then the job will last longer, for it will take more time for them to run through their resources

and burn up that capital. But your plan is to stick to your knitting steadily and see the thing through.

If They Are Experienced It Will Be Better for You.

If the men are experienced, you should have a better time of it. For then they will run their store on correct lines—probably—and there will not be nearly the difference in prices which I think you now fear. The difference cannot amount to more than about 5 per cent. all the way through, and probably it will not come near that. And your customers will prefer to pay your prices for the sake of what you give them.

Undoubtedly it is true that a cash merchant can sell for less than a credit merchant; but it also is true that very few men are smart enough, bright enough, well posted enough to be successful cash merchants.

I have had that sort of thing to contend with several times in my experience. Sometimes it was a co-operative undertaking, and again it was a one-man affair. But when the co-operative concern petered out, busted completely with plenty of unpaid bills, it was revealed that of the \$10,000 subscribed not more than \$4000 ever was paid in; so the store, started on a \$10,000 plan and scope, was starved from the beginning. When the holders of the remaining \$6000 found that it was losing ground, they held on all the tighter—and the end came soon.

The individual in one instance gave me some apparent trouble for a few weeks. Many customers left me promptly; but they came drifting back one by one. Then one day he came to me quite frankly and told me he had misjudged both the town—to which he was a stranger—and the location; and that he was going to pull out. I told him that had he come to me in the beginning I should have told him the truth, gladly: "but then, probably you would not have believed me," I said.

Character Most Important

Now think of this: Character is the most important element in a store or in a man. It is character which determines the outcome of a business or a life. Having built up a character—as everyone does in everything at which he stays for any length of time—you must be very jealous of it. The reputation of your store is what your work has pro-

duced; and you must see that those who come to you find everything up to the same par value that you have maintained hitherto.

This present test is to be met by mighty careful thought and study of your business inside and out. In a vague way, perhaps, you have felt that you were not as strong in some particulars as you should be. Now is the time to get down to tacks, find those weak spots and tone them up.

If there are sloppy places in your store, clean 'em up. If your windows repel instead of invite, get busy and make them attractive. The windows being the eyes of your business, the advance guard which your customers run against first thing and always, put them in order—and keep them so. Systematically, my windows have been dressed—completely—every week. If you put in a line of household goods in one window on a Thursday night, that probably will look well over Sunday. But the windows in which you display fruits and vegetables must have attention Saturday night last thing, so they will look inviting to the people who pass them on Sunday.

If your clerks or delivery men are not as presentable to customers as they should be, take pains to improve this part of your service. And remember that the delivery man is the one representative of your store whom the customer meets regularly—whether she buys personally or telephones her orders. The delivery man is the most important man on your staff. Of course, these are outline suggestions, but you can fill in the background all right.

The central thought is to strengthen every weak spot; but avoid any tampering with your prices, except only in such instances as you know you have been getting too long margins. I take it that such instances are few; for not many merchants in our line know enough to get a sufficient margin. Chances are that you need to advance many things. If investigation shows that such is your need, advance them promptly, irrespective of any bugaboo of new competition. I can say to you that I never made any money myself until I began to get enough for my goods; but I have made lots of real money since then.

Write me again if I have not seemed to hit the spot. I'll gladly go into further details.

(Continued on page 30.)

CANADIAN GROCER

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EDITORIAL NOTES

EXIT the Romanoffs. William, your turn next.

* * *

MORE strategic retirements on the part of the German General staff. Strategy of that nature will always be welcomed by the Allies.

* * *

THE HON. T. W. Crothers, speaking at St. Thomas, stated that Canadians would not permit the regulation of the price of foodstuffs. You never can tell. They're long suffering folk and have stood a lot of piffing activity from this same gentleman in the past few months.

* * *

EVERY newspaper in the country is setting forth as a gardening expert. If the amateur gardeners accept all the advice of the amateur advisers, these little garden plots are going to be wondrously cared for. Suppose we suggest that the gardener stop gardening for a moment and let Nature have a chance.

* * *

ONCE more the American Railway Employees are threatening to kick over the traces. We in Canada have had an illustration during this winter of what a tie up in the railway system can mean in the matter of inconvenience and actual suffering. It looks as though the railway men had something like the whip hand on this continent.

CONSIDER THE PROVIDENT SQUIRREL

THE *Detroit News* in commenting on a news report of an investigation that cited the case of a car of Onions that has passed through 12 hands and traveled 2,500 miles before it eventually reached the consumer ruminates on the matter in this wise. "Can you imagine a Belle Isle squirrel finding a hickory

nut in autumn and then running across the bridge with it, down to Grosse Pointe, out to Highland Park, thence to Hamtrack, River Rouge, back to Detroit and across the bridge again before storing it away for use in the winter? You can't. You can't because the squirrel isn't that big a dampfool."

And yet we mortals fondly imagine that "we are the people, and that wisdom will die with us."

MEETING HIGH PRICES WITH THE BACK YARD GARDEN

EVEN the grocers and provision men are coming out as favoring the garden plot. Seems strange after all we have heard to their discredit in the past winter that they should be favoring means of reducing the cost of produce, that they were supposed to be making fortunes out of, during the months of scarcity. The fact of the matter is that the scarcity during the winter was due partially to an actual crop scarcity, and partially to the actual producer holding his product for enormous profit.

Either of these conditions can be counted upon to bring about just such a situation as faced the Canadian people during the winter months. There is one solution, however, that cannot be gainsaid, and that is increased production. The back yard garden may not be enormously profitable to its owner, but it will certainly be beneficial exercise, and the gross production from this source ought to total up to quite a sum, and be a decided factor in next winter's prices.

HIGH COST OF LIVING NOT SOLELY DUE TO WAR

THE Hon. Sidney Fisher, in a recent public address, gave a very clear statement of the reasons behind the High Cost of Living.

While giving full weight to the effect of the War in increasing cost of commodities, he was emphatic in his statement that this was not the only cause. "In Canada," he stated, "we had been leading up to these conditions for many years prior to the war, by stimulating our industries at the expense of our agricultural development. Canada, while naturally an agricultural country, had," he stated, "progressed less in agriculture than in any other activity. He cited some figures gleaned from the census reports of the period between the years 1891 and 1911. During this period the population of the country had increased 50 per cent. The number of people employed in transportation systems had increased 300 per cent., those employed in systems of distribution had increased 250 per cent. Those engaged in manufacture had increased 115 per cent., while those engaged in agriculture had increased only 27 per cent. Between the years 1901 and 1911 the rural population had actually decreased from 62 per cent. of the whole, to only 55 per cent.

These are forceful words and the conclusions to

be drawn therefrom are obvious. That we cannot meet the High Cost of Living situation by investigation, when the reason is deep rooted in the fundamental fact of a decreasing production.

THE HIGH COST OF INVESTIGATION

THE mania for investigating the High Price of every commodity or activity except the one in which the investigator happens to be interested is growing with the passing days.

In the United States despite the repeated justifications that have followed the investigation of certain industries the investigations go merrily on. In our own country, that persevering investigator Mr. O'Connor is still investigating. He is investigating and condemning the Equalized Sugar Rate, for instance, despite the fact that he is reported to have himself admitted that it is probably the cheapest and most equitable method of doing business yet devised.

Now is it to be remembered that Mr. O'Connor draws a substantial salary, a very substantial salary, second only to that of a cabinet minister. Not unnaturally perhaps, Mr. O'Connor does not wish to see that handsome salary being diverted from his pocket. Therefore, the investigations must go on in order to provide Mr. O'Connor and others like him with a semblance of an excuse for drawing this handsome return for their labors. But when we actually get down to brass tacks, does not the whole proceeding seem a farce.

Here is machinery provided for dealing with abnormal economic conditions, that is costly machinery, yet in the many months in which it has been grinding on their peaceful and personally profitable way in Ottawa, there has not been one single effectual thing accomplished. The trade of Canada has been put to a vast amount of inconvenience and annoyance, but in no single instance has there been any proof adduced of any malpractice. More important still, there has not been a single instance where the investigation has resulted in a reduction of prices. It is a profitless business and a very expensive one to maintain.

A fruitful matter for investigation, might be an investigation turned back on itself. How much we wonder is Canada paying for this cumbersome investigating machinery that produces nothing.

CANADA'S EXPORT TRADE IN FOODSTUFFS

THE Government report of Canada's trade for the year has come to hand, and shows some significant figures. In this persistent talk of high prices there is little attention paid to the enormously increasing export trade, that must of necessity remove a very great deal of the produce, that were it to remain in the country would unquestionably have an immensely stabilizing force.

Take the item of breadstuffs. We know that the price of flour is high but do we know that Canada's exports in breadstuffs has increased over the year 1915 by over \$100,000,000. Butter exports have increased by nearly a million and a half dollars, cheese by over eight and a half million dollars, meats by nearly sixteen million dollars, potatoes by nearly a million dollars, canned lobster by nearly a million, canned salmon by about three-quarters of a million, and this to mention only a few of the better known commodities. These figures be it noted do not represent the actual exports, but merely the amount that the exports in these lines exceeded in 1916 the exports of the previous year.

Of course there is a compensating element in the imports of the same period. But even taking into account a considerable increase of import, our export trade in foodstuffs is growing far more rapidly than our import trade. This be it noted, while it unquestionably has the effect of keeping food prices high, is from a business standpoint a very satisfactory state of affairs. It leaves a very substantial balance in the favor of Canadian trade, and when such trade prospers, we all benefit thereby.

MAPLE SYRUP TIME

THE Maple Sugar and Syrup season is fast approaching. Almost any day now there may be new syrup appearing on the market. It is time therefore to again point out the dangers that lie in the path of the merchants handling these goods.

The burden rests with you as a retailer to see that any sample of syrup sold by you is strictly pure according to the government standard. We cannot too strongly urge the necessity of care on this point. A conviction for selling impure goods would be to you a far more serious matter than the mere fine it entailed.

REMEMBER THE FRUIT WINDOW CONTEST

THE CANADIAN GROCER's Fruit Window contest is drawing to a close. But there is still time to take advantage of this opportunity to compete with your fellow grocer in a friendly rivalry. You cannot do better than enter in this contest. Nothing is so attractive as fruit for window display purposes, and it lends itself to attractive displays never dreamed of by the most enterprising Italian fruit vendor. There are many new ideas that could be discovered in fruit window dressing. Sit down tonight and figure out an attractive window. It will more than pay you. Several of the contestants already entered in this contest state that the increased sale of fruit since the window was put in has been really phenomenal. Their experience will be yours. Get busy at this fruit window first thing Monday morning, and get your photo in promptly.

DON'T MEET COMPETITION BY IMITATION

(Continued from page 27.)

Best Retail Account System

One who does business mostly with the employees of one large factory asks what is the best system for keeping customers' accounts.

There are a number of good ones. You should look over those which provide for the carrying forward from day to day the balance due to which is always added the present purchase. Such systems serve many good purposes; chief among which are that your books are always footed up, so you have no work on them after each transaction is closed, and the total is before the customer always—also before you.

There is nothing like simplicity, accuracy, and current statements in such matters; and these systems provide for all of those things.

UNITE TO FIGHT ADVERSE LEGISLATION

(Continued from page 20.)

sell anyone if he so chose, and that except by confiscation, no Government could enforce the opposite opinion. "Where would you stop if this were not the case. No manufacturer would have a right to set any price. If I saw fit, I, as a manufacturer, could refuse to sell altogether. Now, I have not heard a word to-day opposed to the general principle of the Order-in-Council. All the criticism has been urged against the use of the powers by the official charged with its administration."

Mr. Orde deprecated the attack against the Government, and thought that this spirit was operating against the best interests of the country.

Mr. Smye questioned Mr. Orde as to the contract of the E. B. Eddy Co. with regard to matches.

Mr. Orde denied that the Eddy agreement constituted a contract, because they did not bind any customer to meet their requirements to sell at a certain price and to sell no other goods.

Mr. Blain wished to know if a continuation of the operation of this method of sale was not tantamount to an agreement.

Both Mr. Orde and Mr. Johnston considered that there was no combination suggested, because there was no mutual obligation.

Mr. Henderson questioned whether, if his company appointed an agent, and submitted a price list, if the agent did not sell according to the supplied list, could he refuse to supply this agent with goods, and would he then be liable under the Order-in-Council?

"Certainly not," said Mr. Johnston. "You can refuse to sell him in the first place, if you wish."

St. Lawrence Starch Co., Port Credit

A. Hutchinson, speaking for the manufacturer and manufacturer were all in the same position. "In regard to our own position," said Mr. Hutchinson, "the per capita consumption of starch is so small, that the present method of distribution is the only one possible for us. The great question for us is, are we within our rights in setting a re-sale price? It simmers down to this, if any individual manufacturer is attacked, they cannot stand the pressure of the Government, and if there is any attempt to make a scapegoat of any one person or persons, they must go down before the Government unless we are all united. I am not showing the white feather, but I am convinced that unless we stand together and demand a test case, we must go down before the Government."

Selling Direct to Retailer a Failure

J. Ruddy, of the Canada Starch Co., stated that the system had been adopted to sell direct to the retailer. This was proved to cost 20 per cent. more to do business, and the manufacturer who fathered this method failed.

"We admit," he said, "that we have certain agreements with the trade, but these agreements were made ten years or more ago."

Mr. Beckett then read some letters from Mr. O'Connor which he described as scurrilous. He presented a resolution pledging their support to the Retail Merchants' Association in fighting the Knowles Bill, and the maladministration of the terms of the Order-in-Council and in their championing of the Internal Trade Commission.

He urged strongly that assistance be given to the Retail Merchants' Association and that all wholesalers and manufacturers pledge themselves to support with financial assistance as well as every other means in their power.

Not in Favor of Fighting Departmental Stores

There was some discussion on the point of delegating all the powers to the Retail Merchants' Association. One prominent manufacturer stated that while he was thoroughly in sympathy with the aims of the gathering, he thought too much stress had been laid on the matter of opposition to the departmental stores. He thought that their association with these matters of legislation had not been proved, and personally he did not intend to stand sponsor for any attack on them, and he was sure there were many other manufacturers who thought as he did.

Some little discussion arose on this point. It was finally pointed out that all that was being agreed to was the items stated in the resolution. With this statement the meeting unanimously passed the resolution.

The persons and firms represented were as follows:—

J. D. Malcolm, Malcolm Condensing Co., St. George, Ont.; F. A. Jacobs, Toronto; J. A. Taylor, Bovril, Ltd., Toronto; W. E. McMurchy, Grocers, Ltd., Toronto; Geo. H. Miller, E. B. Eddy Co., Hull, Que.; Horace Chevrier, Winnipeg; Donald McLean, Toronto; H. D. Marchall, Ottawa; A. E. Sterling, of T. A. Lytle Co., Toronto; F. W. Humphreys, Toronto; E. F. B. Johnston, Toronto; A. E. Richards, C. B. Knox Co.; S. H. Switzer, W. H. Merriman Co., St. Catharines; J. T. Festing, St. Catharines, Ont.; W. Barbour, T. Kinnear & Co., Toronto; H. H. Johnston, Johnston Soap Co., Toronto; H. S. Ambrose, Tuckett Tobacco Co., Hamilton; C. S. Morrow, Morrow Co., Toronto; Chas. H. Collins, Toledo Scale Co., Toronto; W. T. Merrick, Rose and Laflamme, Toronto; W. P. Eby, Eby-Blain Co., Toronto; J. H. Bond, Medland Bros., Toronto; Geo. Hortop, Dunn-Hortop, Ltd., Toronto; E. M. Trowern, Sec. Dom. Board R.M.A., Ottawa; M. H. Seed, St. Lawrence Starch Co., Toronto; W. R. Drynan, Dominion Cannery, Hamilton; A. M. Masuret, M. Masuret Co., London; W. G. A. Lambe, St. Lawrence Sugar Refineries, Toronto; W. D. Marten, Stratford Wholesale Grocery Co., Stratford; J. H. Simpson, the Simpson Co., Guelph; A. Foster, The Young Co., North Bay; L. Prager, Jos. Prager, Toronto; A. Hutchinson, St. Lawrence Starch Co., Port Credit; Hugh Blain, Eby-Blain Co., Toronto; W. C. Miller, Sec. Prov. Board R. M.A., Toronto; H. C. Beckett, W. H. Gilliard & Co., Hamilton; W. G. Lumbers, Jas Lumbers & Co., Toronto; T. J. Medland, T. J. Medland, Ltd., Toronto; A. Miller, Toronto; A. McPherson, Elliott Marr Co., London; Geo. H. Macfarlan, E. W. Gillett Co., Toronto; Albert Gilmour, Gilmour Co., Brockville; T. M. Sibbald, Battle Creek, Toasted Corn Flake Co., London, Ont.; H. T. Kerr, Welch Co., Ltd., St. Catharines; James Ince, Perkins, Ince Co., Toronto; Jas. J. Spiers, Chase & Sanborn, Montreal; Geo. Tippet, Toronto, A. P. Tippet & Co., Montreal; A. Mossman, Toronto; R. S. McIndoe, Postum Cereal Co., Toronto; J. A. Beaudry, Treas. Dominion Board, R. M. A., Montreal; F. C. Higgins, Treas. Prov. Board, R. M. A., Toronto; D. W. Clark, Vice-pres. Dom. Board, R. M. A., Toronto; A. H. Pafford, Armstrong & Pafford, Toronto; Fred T. Smye, Balfour, Smye Co., Hamilton; Samuel Vila, James Turner Co., Hamilton; G. W. Sommerville, Geo. E. Bristol & Co., Hamilton; G. R. Lloyd, McPherson Glasco, Hamilton; L. Garvey, J. Garvey & Son, London; Wm. J. Smith, T. B. Escott & Co., Ltd., London; Gerald Fitzgerald, F. J. Castle Co., Ottawa; J. J. Dorsey, Eggo Baking Powder Co., Hamilton; J. E. Truesdale, Geo. Foster & Sons, Brant-

ford; E. G. Henderson, the Canadian Salt Co., Windsor, Ont.; Alex. Lerner, E. M. Lerner & Sons, Ottawa; A. Per-ras, S. J. Major, Ltd., Ottawa; Wm. W. Leith, Canadian Sauce & Vinegar Co., Toronto; J. Ruddy, Canada Starch Co., Brantford.



INSIDE DISPLAY AS A SELLING FACTOR

(Continued from page 21.)

fruit than the average grocery store, not because it sells cheaper, but because, devoting all their time to that branch of trade they have time to make the display of that line an effective selling argument.

Now to return to the conglomerate heap of vegetables and fruit and sundries that often is seen in a grocery store. There may be a good excuse for this confusion, in the lack of time for making an attractive display. But there can be no more excuse for continual untidy methods of display, than there is for untidy methods of bookkeeping. Both militate strongly against the best interests of the store.

There are many firms producing equipment for attractive interior display, and the value of these agencies cannot well be over-emphasized. But it is not to such display methods that we refer.

Using Simple Methods

In the photograph that appears at the head of this article, there is a very striking example of the results that can be obtained by the effective use of the simple agencies for orderly display that every grocer has at hand, or could readily procure at a practically negligible expenditure. The bushel basket makes an unquestionably attractive method of displaying just such goods as are shown here. Fruit in its original package is an attractive and neat display. The bundles of celery displayed are sure to be productive of many sales. There is a world of selling quality in every display that attracts the eye by neat and clean appearance.

Moreover, a neat display in such packages as this photo suggests, leaves the floor space of the store as free as possible and naturally gives to the store a roomier appearance.

Every merchant receives almost daily packages that would serve for effective display purposes. All that is required is a little time to arrange an orderly display, and orderliness, be it remembered, is one of the prime factors in display, and a little natural taste to see that the goods are displayed, are actually displayed to their best advantage.

The ideas suggested here are merely intended as a hint. There are a hundred and one ways in which these suggestions

may be improved upon, a multitude of means to make these means more successful from the standpoint of an actual selling display.

In such matters as these, of course, every merchant will have to decide these points according to the exigencies of his own case.



CONVENTION OF NEW BRUNSWICK R.M.A.

(Continued from page 23.)

order to arrive at his profit and he instanced one firm which had come under his notice who had omitted a cartage account of \$6,000 per year, which increased their cost of doing business from 16 3/4 per cent. to 18 per cent.

He then gave an illustration of the proper way to figure the selling price of an article and showed that in order to make a profit of 10 per cent. when the cost of doing business was 22 per cent., it was necessary to add 47 per cent. instead of 32, as many merchants did.

A vote of thanks was tendered Mr. Jack at the close of his address.

The treasurer's report showed receipts of \$4,805.22 and expenditures of \$4,803.01, leaving a balance of \$2.21 on hand. The auditors reported having examined the books and found them correct.

The election of officers resulted as follows:— Alexander Murrav, Fredericton, hon. president; A. O. Skinner, president; F. W. Daniel, 1st vice-president; W. G. DeWolfe, St. Stephen, 2nd vice-president; A. A. McIntyre, treasurer.

Resolutions Adopted

A resolution was presented putting the association in line with the stand taken by the Dominion Association with a view to making the daylight saving plan general throughout Canada. The meeting expressed their approval of the principles of the action thus taken, and referred the resolution to the executive to look into the details. A resolution having in view the better collection of small debts was also referred to the executive committee.

A resolution was adopted that the Provincial Government be asked to amend the law relating to landlords and tenants, under a lien, should be protected from seizure under a distress warrant.

A resolution was adopted expressing agreement with the plan to have established a Dominion Board of Trade and Commerce, as well as a bureau for the retailers, wholesalers and manufacturers under the Department of Trade and Commerce of Canada.

A resolution was passed favoring the legislation adopted against the use of trading stamps, also in favor of the legislation secured dealing with false ad-

vertising. In the latter case the members of the association were asked to forward to provincial headquarters any advertisements of this nature which comes under their notice.

It was also resolved that some plan be devised having in view the more free circulation of currency in the home town, and that the association co-operate in assisting merchants to develop their business.

The association went on record as against the proposed legislation which would prohibit a manufacturer from placing a selling price on his articles. The resolution expressed the opinion that such legislation would be unfair alike to the manufacturer, the dealer and the public.

A resolution called attention to the fact that postmasters are in the habit of receiving from outside houses many catalogues for distribution within their respective zones and that by this means the senders of catalogues saved postage. The resolution asked that all such catalogues be treated as ordinary mail matter.

A resolution calling upon the members to take advantage of the services of the freight expert and have any doubtful freight bills sent to him for examination, was also adopted.

A resolution was adopted requesting the Dominion Board to look into the railways in Toronto, Montreal and other upper provincial cities, collecting the freight from manufacturers, wholesalers, etc., and charging for this service on the freight bills, as merchants claim the shippers should pay the cartage.

Adjournment was made without any place being decided upon for the holding of the next convention. This matter was left to the executive.



PROMINENT STANDARD REMEDY PROPRIETOR HONORED BY THE CITY OF LONDON, ENG.

W. H. Vene, of Manchester, who is known to the Canadian trade as the proprietor of several well known standard remedies, Cassell's Tablets, Vene's Cough Cure, etc., was recently admitted to the freedom of the city of London in the Feltmakers' Company. The ceremony was conducted at the Guild Hall, with the Lord Mayor, and the Sheriffs in attendance.

This signal honor was conferred on Mr. Vene in recognition of his very exceptional business ability and his service to the trade of the British Empire at large.



Why Waste Energy?

Farmer Brown, while his crew of threshers were "washing up" one morning, noticed among them a Swede who was not engaged in the use of water, soap and towel. "Well, Harris," said the farmer, "aren't you going to wash this morning?" "Naw," returned the Swede; "It don't make me dirty to sleep."



Told 'Round the Cracker Barrel

A REARRANGEMENT NEEDED.

A man was brought before a police court charged with abusing his team and using loud and profane language on the street. One of the witnesses was a plous old darkey, who was submitted to a short cross-examination. "Did the defendant use im-proper language while he was beating his horses?" asked the lawyer.

"Well, he talk mighty loud suh."

"Did he indulge in profanity?"

The witness seemed puzzled. The lawyer put the question in another form:

"What I mean, Uncle Aus, is—did he use words that would be proper for your minister to use in a sermon?"

"Oh, yes suh, yes suh," the old man replied with a grin that revealed the full width of his immense mouth; "but dey'd have to be 'ranged diff'runt."

HE KNEW BETTER.

"The idea of eternity, my friends, is something too vast for the human mind to conceive," said the lecturer.

"Say, mister," cried a voice from the audience, "did you ever pay for a seven-hundred-dollar piano on the instalment plan?"

LURING HIM ON.

Jock had always had a hankering to hunt bears. One summer, he and his friend Pat were vacationing in the North Woods. No sooner were they located than Jock shouldered his gun and started off. The more peaceful Pat could in no wise be induced to go with him.

About an hour later Pat heard a wild whoop and springing to the door he beheld his friend, minus hat and gun madly galloping for the shack while after him ambled a large black bear.

With his last ounce of breath, Jock shouted, "Open the door, Pat, I'm bringing him in alive."

THE MIRACLE COMES TO A SAD PASS.

The Magician (about to conjure a rabbit from an empty box): "Now, are you quite sure, young man, that the box you hold is empty?"

The Young Man (picked from the audience): "Absolutely, Sir. The rabbit wot you give me is got away Sir."

ONE IKIE, SUFFICIENT.

One morning Rosie's teacher noticed her hanging around the desk with rather a wistful expression.

"Well, Rosie, what is it?" she finally asked, drawing the child to her.

"Please, teacher, we've got a new baby t' our house."

"Oh, have you, Rosie? Isn't that fine? What's the baby's name?"

"Ikie."

Several days later the teacher remembered to inquire about the new arrival:

"Oh, Rosie, how is Ikie to-day?"

The child looked bewildered: "Oh, teacher, we ain't got no Ikie."

"Yes. You told me you had a baby."

A gleam of intelligence appeared on Rosie's face. "No, teacher, his name's Mose; his name ain't Ikie. We found we already got one Ikie."

A LITTLE RAY OF SUNSHINE.

"How long will we be in reaching Toronto?" asked the anxious lady passenger.

The conductor was weary, but courteous and anxious to reassure.

"I don't know, lady," he replied, "but after twenty-four hours we feed all the passengers free."

A THIRD SEX.

A Highland regiment was marching through a small French village, and the peasants watched them open-mouthed.

"Are they men or women?" asked one of them of an English bystander.

"Oh, that's a Middlesex regiment," was the solemn retort.

A Minority Report.

A small, meek, country negro, who had always lived on one place near Frankfort, Kentucky, married a big, domineering woman, and very soon afterward moved into town, where the keeper of the local bat met him on the street.

"Hello, Gabe," he said, "what made you move to town? I thought you liked country life."

"Well, Mistah Franklin," explained Gabe, "I uster lak de country. But mah wife she didn't lak it—and I've done got so now dat when she don't lak a thing I jest natchelly hates it."

B. C. FRUIT GROWERS HOLD ANNUAL MEETING

The twenty-seventh annual meeting of the British Columbia Fruit Growers was held recently in the halls of the Department of Agriculture at Victoria, B.C., with the president, Thos. Abriel, in the chair.

R. G. L. Clark, Dominion Fruit Inspector for British Columbia, drew particular attention to the increasing trade with the Antipodes. He noted the fact that this trade had increased from 32,000 boxes in 1912, to 70,000 boxes in 1916. He also pointed out the largely increasing market fields in other locations. South Africa, South America, China and Japan are some of the markets that have of recent date been opening up for the British Columbia fruit trade.

The seriousness of the labor situation was discussed by many of the speakers; Mr. Scott, Deputy Minister of Agriculture, stating that the conditions were so serious that it might be necessary to call on Oriental labor to supply the deficiency.

The following officers for the year were elected:—

President, Mr. C. E. Barnes, Walhachin.

Vice-president, Mr. J. E. Reekie, Kelowna.

Secretary, Mr. R. M. Winslow, Provincial Horticulturist.

Executive Committee—Messrs. Thos. Abriel, Nakusp; R. M. Palmer, Cowichan Bay; L. E. Taylor, Kelowna, and W. H. Chapple, Armstrong. The Minister of Agriculture and Deputy Minister are ex-officio members of the executive committee.

SERVICE DEPARTMENT

Could you give us the names of several firms, selling cheese cutters and cheese cases?—Geo. Gordon & Co., Ltd., Cache Bay, Ont.

Ans.—This information has been forwarded direct.—Ed.

Some months ago you had an article on a chain of stores called Economy Stores. If you have a copy I would like to have it, as I am very desirous of going over it again.—J. H. Holloway, Lindsay, Ont.

Ans.—This article, "The Economy Store in America," appeared in the Aug. 11th issue, 1916. It has been forwarded as requested.—Ed.

White Enamel Letters

G. A. Outram, Port Hope, Ont.—Please give us the name of a firm from whom we can purchase white enamel letters for advertising goods on windows.

G. A. Bowerbank & Co., 12 Terauley street, Toronto.—Ed.

Cardwriting Materials

MacKenzie's, Souris, Man.—We would like some information as to where we can purchase materials and tools for doing cardwriting work.

E. Harris & Co., 73 King E., Toronto; Art Metropole, 14 Temperance St., Toronto.—Ed.

Potato Growers

Christ. Schwartzensuber, Petersburg, Ont.—Would you kindly send me the names of several New Brunswick potato growers or dealers?

This information has been given.—Ed.

Will you kindly let us know how many pounds there are in a standard gallon of molasses?—The Alberta Grocery, Calgary, Alta.

The weight of a gallon of molasses is generally taken as 14 lbs. The actual weight is 13.5 lbs.

I would like to get the copies of CANADIAN GROCER with the cardwriting course in. Would you kindly let me know what they would cost?—H. A. Lamont, Stayner, Ont.

Ans.—We regret that owing to the great demand for these articles, many of the issues in which they appeared have been entirely exhausted. There is a new course just starting, however, in CANADIAN GROCER, which will probably meet the demand for these helpful suggestions.



CURRENT NEWS OF WEEK

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



Maritime Provinces

Titus & Stevens, Moncton, N.B., have dissolved partnership in their foregoing business.

Noy, Halman, Gillis, Ltd., Hunter River, P.E.I., have been succeeded by P. J. Noy.

Quebec

Labranche & Co., general store, Thetford Mines, has been dissolved.

J. P. Walsh of Ormstown, Quebec was a business visitor to Montreal this week.

C. A. Fuller of East Farnham was a business visitor to Montreal this week.

D. A. Macfarlane, Huntingdon, Quebec, was a business visitor to Montreal this week.

L. Hamel of Nicolet, Quebec, visited Montreal this week and called on business acquaintances.

M. F. Goddard well known in grain circles in Montreal was a business visitor to the city this week.

G. J. Zegeb & Co., Montreal, wholesale grocers, have dissolved. A new firm has been formed under same style.

Mr. Merrill of Ogilvie's Flour Mills offices, Montreal, was absent from the city during the present week.

Nap. Benoit of St. Cesare, Quebec Province, visited Montreal this week to attend to some business matters.

Harper R. Gray Manager of Gunn Langlois Ltd., produce merchants, Montreal was in Toronto this week.

G. J. Zegeb & Co. wholesale grocers of Montreal has been dissolved, and a new firm under the same name will be formed.

Cecil T. Gordon of J. Alexander Gordon & Co., Montreal, is still in Great Britain, but may sail shortly for Canada again.

A. E. Cox with F. Keegan, and John Barrie of the Cowan Cocoa and Chocolate Co's. Montreal staff were in Quebec City this week looking after campaign work amongst the retailers.

Charles Chaput, president of L. Chaput, Fils, et Cie. wholesale merchants. Montreal has left with Mrs. Chaput on their annual holiday visit to Atlantic City where they will spend a few weeks.

John Wilson, secretary of the Canadian Produce Merchants' Association, was in Toronto this week attending the meeting of merchants interested in produce buying in view of the British import restrictions this year.

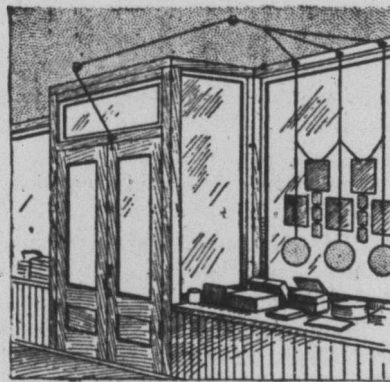
H. E. Quesnel city traveller for L.

Chaput, Fils et Cie, Montreal, who has been rather seriously ill for some weeks is making a good recovery and his friends in trade circles in Montreal may expect to see him on the road again on his rounds before very long.

The resolution in favor of Conseription recently passed by the Board of Trade of Montreal has evoked some veiled threats sent by anonymous letter to Zephirin Hebert, President of the Board, and of Hudon Hebert et Cie, wholesale grocers. Mr. Hebert who is the first French Canadian to hold the high office of President of the Board of Trade of Montreal, and who is enthusiastically loyal, regards these criticisms good humoredly and without apprehension.

HERE IS A NOVEL LITTLE SCHEME TO ATTRACT THE EYE

Disks of colored cardboard with some advertising suggestion placed thereon, are suspended on three cords running through pulleys at the top of the window. These cords are joined and attached to the top of the door. Whenever the door is opened these disks with their pointed



suggestion will move up and down. It will be indeed an uninquisitive person who will not give a second glance to see how it is done. In this second glance you have the success of advertising. In the Scriptures we hear of signs so plain that "he who runs may read." That is advertising, focusing the attention of the mind that is naturally already focused on something else. See if this little scheme will not be of service to you.

Damage estimated at \$200,000 dollars, mostly in produce stock, was done by fire which broke out in the basement of

the Ingersoll Packing Co's. premises, St. Paul St. West, on Tuesday morning 20th March. The scene is one of the centres of Montreal's produce trade, and several large wholesale houses were threatened. J. A. Vaillancourt Ltd., produce merchants also suffered serious damage by fire, and smoke, and water, their premises being right in the path of the spreading fire. The premises of J. Dalrymple & Sons were saved only by a thick wall, and the fact that they were on the safe side of the wind. Fortunately provision stocks are low at this time otherwise heavier losses would have been recorded. Premises not occupied by provision merchants also badly damaged were those of The Continental Box and Paper Co., Ltd., L. Z. Boudreau, Printer, George McGarry & Co. L. Brosseau, and O. Brosseau, employees of the Ingersoll Packing firm, and Paul Myer also an employee were hurt while making their escape from the burning premises.

Ontario

Mr. Porter S. White, grocer of Peterboro is dead.

A. F. Johnston of Merlin is succeeded by Johnson & Hicks.

F. P. Bertley, grocer of Toronto has assigned to N. L. Martin.

Milton & Smith, general store, Talbotville, has been dissolved.

W. W. Latimer, general store, Greenock, is giving up business.

The general store of R. Rowliffe at Granton, Ont., has been sold.

Clark Est of P.P., general store, St. Ola is selling out to G. Baragar.

M. L. Munro, general store, Auburn, has been succeeded by R. D. Munro.

J. B. Fallis & Co., general store, Newbridge, is succeeded by F. H. Elliott.

R. Knuth & Co., general store, Golden Lake, is succeeded by William Lisk.

Martin & Brisebois, Rose Corners, have been succeeded by J. H. Brisebois.

Railway Stores, Limited, grocers of Ottawa, has assigned to Macdonald & Bryan.

W. J. Brown is retiring from the partnership in Brown Bros. grocers of Richmond.

The MacNamara Co., Limited, general stores, Chapeau, has assigned to Henry Barber & Company.

John Fletcher & Son, general store merchants of Middlemiss, Ont., have sold to W. Richards.

R. E. Powell, Ottawa, grocer, has been

succeeded in his Somerset Street store by Pattie Bros.

R. Roweliffe, Granton, has sold out.

W. W. Latimer, Greenock, is giving up business.

E. Merritt, Toronto, grocer, has sold to Fanny Jess.

John Fletcher & Son, Middlemiss, has sold to W. Richards.

J. B. Fallis & Co., Newbridge, has been succeeded by F. H. Elliott.

R. Knuth & Co., Golden Lake, have been succeeded by William Lisk.

O. S. Matchett, of Goheen & Matchett, retail grocers, Peterborough, Ont., was a visitor in Toronto last week.

Brown Bros., Richmond, have dissolved partnership; business continued by J. C. and R. F. Brown; style unchanged.

Mr. Robinson, Rodney, Ont., is opening a general store in the Pedlow block at Alvinston, Ont., formerly used by J. T. Blashill & Co.

R. A. Lucas, one of the best known wholesale grocers in Canada and member of the firm of Lucas, Steele & Bristol, died in Hamilton.

The Thompson's Malted Food Company of Canada, Limited, has been incorporated, with headquarters at Windsor. The company is capitalized at \$250,000.

Mr. George F. Galt, President of the Blue Ribbon Tea Company, Limited, is seriously ill in London, England, where he went two months ago to attend the marriage of his daughter.

A highly appreciated innovation has been introduced at the factory of the Imperial Tobacco Co., St. Johns, Newfoundland, in the form of an open restaurant for its employees.

The Davies plant in Harriston, Ont., is being remodelled into a canning factory. The plant will be in operation in ten days, and will employ 400 women and girls and 100 men, running day and night.

Thos. Ferguson, agent in Toronto for the Brantford Computing Scale Co., goes to Montreal at the end of the week on a business trip including Montreal, Quebec and Halifax. He will be absent about a week or ten days.

John McNally, grocer, of Merritton, narrowly escaped serious injury when his horse took fright at the Grand Trunk Station and ran away. The axle broke, causing Mr. McNally to be thrown out. He received a severe shaking and a deep cut on the forehead.

A new grocery, fruit and confectionery store has been opened at 84 Wellington Street, Stratford, by A. E. Sage, who has been in the insurance business for the past few years. In addition to carrying a full line of groceries and

fruits, a restaurant will be conducted in connection with this business.

Geo. A. Gillespie, M.P.P. for West Peterborough, is the president and manager of the Peterborough Milk Products Co., reference to the incorporation of which was made in last week's CANADIAN GROCER. Mr. Gillespie has operated a creamery in Peterborough for several years. This plant will be taken over by the new company, and machinery will be installed for manufacturing condensed milk, etc. The manufacture will likely begin in the autumn.

Western Provinces

A. V. Lenz, St. Gregn, Sask., has sold to P. C. Burton.

L. P. Craig, Swan River, Man., has sold his grocery business.

Metheral & Co., Moose Jaw, Sask., grocers, have added meats.

Milton Bretz and A. Currie are opening a store at Watrous, Sask.

Paul Matoff, Markinch, Sask., has been succeeded by Matoff and Son.

Kelly Bros., Imperial, Sask., have been succeeded by Louis Cohen.

J. Schopp, grocer of Winnipeg has been succeeded by R. Diamond.

R. Halliday & Co., Edam, Alta., have been succeeded by F. Patterson.

T. B. McKinley, Springwater, Alta., has been succeeded by Johnston Bros.

A. V. Lenz, general store of St. Gregor, Sask., has been sold to P. C. Burton.

McAuley, Lytwyn & Co., general store merchants of Winnipegosis, has been dissolved.

Comeault Bros., St. Jean Baptiste, Man., have been succeeded by Edward Comeault.

Isadore Kraft, Winnipeg, Man., groceries and meats, has been succeeded by K. Kuyish.

Paul Matoff, general store merchant of Markinch, Sask., has been succeeded by Matoff & Son.

J. Braneonier, general store merchant of Fish Creek, Sask., has been succeeded by Jos. Sikorski.

N. S. Surdia, general store merchant of Assiniboia has admitted George Oltman in partnership.

Geo. F. Galt, president of the Blue Ribbon Ltd., Winnipeg, and a member of the Dominion commission for the purchase of war supplies, is lying critically ill in London, Eng., according to a cable received from his physician. Mr. Galt left Winnipeg shortly after Christmas in order to attend the marriage of his daughter. He was taken ill two weeks ago, and for a few days he made satisfactory progress. Indeed, his condition was favorable up to the last day or two, but

a private cable received last week was not at all reassuring.

Henry Detchon, general manager for the Canadian Credit Men's Trust Association, accompanied by W. S. Fallis, manager for Western Canada of the Sherwin-Williams company, of Canada, and F. J. C. Cox, secretary of the Commercial Travellers' association, left last week for Saskatoon to attend a smoker held Saturday under the auspices of the United Commercial Travellers' Association and the Canadian Credit Men's Association.



ESTEVAN BOARD OF TRADE OPPOSES MAIL ORDER HOUSE COMPETITION

The Board of Trade of Estevan, Sask., is calling a meeting of retailers to consider different phases of mail order house competition. In outlining the reasons for this proposed action, it was pointed out that the town lost thousands of dollars every year from the competition of these outside stores. It was felt that it was not only the retailers who suffered, but the town itself, and a full and free discussion was suggested as the best method of safeguarding the interests of the town and assuring a better service for the farmers. It was felt that starting from this meeting a campaign of education might be evolved to instruct the people generally as to why they should trade at home and how it would pay them to do so.



WINDSOR GROCER IS DEAD

Mr. James Gibson who died recently in Windsor, Ont., was a member of the firm of Bartlett, McDonald & Gow. He had been previously associated in business with the late James Dougall and a member of the firm of Cameron, Thorburn and Gibson, in the grocery business. The late Mr. Gibson had been a resident of Windsor for fifty-eight years and death resulted after a three month's illness.



SERIOUS FIRE IN MONTREAL PRODUCE SECTION

A fire of fairly serious proportions broke out in the wholesale produce district of Montreal on Tuesday. Starting in the basement of the Ingersoll Packing Company's warehouse, it spread to several of the adjoining warehouses, including J. A. Vaillancourt & Co., George McGarry, A. A. Ayers & Co., and Z. I. Moges. It has been impossible to get definite particulars as to the extent to which the different firms have suffered, but the total loss is estimated at around \$200,000.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR has been in a fluctuating mood during the week under the stress of the same sort of condition in the wheat market.

There was a decline in flour registered when wheat slumped, and with a recovery in the price of the latter the market for flour is again in a firm position if the price of wheat holds. Potatoes also glided to lower levels during the week. But the foregoing are the extent of the declines during the week, while the advances have been numerous. Sugar held in firm market, with the demand tending to the quiet side. Both live and dressed hogs were easier in price during the week, but under the influence of a good demand, cooked meats held firm. Butter was steady, while eggs were firmer, due to the big increase in consumption and higher prices in the Chicago market.

There is very little improvement in the tea situation, as importers have had small success in getting supplies started from Ceylon and India. There is strong probability that an acute shortage will develop in the Canadian market before sufficient additional supplies can be obtained. Prunes are in firm market, with advances announced by importers for spot stocks. New prices on English candied peels have been announced, which are in the neighborhood of 20 per cent. higher than the opening prices last year. Some wholesalers have already advanced prices on their stocks. The first Porto Rican pineapples of the season arrived during the week. Bananas are high in price, owing to the scarcity occasioned through shortage of tonnage to bring the fruit to the United States. Shipments of goods were further restricted during the week by the announcement by one of the railroads of an embargo on all perishable goods out of Toronto. This embargo was in effect three days. Trade has kept up well during the week.

QUEBEC MARKETS

MONTREAL, March 21.—Market conditions for the current week are distinguished by an unexpected decline in the prices of certain familiar fish. This occurring in the middle of Lent when demand is at its height is rather unusual, but various conditions have contributed to the feature, not the least being the dispelling of an illusion that a fish famine was at hand. Eggs are easier in price, but provisions otherwise are firmer. Flour declined, but wheat was advancing again at time of writing. Tea is exceedingly firm. Sugar is not very eventful. A new demand for canned goods has been noticed, and is said to have its origin in an overseas call for more canned goods from this country. Fruit and vegetables are in normal market, potatoes being a little easier in price of late. Spices are still firm. Nuts are in greater demand, and peanuts have advanced a little due to their use now as an oil-source.

Candles: Canadian And Imported, Up

CANDLES.—An advance has been registered this week in the prices of candles both imported and of Canadian manufacture. The advance in imported candles is one cent a pound, bringing the 16 oz. candles up to 0.25 and 0.26 cents per lb. Paraffin candles of Canadian make have advanced 1½ cents a pound, and are now quoted at 10 cents and 11½ cents a pound. Both the material for wicks, and the wax of the candles is in firmer market, and war risks are added to imported candle costs.

Raw Sugar Production And Shipment Proceeds

SUGAR.—The sugar market is firm, Cuban receipts being still rather less than they were this time last year. Latest reports say that in Cuba up to the time of wiring (Tuesday) 95,000 tons of

raw sugar had been made, and of this 53,000 tons had been shipped. Ships are evidently available and there is no anxiety expressed so far as to future supply of tonnage to move this crop across. Raw Cubas were quoting still at about 4½ at the time of writing, and the tendency of the market was not very positive. It was felt that there would be no decline in prices for refined, but predictions are not voiced with any assurance, and while the trouble in Cuba is still apparently unsettled there might be changes in sugar conditions over night or in a few hours.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 45
Acadia Sugar Refinery, extra granulated	7 35
Wallacburg sugar	7 35
Special icing, barrels	7 45
Yellow, No. 1	7 55
Powdered, barrels	8 05
Paris lumps, barrels	8 05
Crystal diamonds, barrels	8 05
Assorted tea cubes, boxes	8 05
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

Canned Goods Come In For New Demand

Montreal
CANNED GOODS.—A slightly easier tendency in canned corn was noted by one wholesale house in Montreal which reduced prices for "2's" by 5 cents to \$1.60 per dozen. This price represents the market average. Apparently "3's" are not plentiful in corn at present. Gallon corn on the cob is a good deal higher in price now, quoting at \$8.50 per doz. Gallon apples are found a trifle easier at \$3.60 to \$3.75 per doz. There is a brisker demand for canned goods now, and a special demand for canned tomatoes was noted early this week. For 5,000 cases as high as \$2.12½ was offered by a buyer, and the vendor held out for \$3.00 and over. It is hinted that the demand is in some way connected with war supplies for the Allies or for British consumption, but this is unconfirmed. Should tomatoes and other canned goods go firmer in price it would not be surprising with the demand waking up as it appears to be.

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
¼ flats, cases 8 doz., per doz.	3 00
Chums, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 45
Onions, 1-lb. talls	2 50
R-1 Spring, 1-lb. talls	2 50
Salmon, Game, Niobe Brand (case of 4 doz.), per doz.	2 25
Canned Vegetables—	
Tomatoes, 2s	1 85
Peas, standards	1 25
Corn, 2s, doz.	1 00
Corn (on cob gallon, cans), doz.	5 75

Red raspberries, 2s	2 05	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	
Pumpkins, 2½s	1 90	1 70
Pumpkins, 3s	1 75	1 40
Apples (gallon)	3 75	4 00

Dried Fruits Keep In Firmish Market

Montreal

DRIED FRUITS.—In the market for dried fruits during the current week there was little of note to record. Demand has not been particularly active though Lent brings a certain special call for these lines. The shortage of dried apples continues, but has not been felt as a serious factor on the market. Demand for candied peels is quiet. Dates, figs, and raisins are finding their market much as usual without acceleration of demand. Supplies of figs and dates are uncertain as regards the European sources. California figs and raisins will be coming forward to fill the place of the European or Asiatic product, but not plentifully, it is said, and price tendencies for California dried fruits are all rather firm at present.

EVAPORATED FRUITS. Per lb.		
Apples, choice winter, 25-lb. boxes.....	0 11¼	0 12¼
Apples, choice winter, 50-lb. boxes.....	0 11¼	0 12¼
Apricots (old crop)	0 18	0 19
Slabs	0 19	0 19
Choice, 25s, faced, new crop.....	0 22	
Nectarines, choice	0 11¼	0 15
Peaches, choice	0 11¼	0 13
Pears, choice	0 15	0 15

DRIED FRUITS.		
Candied Peels—		
Citron	0 27	
Lemon	0 25	
Orange	0 25	
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22

(In the present condition of market currant prices are considered merely nominal.)

Dates—		
Domedary, package stock, old, 1-lb. pkg.	0 10	0 12¼
Farda, choicest	0 10	0 12¼
Hallowee (loose)	0 11	
Excelsior	0 10	
Anchor	0 09	

Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
6 crown, 12-lb. boxes, fancy, layer, lb.	0 11¼	
1 lb. glove boxes, each	0 12	
Cal. bricks, 16 oz.	0 09½	
Cal. bricks, 16 oz.	0 10	
Cal. layers	0 10	
Cal. fancy, table, 10 lbs.	1 60	

Figs—		
Spanish (new), mats, per mat.	2 40	
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced.....	0 13	0 13¼
40 to 50, in 25-lb. boxes, faced.....	0 12	0 13
60 to 70, in 25-lb. boxes, faced.....	0 11	0 12½
70 to 80, in 25-lb. boxes, faced.....	0 10½	0 11½
80 to 100, in 25-lb. boxes, faced.....	0 10	0 11

Prunes—		
30 to 40	0 12¼	
40 to 50	0 12	

Raisins—		
Malaga, table box of 25 lbs., 3-crown cluster, 25.00; 4-crown cluster	2 75	
Muscateis (loose), 2 crown	1 10¼	
Muscateis, loose, 3-crown, lb.	0 11	
Muscateis, 4-crown, lb.	0 11¼	
Cal. seedless, 16 oz.	0 12¼	0 14
Fancy seeded, 16 oz. pkgs.	0 12¼	0 12½
Choice seeded, 16 oz. pkgs.	0 12	
Valencias, selected	0 11¼	
Valencias, 4-crown layers	0 11	

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

Molasses Firm; Also Syrups; Maple Outlook

Montreal

MOLASSES AND SYRUPS.—There are rumors that molasses will be very much dearer this summer than last, but the best judges of the situation are not inclined to lay much stress upon these

hints for the time being. Supplies at present are none too plentiful, and the market is keeping very firm with demand good. Importation is not proceeding extra fast but supplies are coming along for the most part as needed and railway congestion while delaying things has not worked any heavy hardship on the market for this product. Corn syrups are now being sold from the list quoted below but subject to open prices should there be any delay in filling the orders. The market situation is such that it is hard to fill orders as rapidly as they pour in to the factories, and meantime prices are liable to change. At present the tendency is towards increasing firmness. Reports from the provincial maple syrup sections seem to indicate a lack of labor in the sugar bushes this season, and while the sap is likely to run free before long there may be less production of maple syrup and sugar.

Prices for Fancy, Choice, Island of Montreal.		
Barbadoes Molasses—		
Punchions	0 67	0 62
Barrels	0 70	0 64
Half barrels	0 72	0 67

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

Corn Syrups—
 Perfect seal jars, 3 lbs., 1 doz. in case, case... 3 25
 2 lb. tins, 2 doz. in case, case..... 3 45
 5 lb. tins, 1 doz. in case, case..... 3 85
 10 lb. tins, ¼ doz. in case, case 3 75
 20 lb. tins, ¼ doz. in case, case 3 70
 Barrels, about 700 lbs. 0 64¼
 Half barrels, about 350 lbs. 0 65
 Quarter barrels, about 175 lbs. 0 65
 2 gallon wooden pails, 25 lbs. each, per pall..... 1 75
 3 gallon wooden pails, 33½ lbs. each, per pall..... 2 50
 5 gallon wooden pails, 65 lbs. each, per pall.... 3 85

Lily White—
 2 lb. tins, 2 doz. in case, per case..... 3 95
 5 lb. tins, 1 doz. in case, per case..... 4 35
 10 lb. tins, ¼ doz. in case, per case..... 4 25
 20 lb. tins, ¼ doz. in case, per case 4 20

Peanuts Advance In Price This Week

Montreal

NUTS.—The market is reported rather stronger on nuts with better demand noted. Peanuts have advanced to the retailer this week, which is not to be wondered at when the humble companion of the joys and sorrows of the "bleachers" at the ball games of this wide continent has betaken itself to participation in the war game of the wide world. Evidently the new demand for peanuts for oil making purposes is producing a shortage for the ordinary uses of peanuts in domestic consumption. The growers of these nuts are shrewd Virginia gentlemen of color in many cases, and they have a way of adapting their minds to market conditions very wisely and profitably. Peanuts will not find any sudden market slump through over-production or rush of supplies from panicky producers. Brazil nuts and pecans are scarce. Some shadings of price will be noted in nut lines this week.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 30	0 23

Filberts (Sicily), per lb.	0 16	0 19
Hickory nuts (large and small), per lb.		0 09
Peanuts (coon), per lb.	0 10½	0 11
Peanuts (Jumbo), per lb.	0 13¼	0 14½
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 26
Pecans, "paper shell," extra large Jumbo		0 40
Pecans (shelled)	0 70	0 75
Walnuts (Greenoble)		0 18
Walnuts (shelled)	0 45	0 46
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1.		0 24

Beans Firm And Still Very Scarce

Montreal

BEANS.—The scarcity of good Canadian beans, and even of imported beans also is keeping the market firm. Beans are hard to get and cost money nowadays. Good grocers know how many beans make five more than ever in these days, and even five beans this spring will have their cash value if planted in good soil to produce a crop. Wholesalers are disappointed with the farmers of Quebec Province in the matter of growing beans. It is felt that in this line there is room for more production, and that it will be very remunerative production too. Yellow eyes are now worth about as much as white Canadians owing to the general scarcity, and Limas are also short in supply.

Beans—		
Canadian 3-lb. pickers, per bushel....	8 10	8 40
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	0 16	
1-cas. white soup, per bushel	3 75	3 90
Pean. split, new crop, per bag 96 lbs.	6 75	7 00
Barley (pot), per bag 96 lbs.	5 00	5 75
Barley, pearl, per bag 96 lbs.	6 25	6 50

Tapioca Costs More To The Importer

Montreal

RICE AND TAPIOCA.—The firmness of market for rice is maintained this week without further advances in prices. Demand was intensified when the first advances went into effect, and supplies of rice have been moving well. The recent advances were partly due to cost of containers and this feature of the market situation is not at all relieved so that further advances might occur. Rice is still amongst the cheap foods with high nourishing value in spite of advances. Tapioca is to-day in the very firmest market tone. As a matter of fact one leading wholesaler in Montreal vouchsafed the information that tapioca is to-day costing to import, fully a cent a pound more than is being charged for supplies to retailers to-day. This condition will inevitably bring about an advance before long, and the fact that primary market information is all towards firmer conditions still adds to the tendency.

Rangoon rice, per 100 lbs.	4 55	4 60
"Texas" Carolina per 100 lbs.		7 40
Real Carolina, per 100 lbs.	8 15	8 65
Patna (fancy)		7 65
Patna (good)	4 65	6 65
Siam, No. 2		4 65
Siam (fancy)		5 90
Tapioca, per lb.	0 11	0 11¼

Cocoa in Good Lenten Demand

Montreal

COCOA.—There are no changes in price or matters of market importance to chronicle this week with regard to cocoa. The demand for this commodity in both bulk and tins is now at its best for the season, and campaigns are the rule in some districts of Quebec whereby the retailers are taking advantage of the stimulated demand. It is not considered likely that prices of cocoa or of chocolates will show any marked changes without considerable warning, and prices as quoted last week still prevail.

Cocoa—

1 lb. tins, per doz.	4 00
½ lb. tins, per doz.	2 40
¼ lb. tins, per doz.	1 25
"10-cent" tins, per doz.	0 80
Bulk cocoa (pure)	0 30 0 35
Bulk cocoa (sweet)	0 15 0 20

History Seems To Have Stunned Coffee

Montreal—

COFFEE.—The coffee market refuses to be disturbed from its condition of sluggishness by events of historical importance all over the world. It was the beginning of these historical events—the famous revolver shot at Sarajevo, which struck coffee all of a heap, and since then the market for the fragrant berry has been disconsolate. Until the European demand is normal again, coffee will be in supply that exceeds demand, and prices will probably remain steady. Only the strenuous efforts of those market princes, who can rally the forces of commerce to meet emergencies, have maintained coffee as quietly and steadily in market as it has been up to the present. Otherwise there might have been trouble beyond mere dullness of market for the coffee business. Prices are this week as quoted last week.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maraicao, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Tea Market Still Firm and Unchanged

Montreal

TEA.—Conditions as regards teas are still of the firmest. Markets have settled down to the realization that there is a big demand, and that stocks are small to meet it. Prices are up accordingly to regulate the condition as far as possible. Great supplies of black teas are known to exist in Ceylon and India, and the most strenuous efforts will be made to move these to market, as tea spoils if kept in the tropics in storage. The embargo at London still holds, and the markets of the American continent are interesting themselves in direct shipments, which may be secured if ships can be

secured. It is feared that more cargoes have been lost than have been announced lost openly, but this is mere surmise, as many delays are happening besides actual losses. Meanwhile Japanese teas keep firmer in line with the other qualities.

Pekoe Souchongs, per lb.	0 34	0 36
Pekoes, per lb.	0 38	0 41
Orange Pekoes	0 43	0 45

Spices Still In Very Firm Market

Montreal

SPICES.—The market for spices in Montreal maintains the characteristics of last week almost without change, but allspice is found to be very much firmer at present, and may be quoted higher if things go on as they are trending. Peppers, gingers, mustard seed, cassias, nutmegs, and mace are all steady and unchanged in market tone. Cloves and pimento are higher in primary markets. Cloves are high because of delayed shipments from Zanzibar, but after all these fragrant buds are not very much higher than they were in pre-war days. Ceylon cinnamon is causing market activity, but not enough to affect local quotations. The general trend of markets in spices is still towards great firmness, but uncertainty is causing fluctuations here and there.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 27	—0 31
Cayenne pepper	—0 28	—0 30	—0 35
Cloves	0 39—0 32	—0 40	—0 39
Cream tartar—50c to 55c.			
Ginger (pure)	—0 20	—0 22	—0 26
Ginger, Cochia	0 30—0 33	—0 35	—0 40
Ginger, Jamaica	0 30—0 33	—0 35	—0 40
Mace	—0 80	—0 85	—1 00
Nutmegs	0 40—0 60	—0 45	—0 60
Peppers, black	—0 30	0 37—0 35	—0 40
Peppers, white	—0 37	1 17—1 22	—0 39
Pastry spice	—0 25	0 25—1 20	—0 29
Pickling spice	—0 25		—0 29
Turmeric	0 21—0 23		

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

Cardamom seed, per lb., bulk	2 00	2 80
Carraway, Dutch (nominal)		0 60
Cinnamon, China, lb.	0 19	0 25
Mustard seed, bulk		0 25
Celery seed, bulk	0 36	0 46
Shredded cocount, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole		12-15

Some Variations In Vegetable Prices

Montreal

FRUIT AND VEGETABLES.—Once again Spanish onions have advanced by a dollar a crate, and their price is now \$9. These vegetables are getting shorter in supply. Cabbage has come in for advances this week, selling at \$6.50 per barrel for old cabbage, \$8.50 per crate for new cabbage, and \$3.50 per hamper for new cabbage in the smaller package. Rhubarb appears on the market at easier quotations now, \$1.25 a dozen for local rhubarb. American rhubarb at ten cents a pound is also quoted. Florida celery is quoting now at \$6 per crate, which is a considerable reduction. Boston lettuce quoted at \$3.50 per box, an advance of 25 cents. Endive makes its appearance for the first time this sea-

son on the market at 25 cents a bundle. This is Canadian endive. Oranges lead the fruits in demand, and navel oranges are now \$3 to \$3.25 a crate. "Sunkist" are \$3 to \$3.50. The demand for fruits and vegetables is not exceptionally active, but fair for the season of Lent. Montreal Island potatoes are easier at \$2.50 to \$2.75 per bag.

Bananas (fancy large), bunch	2 75	3 00
Oranges, Navels, per box	3 00	3 25
Oranges (Floridas)	3 00	5 00
Oranges (Calif.)	3 50	4 75
Grape Fruit	2 75	3 00
Lemons	4 25	4 50
Apples—		
	No. 1	No. 2
Wealthy Apples	4 50	3 00
McIntosh Red, per bbl.	8 60	
Fameuse, per bbl.	7 00	
Spies	9 00	6 00
Baldwins	5 50	5 00
Kings	5 50	5 00
Wagners	6 00	5 50
Russets	7 00	5 50

Brussels Sprouts (quarts)	0 15	0 25
Cauliflower, per doz. bunches		3 00
Celery (Florida), per crate		6 00
Onions, red, per bag (75 lbs.)	6 00	6 50
Onions, Spanish, per crate		9 00
Onions, Spanish, ¼ crate		2 00
White onions, per bag (100 lbs.)	2 50	6 00
Potatoes, per bag (80 lbs.)	2 50	3 25
Potatoes (new) per bbl. (150 lbs.)		10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper		3 50
Carrots, per bag		1 50
Beets, per bag	1 50	2 00
Parsnips		1 50
Turnips	1 00	1 25
Lettuce, Curly, per doz.		0 75
Lettuce, Romaine, doz.		1 00
Lettuce (Boston), per box of 2 doz.		3 00
Tomatoes, hothouse, lb.		0 25
Tomatoes (Florida), per crate	5 00	6 00
Tomatoes (Cuban) crate		3 50
Horse Radish, per lb.		0 25
Cabbage (barrel)		6 50
Cabbage (new), New York, crate		8 50
Cabbage (new), per hamper		3 50
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket		9 00
Beans, U.S. green, basket		9 00
Leeks, per doz. bunches		3 00
Parsley, doz.	0 50	1 50
Mint, doz.		0 50
Watercress, doz.		7 00
Spinach, per bbl.		2 00
Spinach (Canadian), hamper		7 00
Do., per bbl.		1 25
Rhubarb, per doz.		0 10
Rhubarb (U.S.A.), per lb.		3 00
Eggplant, per doz.		4 25
Cauliflower, crate		0 12
Garlic (Venetian) lb.		0 25
Endive (Canadian), bunch		

Fish Prices Lower, Due To Big Supplies

Montreal

FISH.—For good reasons, the fish market is very dull, and prices are generally depressed a little this week. One of the reasons is that the fear of the fish famine which prevailed at the beginning of this season owing to predictions in certain quarters, has had the effect of inducing buyers to "bite off more than they could chew." This excess of supply, coupled with the very mild weather which has been prevailing, tended to produce the conditions now existing. In frozen fish lines, Tommy Cods are the most abundant, and lots of them will have to be sacrificed or even destroyed if unsold before the warm weather sets in. All other lines are also easier, and it is realized now that the predicted "fish famine" was only a scare-head story. In pickled and salt fish lines the story is different. Supplies are pretty well exhausted, except for a few barrels of green codfish. Labrador herrings, Labrador salmon, etc., which are left. Smoked and cured fish, such as haddies, bloaters, kippers, etc.,

are in good supply and easier in price. Bulk and shell oysters continue quiet.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 15
Digby herring, per bundle of 5 boxes	1 00	
Smoked boneless herring, 10-lb. box	1 00	
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.	9 00	
Salmon (Labrador), per bbl.	20 00	
Salmon (B. C. Red)	16 00	
Sea Trout, red and pale per bbl.	16 00	
Green Cod, No. 1, per bbl.	14 00	
Mackerel, No. 1, per bbl.	21 00	
Codfish (Skinless), (100-lb. box)	9 50	
Codfish (Homeless), Blocks "Ivory" Brand per lb.	0 10	
Codfish, Shredded, 12 lb. box	1 00	
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 60	
Prawns, Imperial gal.	3 00	
Shrimps, Imperial gal.	2 50	
Scallops	3 00	
FRESH FROZEN SEA FISH.		
Halibut	17	-18
Haddock, fancy, express, lb.	08½	-09
Mackerel (med.), each		20

Mackerel (large), each	35	
Cod, steak, fancy, express, lb.	10	
Salmon, Western	16	-18
Salmon, Gaspe	16	-20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 00	0 10
Percch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 12	0 13
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20
Oysters—		
Selected, gal.	2 00	
Ordinary, gal.	1 50	
Malpeque oysters (choice) per bbl.	13 00	
Malpeque Shell Oysters (ordinary), bbl.	10 00	
Cape Cod shell oysters, per bbl.	12 00	
Clams (med.) per bbl.	5 00	

FRESH FISH.		
Haddock	0 09	0 10
Steak Cod	0 10	0 12
Market Cod		0 08½
Carp	0 10	0 11
Halibut	0 19	0 20
Dore	0 15	0 16
Lake trout	0 16	0 17
Pike	0 11	0 12

ONTARIO MARKETS

TORONTO, March 21.—Tea continues to be a topic of much interest, with speculation rife as to how long existing stocks will hold out. Some well-informed authorities are of the opinion that present stocks will not last in Canada any more than two months. Supplies to replenish are believed to be coming forward in very sparse quantities, as there is very little carrying space to be had direct from Colombo and Calcutta. Potatoes is about the only line in which there has been an easier market during the week, and a decline of 50c per sack was registered. Eggs held fairly steady during the week owing to the increased consumption occasioned by the lower prices, and also to the fact that they advanced slightly in the Chicago market on account of the threatened railway strike. With the coming of good weather they should go to lower levels. Business during the week has continued most satisfactory.

United Kingdom Bought Lot of Canadian Sugar

SUGAR.—The feature of the week so far as Canadian sugar refiners are concerned was the purchase by the Government of the United Kingdom of 20,000 tons of refined sugar at a price around 6c per pound f.o.b. Canadian shipping ports. It is understood the contract is to be divided among four Canadian refiners. In the Canadian sugar market there is a firm position, although demand has been somewhat quiet during the week. After CANADIAN GROCER went to press last week the raw sugar market in New York developed some weakness owing to transactions in several parcels of unsold raws in port and due to arrive. Receipts to refiners in that centre were also in excess of the meltings, and holders of raw sugars could only dispose of them at a sacrifice

of 3-16c from the recent high. But since then the market has recovered and showed some of its inherent strength with sales made on a basis of 5.39c duty paid for prompt delivery and 5.52c for April shipment. Owing to the settlement of the strikes in the American refineries there has been a gradual catching up on deliveries, and it has no longer been possible for the Federal company in that centre to sell refined on an 8c basis. There have been sales of Cuban raws to the United Kingdom to date of approximately 500,000 tons at a price around 4c per pound f.o.b. Cuba. Disturbances in the Island of Cuba continue somewhat, although they seem to be of a less serious nature. The production of sugar on the Island to March 10 stands at 1,119,278 tons, as compared with 1,320,816 tons to a corresponding date last year. The Cuban Government recently stated that every mill on the Island is now grinding. Prices of Canadian refined held steady during the week.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	100 lbs.	7 54
Acadia Sugar Refinery, extra granulated		7 44
Dominion Sugar Refinery, extra granulated		7 44
Yellow, No. 1		7 14
Special icing, barrel		7 74
Powdered, barrels		7 64
Paris lumps, barrels		8 14
Assorted tea cubes, boxes		8 14

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 25c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated. Dark yellow is sold 20c below No. 1 yellow.

Kraft Paper and Meat Sauces Are Up

PAPER, SAUCES.—There have been numerous advances in various lines of staples carried by the wholesale grocery trade. Bulk seeded raisins have been advanced to 11c per pound in certain instances. Striped kraft paper has been increased 1½c per pound, and is now selling at 10½c. Snider soups, which have

been out of the market for some time, are again back, and the No. 1 is quoted at \$1.15 per dozen, while the 16-oz. size is quoted at \$1.45. Clubb's mixture tobacco has been advanced 1c per pound, and is now selling at 99c. Wholesalers are not quoting on the small sizes of Reindeer coffee and cocoa owing to the inability of the manufacturers to make delivery. All condensed and evaporated milks are in firm market. Nitrate of soda has been increased 1½c per pound, and is now selling at 9c per pound in kegs and 10c per pound in small lots. Clark's spaghetti with tomato sauce has been advanced in price from 10c to 15c, the ½-lb. size being quoted at \$1.30, 1-lb. size at \$1.75, and 3-lb. size at \$2.90. Canadian sardines to arrive in April will be quoted at \$5 per case. Present stocks of these sardines are now in narrow compass, and are selling as high as \$6 per case. Khova health salts have advanced 5c per dozen, now being quoted at \$1.45. La Franc's castile soaps from 15c to 35c per case, with 100's in case selling at \$4.15, and twenty 2's in case at \$4.60. Royal salad dressing in pint containers has advanced 25c per case to \$5.25, while the half-pints are now selling at \$6.50 per case. Linseed meal has been advanced to \$6.75 per 100 pounds, and flaxseed to \$7 per 100 pounds. Lea & Perrins sauces in half-pints is now quoted at \$3.95, an advance of 20c, while the pints are quoted at \$6.75, an advance of 25c.

Peanut Butter Has Advanced 20 Per Cent.

PEANUT BUTTER, SHRIMPS.—An advance of 1c per pound has been recorded in the price of bulk peanut butter and approximately 20 per cent. advance on all package goods. The firmness has been caused through the higher prices that have been prevailing in the market for peanuts in the Southern United States, where the prices now prevailing are the highest that have been quoted for the past four years. On the No. 1 packages the advance has been 20c, making the price to the retail trade now \$1.15, while the price on No. 2 packages is now \$1.60, No. 3 is \$2.10, and No. 4 is \$2.65. The price of canned shrimp, as intimated in these columns last week, would probably be higher. Wholesalers are now quoting them at \$1.80 per dozen, which makes this class of goods now a 10-cent line.

Corn Syrup Steady; Molasses Market Firm

Toronto
MOLASSES AND SYRUPS.—Prices for corn syrup still remain at open quotations, there being no announcement during the week that prices would be other than those at the day of shipment.

No advances were recorded, but wholesalers continued to sell on the basis of open prices. The molasses market is firm, with an advance recorded in certain instances in 1 3/4-lb. tins of 10c per case, making the price now \$1.20. There has been a good demand for molasses. Shipments of molasses in case goods are now arriving after being on the way for over two months.

Corn Syrups—		
Barrels, per lb.	0 04 1/2
Cases, 2-lb. tins, 2 doz. in case.	3 45
Cases, 5-lb. tins, 1 doz. in case.	3 85
Half barrels, 1/2c over bbls.; 1/4 bbls., 1/2c over bbls.	
Cane Syrups—		
Barrels and half barrels, lb.	0 04 1/2
Cases, 2-lb. tins, 2 doz. in case.	4 80
Molasses—		
Fancy Barbadoes, gal.	0 75
West India, half barrels, gal.	0 44
West India, 10-gal. kegs	0 50
Tins, 2-lb., table grade, case 2 doz.	3 75
Tins, 2-lb., baking grade, case 2 doz.	2 75

Corn Prices Were Advanced at Factory

Toronto
CANNED GOODS.—An advance of 60c per dozen in the price of canned corn has been announced at factory points during the week. Wholesalers for the most part have their stocks fairly well bought, and as yet there has been no movement on their part toward higher levels. Corn supplies are not plentiful. There has been a good demand for canned articles, and particularly corn.

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

Salmon Sockeye—		
Alaska reds, 1-lb. talls	2 75 3 00
Alaska pinks, 1-lb. talls	2 40
Chums, 1-lb. talls	1 45
Pinks, 1-lb. talls	1 65 1 80
Cohoes, 1/2-lb. tins	1 45 1 60
Cohoes, 1-lb. tins	2 40 2 60
Red Springs, 1-lb. talls	2 35 2 75
Canned Vegetables—		
Tomatoes, 2 1/2c	2 15 2 25
Peas, standards	1 35
Peas, early June	1 45
Beans, golden wax, doz.	1 35 1 45
Asparagus tips, doz.	2 75 3 00
Corn, 2's, doz.	1 60 1 75
Pumpkins, 2 1/2c	2 10
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 60
Pineapple, Hawaiian, 2s doz.	2 50 2 75

Importers Have Advanced Prunes 1/4c

Toronto
DRIED FRUITS.—Local importers have advanced the price of prunes 1/4c per pound during the week. Prunes are scarce on spot. Some prunes are on the way from the Coast, but when they will arrive is another question. One importer stated he would not bring any more prunes in this season. There has been a good consumption of prunes, and men well posted on the situation look for them to go to higher levels. Quotations on the 1917 crop have advanced 1/2c per pound during the week, and 1c per pound on the opening base price. Local importers are keeping out of this future market at present, as they assert there is too great uncertainty about getting in at this time. Dromedary dates have advanced 15c during the week, while hallowees are also quoted up 1c from the lower level. Figs are selling

well on spot, but there will not be any further supplies brought into this market by importers during the present season. The shipment of fards and hallowee dates were held up in New York during the latter part of last week owing to the threatened railway strike. They were started on their way on Monday, and were due to arrive about the middle of the week. Prices on English candied peel were announced during the week, and will be 20 per cent. higher than the opening price of last year. On this basis prices for lemon to the retailer will probably be in the neighborhood of 28c to 30c per pound, with orange somewhere in the same neighborhood.

Apples, evaporated, per lb.	0 13	0 13 1/2
Apricots, choice, 25's, faced	0 19 1/2	0 23
Candied Peels—			
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—			
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Vostizas, choice	0 23	0 24
Cleaned, 1/2 cent more.		
Australians, lb.	0 22	
Dates—			
Excelsior, packages, 3 doz. in case.	3 25	
Dromedary dates, 3 doz. in case.	4 00	
Hallowee, per lb.	0 11 1/2	
Figs—			
Taps, lb.	0 06 1/2	
Malagas, lb.	0 10	
Prunes—			
30-40s, per lb., 25s, faced	0 13	0 13 1/2
40-50s, per lb., 25s, faced	0 12	0 12 1/2
50-60s, per lb., 25s, faced	0 12	
60-70s, per lb., 25s, faced	0 11 1/2	
70-80s, per lb., 2s, faced	0 09 1/2	0 11
80-90s, per lb., 25s, unfaced	0 11 1/2	
5-lb. tins	0 65	
Peaches—			
Choice, 25-lb. boxes	0 12	
Stds., 25-lb. boxes	0 10 1/2	0 11 1/2
Fancy, 25 lbs., faced	0 13	0 14
Raisins—			
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 09 1/2	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13 1/2
Seedless, 16-oz. packets	0 15	0 16

Tea Shortage Will Be Acute in Near Future

Toronto
TEA.—There is every indication that there will be a serious shortage of tea in Canada within the next six months, as there is little prospect of much relief so far as sufficient quantities of additional supplies are concerned. One prominent tea man estimates there are probably not over 40,000 cases of tea in Canada, which is only about sufficient to last the country two months. There are very few shipments of tea coming forward direct from Colombo and Calcutta. Coming direct to Boston by the Atlantic there have been only two steamers since January 10, namely, the City of Edinburgh and a Japanese steamer. Some shipments are reported to have left Colombo and Calcutta to come by way of the Pacific, but it will take at least three and one-half to four months for these supplies to reach here. Some firms have been advised by cable that shipments which they thought had left Colombo via the Pacific had not yet left, and that there would be no hope of getting any shipments out for at least a month. One

of the large importing firms, which in the ordinary course of events in normal times would have sold in the neighborhood of 20,000 cases of tea in the time intervening since the placement of the embargo has not sold a single case. Locally spot teas are high, and in all probability will be higher before relief comes. The lower grades of teas are quoted up 3c to 4c per pound during the week, with Pekoe Souchongs quoted at 38c to 40c and Pekoes at 40c to 43c per pound.

Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 43
Orange Pekoes	0 42	0 46
Broken Pekoes	0 44	0 48
Broken Orange Pekoes	0 45	0 50

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

Success of Allies Has Made Coffee Firm

Toronto
COFFEE, COCOA.—The recent great success of the Allies in causing the retreat of the enemy from a large section of France was instrumental in putting firmness into coffee in the primary markets. Such a success seemed to indicate that the end of hostilities is appreciably nearer, when there will be a big demand from the Central Empires for coffee. Brazilian coffee in some instances was quoted higher locally, Rio being up to 22c to 25c, an advance of 2c to 4c per pound. The demand for cocoa has been very heavy within recent weeks. One large plant has been forced to work overtime four nights a week for some time past in order to try and keep up with the orders. There is no English cocoa coming in this market at present, and this in part accounts for the demand on Canadian plants. Cocoa beans have been a trifle higher in the primary market, but the price of cocoa has held steady during the week.

Coffee—		
Bogotas, lb.	0 25 0 30
Maracaibo, lb.	0 25 0 28
Mexican, lb.	0 27 0 31
Jamaica, lb.	0 26 0 27
Mocha, Arabian, lb.	0 35 0 40
Rio, lb.	0 20 0 25
Santos, Bourbon, lb.	0 25 0 28
Chicory, lb.	0 14 0 17
Cocoa—		
Pure, lb.	0 25 0 30
Sweet, lb.	0 15 0 20

Carraway Seed Is Out Of The Market

Toronto
SPICES.—Owing to the high prices that of necessity prevail for carraway seed, there has been an effectual shutting off of the demand. Furthermore, in the primary market in New York there have been no quotations for some weeks past. Spice men locally have practically withdrawn their quotations, as their stocks are at very low ebb. Some have a few pounds, but when these are gone they will be unable to get further supplies. Ginger is slightly higher in the primary market

and shipments are slow. Black pepper has been advanced 1c per pound locally during the week, the lowest quotation being 30c per pound. Coriander seed is also firm, with advances recorded in some instances of 2c per pound. There was an advance of 3c to 4c per pound in this commodity in the primary market during the week. Demand for spices of all kinds has been very good.

	Per lb.	
Allspice	0 15	0 15
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 50
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 35	0 45
Peppers, black	0 30	0 35
Nutmegs, selects, whole, 100's	0 40	0 45
Do., 80's	0 45	0 50
Do., 64's	0 30	0 35
Mustard seed, whole	0 25	0 45
Celery seed, whole	0 35	0 45
Coriander, whole	0 25	0 30
Caraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 48	0 52
American high test	0 55	0 58

Shelled Walnuts For May Shipment Up 1c

Toronto
NUTS.—Prices on shelled walnuts for May shipment have been quoted 1c per pound higher by importers. There has been an advance of 5 per cent. in the war insurance risk on shipments coming direct from France during the past week, the rate being now 10 per cent. as compared with 5 per cent. formerly. This increase represents an increase in the price of the walnuts by 1½c per pound. Two cars of new Brazil nuts in the shell arrived in the city last week. In the primary market Brazils are quoted ½c per pound lower during the week. The peanut market is strong. Locally there was an advance of 1½c for shelled peanuts. Peanuts are now at the highest point they have reached for the past four years in the primary market. Trade in nuts has been somewhat quiet during the week.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 14
Brazil nuts, lb.	0 20	0 22
Cocconuts, per sack 100		6 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 48	0 50
Walnuts, California	0 36	0 33
Peanuts, lb.		0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.		0 85

Tapioca Scarce and Prices Range Higher

Toronto
RICE AND TAPIOCA.—There is an increasing firmness in the tapioca market, with supplies becoming more depleted. Importers have been able to secure quotations only on Penang, the Singapore not being offered. Penang to import at the present would cost 11c to lay down, which would not include any commission for importers or wholesalers. Locally the range of prices on

tapioca quite generally run from 12c to 12½c, although in certain instances quotations as low as 11½c are given. Rice continues in firm market, with a tendency toward higher prices in certain quarters. Second grade Siam has been advanced quite generally ½c per pound, while Chinese rice is up ½c to ¾c per pound. There is a fairly good demand for rice.

Texas, fancy, per 100 lbs.	6 50	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	6 00
Tapioca, per lb.	0 11½	0 12½

Lima Beans Moved Up ½c Per Pound

Toronto
BEANS.—There was a movement towards higher levels in lima beans during the week. In rare instances they could be secured still for 12c, but the quotation quite generally was not below 12½c, and in many instances 13. Some wholesalers are entirely out of stock, and are unable to get further supplies. In the New York market, limas are quoted at 14c per pound, which represents an increase of ½c per pound during the week. In California they are quoted at 12½c. There has been a good demand for limas on account of the short supply of Ontarios. California black eyes are not handled extensively in this market, but where quotations are made in Toronto they are selling at \$4.75 to \$5 per bushel.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 00	7 50
Rancon, per bushel	6 25	7 00
Japanese, per bushel	6 00	6 00
Black eyes, California, bushel		4 75
Yellow eyes, bushel		7 25
Limas, per pound	0 12	0 14

Round Packages of Oats Quoted Higher

Toronto
PACKAGES.—There has been an increase of 5c per case in the price of the round package Purity oats of 2-lb. size, and 20c increase in the Tillson brand. This is due to the firmness in the market for oats. Other package cereals held steady during the week, with a continued fair demand. Starches also held in an open market so far as prices are concerned, the manufacturers not making any further announcement as to the stability of quotations. Prices are those that prevail at the time of shipment. There has been no change, however, in prices during the week.

Cornflakes, per case	2 50	2 95
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 50
Rolled oats, square case	4 75	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		9 00½
No. 2, pound cartons		0 07½
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons		0 08½

Railroads Now Drawing Line On Fish Shipments

Toronto
FISH AND OYSTERS.—Wholesale

fish men were confronted with the refusal of shipments of fish out of Toronto during the latter part of last week by one of the railroads. Towns that are only served by the Grand Trunk may, therefore, find difficulty in getting supplies of this food commodity. The company for the first time since embargoes have been the order have refused shipments of perishable commodities. How long the embargo will last is not apparent at the time of writing. In the smoked fish there has been an easier tendency in new cured haddies, a decline of ½c per pound being recorded, and are now selling at 12½c. Pickled salmon are off the market for the season. Crabs are easier in price, being quoted down 75c per dozen, the price being \$1.75. Smelts are also slightly easier in price, being quoted at 12½c per pound for No. 1, as compared with 13c last week. There is a good supply of smelts at the present time. The sale of oysters and shrimps has been seasonably good. Demand for fish of all kinds is keeping up well.

SMOKED FISH.		
Ciscoes, per lb.	0 15	
Haddies, per lb., new cured	0 12½	
Haddies, filets, per lb.	0 17	0 18
Kipper herring, per box	1 60	2 00
Digby herring, bundle of five boxes	1 10	1 25
Smoked boneless herring, 10-lb. box		1 60
Strip cod, 30-lb. boxes		4 50
PICKLED AND DRIED FISH.		
Skinless cod, 60-lb. boxes		4 50
Acadia cod, 20 1-lb. blocks		2 60
Salt mackerel, kits		2 60
Salt cod, lb.		0 08½
Quail on toast, lb.		0 10
Shredded cod, 24 cartons		1 80
FRESH SEA FISH.		
Crabs, per dozen		1 75
Halibut, frozen	0 17	0 17½
Chicken halibut, per lb.	0 15	0 15½
Cohoe salmon (red), frozen	0 14½	0 15
Qualla salmon (pink), frozen	0 10	0 10½
Haddock, fancy, express, lb.		0 09
Steak cod, fancy, express, lb.		0 11
Flounders, lb.; frozen		0 06
FRESH LAKE FISH.		
Piks, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Goldeyes, lb.	0 07	0 08
Herrings, frozen		0 06
Tullibee, lb.	0 09	0 09½
Yellow pickerel	0 12	0 13
Smelts, No. 1		0 12½
Oysters—		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel		8 80
Shrimps—		
Wine gallon cans		1 40
No. 2		2 70
No. 3		5 20

Bananas Are Higher; Pineapples Arrive

Toronto
FRUIT.—Still higher prices have been reached for bananas during the week, being now almost at a record price and not far from double the price in normal times. There is great difficulty in getting the fruit owing to the shipping situation. Fruit is reported to be fairly plentiful at the producing points, but it is impossible to get it into distribution owing to the carrying situation. They are now quoted from \$2.25 to \$3.50 per bunch. Florida oranges are quoted 75c to \$1.25 per case higher this week owing to the scarcity. Cuban grapefruit are also quoted at former prices, the range now being \$3.50 to \$5, as compared with \$3.25 to \$3.90 formerly. California lemons are quoted firm at \$4.25 per case.

MANITOBA MARKETS

Porto Rican pine apples have reached the market, and are quoted at \$5 to \$5.50 per case, according to the size of the fruit. Oranges are somewhat scarce with some of the wholesalers owing to the difficulty attached to getting them here.

Apples—		
Spys, No. 1	8 00
Spys, No. 2	6 50
Spys, No. 3	5 50
Baldwins, No. 1 N.S., bbl.	6 00
Ben Davis, No. 1	5 00
Ben Davis, No. 3	3 50 4 90
Boxes, American	2 50 2 75
Boxes, B.C. Wagners	2 00
Bananas, bunch	2 25 3 50
Cranberries, bbl.	9 50 10 00
Do., 50-lb. box	5 00
Boxes, 28-qt.	3 25 3 50
Oranges—		
Cal. Navels	3 00 4 00
Floridas, case	4 25 4 50
Grapes—		
Spanish Almeria, small bbl., 40 lbs.	7 00 8 00
Grapefruit, Florida, case	4 00 4 75
Grapefruit, Cuban	3 50 5 00
Lemons, Cal., case	4 25
Messinas, case	3 75 4 00
Pineapples, Porto Rican	5 00 5 50
Rhubarb, doz. bunches	1 10 1 25
Strawberries, 1-qt.	0 65 0 70

Potatoes Drop Again 50 Cents Per Sack

Toronto

VEGETABLES.—Potatoes continued on the down grade during the week, and are quoted 50c per sack under last week, the range now being \$3.25 to \$3.50 for New Brunswick Delawares, as compared with \$3.75 to \$4 for the previous week. Western potatoes are also quoted lower, being now \$3 per 75-lb. sack. Better supplies have been reaching the local market. This decline is in conformity with a prediction made by CANADIAN GROCER some weeks ago, when potatoes were quoted around \$4.50 to \$5 per sack. California cauliflower are now quoted firm at \$4.50 per box, the lower quotation of \$4 given last week having disappeared. Some American onions were in the market during the week, and were quoted at \$11 per 90-lb. sack. Ontario red onions are quoted 50c to \$1.50 per sack higher, the range now being \$2 to \$8.50. Some Florida celery reached the market during the week, and in half-cases of 4 dozen are quoted at \$5.50, 6 dozen to case at \$5, and 8 dozen to case \$4.

Beets, bag	2 25
Brussel sprouts, imported, quart.	4 15
Cucumbers, hothouse, doz.	3 00
Cabbage, new, case	7 00
Hampers	3 75
Cauliflower, Cal., 18 to 24 in box.	4 50
Carrots, bag	2 25
New, dozen bunches	1 00
Celery, California, case	4 00
Florida, half case	5 50
Eggplant, each	0 25 0 30
Lettuce, per doz. bunches	0 50 0 50
California head lettuce, case	3 50 5 00
Mushrooms, 4 lbs.	2 75 3 00

Onions—		
Spanish, crate, 120 lbs.	10 00
American, yellow, 90-lb. sack.	11 00
Ontario onions, 75-lb. sack, yellow.	8 50 9 00
Ontario onions, 75-lb. sack, red.	8 00 8 50
Green, per bunch	0 75

Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	3 25 3 50
Sweet Jerseys, hamper	3 00
Western, 90-lb. sack	3 00
Parsnips, bag	2 50
Green peppers, doz.	1 00
Tomatoes, Florida, 6-basket carriers	6 00 6 50
Parsley, 11-qt.	0 75
Watercress, doz.	0 30
Turnips, bag	1 10 1 25

WINNIPEG, March 21.—The threatened strike in the United States interfered with business here, but with the difficulty cleared up, business has tended toward normal again. The wheat market had been fluctuating, with a tendency down, but it resumed a higher level when the more reassuring news arrived. There has been more or less of an embargo on Canadian goods into the United States. The potato market was affected, the export demand being cut off; thus prices became easier. Dealers are expecting a reaction in potatoes, which is more likely now that traffic will resume.

Many lines are tending upward on account of the high cost of tin. It is noticed that dealers will be selling New Orleans molasses 1½'s instead of 2's at 10c if the price continues up; many jobbers are offering molasses on that basis. Stove and shoe polishes are likely to be higher if tin containers go higher. One B. C. packer states that his costs for material outside the fish, such as tin, cases, etc., was \$50,000 more than last year. Lower grades of salmon especially will be higher in price next year.

All lines of cheaper New Orleans molasses are likely to go higher. Shippers are away behind with their orders on condensed and evaporated milk. Rices are said to be good value at today's prices. Wash boards and any other lines into which metals enter in the manufacture may be considered liable to go up. Canned oysters are due for an advance. They do not matter so much now with the fresh supplies coming in, except in the country where fresh are difficult to obtain. People eat few oysters in the months in which there is no "r," and April is the last month in which the demand is at all heavy.

While eggs have been declining fast, they probably will not come down much more until the snow moves away. As sales are being made this year on the "loss off" basis, the standard will be increased, and the situation will be more involved than it was in previous years.

SUGAR.—At the beginning of this week, sugar was still being quoted on a basis of \$8.15. Some of the department stores were offering 10-lb. sacks of sugar for 85c, but this was probably a lower grade. There is a fair volume of sugar moving, despite the uncertainty of the market.

SYRUPS.—While the corn market continues very high, there has been no change made in the price of corn syrup, nor of starches. Dealers are looking for higher prices on all cheaper lines of New Orleans molasses. The trade is being offered a new size. Before the price went up, dealers were able to sell 2's for

10c; the tendency is for them to offer 1½'s now for that price. The cost of tin has contributed largely to this. It is expected that shipments of maple syrup should be made from the East towards the end of the month.

B. C. Cane Syrup—		
2-lb. tins, 2 doz. to case, per case	4 10
5-lb. tins, 1 doz. to case, per case	4 70
10-lb. tins, ½ doz. to case, per case	4 40
20-lb. tins, 3 tins to case, per case	4 25
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)		
Molasses—		
Barbadoes, ½ bbls., per gal.	0 70
New Orleans, ½ bbls., gal.	0 46

DRIED VEGETABLES.—Stocks of beans are low in Winnipeg, and the market is still very firm. Prices of Limas in California have jumped 3½c during the past month. It is reported that the British Government have purchased heavily of future California white beans, but this cannot be verified. Peas, whole and splits, continue scarce and high. The same applies to both pot and pearl barley.

Beans—		
Japanese, white beans, bushel	6 00
Manchurian, bushel	5 95
California Lima Beans—		
90-lb. sacks	0 10½
Barley—		
Pot, per sack, 96 lbs.	4 60 4 70
Pearl, per sack, 96 lbs.	6 60 6 65
Peas—		
Split peas, stk., 96 lbs.	6 60 7 00
Whole peas, bushel	3 60 4 00

DRIED FRUITS.—All evaporated fruits tend to be high, with the exception of cooking figs. Cooking figs in mats are cheap, it is claimed. They are liable to continue low. Dealers are being asked 7c per lb. All California products are firm. Apricots seem to be about cleaned up in California; some of the jobbers in Winnipeg have fair stocks, but as a rule they are small. Peaches have advanced ½c on standards and choice by the California Peach Association. No new prices have yet been named on Australian currants.

Dried Fruits—		
Apples, evap., new, 50-lb. boxes, lb.	0 11¼ 0 12¼
Apricots—		
Choice, 25's	0 19 0 20
Choice, 10's	0 19½ 0 20½
Pears—		
Choice, 25's	0 12½
Peaches—		
Choice, 25-lb. boxes	0 10
Choice, 10-lb. boxes	0 10½
Currants—		
Fresh cleaned, Australian, lb.	0 19
Amalias, Greek, wet cleaned	0 18
Figs—		
Cooking Figs	0 07½
Dates—		
Hallowees, new, bulk, lb.	0 12
Fards, box, new, 12 lbs.	2 00
Raisins, California—		
16 oz. fancy, seeded	0 11¼
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 09
Raisins, Muscatels—		
3 crown, loose, 25's	0 10
3 crown, loose, 50's	0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 09½
Figs, cooking, lb.	0 09
Prunes—		
80 to 100, 25's	0 09
40 to 50, 25's	0 11½
Peeled—		
Orange, lb.	0 22
Lemon, lb.	0 21
Citron, lb.	0 25

RICE.—There is a firmer feeling in
(Continued on page 44)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, March 20. — Wholesale trade this last week has been quiet. Retailers have been buying sugar and flour in small quantities evidently expecting a break in the market. Sugar has come down a little but flour is still firm. Owing to the high price of potatoes the demand for rice continues brisk but prices are unchanged. There is every indication that the potato market will weaken in the near future but prices are still fairly firm though the poorer grades are a bit lower in price. Butter is easier and eggs have taken a drop, but lard has advanced.

VANCOUVER, B.C.—	
Sugar, pure cane, granulated, 100 lbs.....	8 00
Flour, first patents, Manitoba, per bbl., in car lots	9 70
Salmon, Sockeye, 1-lb. talls, per case 4 doz	75 00
Rice, Siam, per ton	85 00
Beans, Japanese, per ton	70 00
Potatoes, per ton	50 00
Lard, pure, in 400-lb. tins, per lb.....	0 22
Butter, fresh made creamery, lb.....	0 49
Eggs, new laid, in cartons, per dozen.....	0 42
Cheese, new, large, per pound	0 28½

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., March 20.—Bacon has again advanced, sides are now quoted at 29c per pound, backs 30c per pound. Cheese is firmer large Ontario being offered at 27c per pound. Dairy butter is scarcer with No. 2 creamery offering. New laid eggs have taken a big drop and are offered at \$9 to \$10 per case, with further declines expected this week. Corn has advanced 10c per case and is now quoted at \$3.60 to \$4 per case. Evaporated apricots have also advanced to 25c per pound. Domestic sardines are up 15c per case, now selling at \$5 per case. Sockeye salmon in tall, 1 pound cans are quoted at \$12.25 per case, an advance of 25c; half pound tins are quoted at \$14 per case. Grape fruit is higher with oranges and lemons stiffening locally. Potatoes are selling at \$40 per ton.

CALGARY:	
Beans, small white Japan, lb.....	0 10
Flour, No. 1 patents, 96s, per bbl.....	9 90
Molasses, extra fancy, gal.....	0 77

Rolled oats, 96s	3 35
Rice, Siam, cwt	4 78
Sago and Tapioca, lb.....	0 00
Sugar, pure cane, granulated, cwt.....	8 45
Cheese, No. 1 Ontario, large	0 26
Butter, creamery, lb.....	0 44
Lard, pure, 3s, per case	14 70
Bacon, smoked backs, lb.....	0 30
Bacon, smoked sides, lb.....	0 29
Eggs, new-laid, case	9 00
Tomatoes, 2½s, standard case	4 50
Corn, 3s, standard case	3 60
Peas, 2s, standard case	2 95
Apples, gala, Ontario, case	2 50
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	12 25
Salmon, pink, tall, case	5 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., March 20.—The dominant feature of the market situation this week is the increasing scarcity in many lines owing to railway congestion. One jobber reports that he is entirely out of fifty different lines. Eggs are falling off rapidly, new-laid eggs are now selling from 34c to 36c per dozen, a decline of 9c to 11c. There are no case eggs at present. Flour has made a drop and Manitoba first patents are now selling at \$10.70 per barrel, a decline of 30c while Ontario flour sells at \$9.95 per barrel a drop of 10c. Beans have again advanced, the white variety now selling at \$7.80 per bushel, an advance of 20c per bushel. Yellow eyed beans are selling at \$7.55 per bushel, an advance of 20c to 30c per bushel. Buckwheat flour has dropped 25c per bag and is now quoted at \$5.50 to \$5.75. Potatoes are selling at \$5.25, a decline of 75c per barrel.

ST. JOHN, N.B.:	
Flour, No. 1 patents, bbls., Manitoba.....	10 70
Ontario	9 95
Cornmeal, gran., bbls.	7 80
Cornmeal, ordinary, bags	2 75
Flour, buckwheat, 100-lb. bag	5 50
Molasses, extra fancy, gal.....	0 59
Rolled oats, bbl.	8 25
Beans, white, bush.	7 80
Beans, yellow-eyed	7 55
Rice, Siam, cwt.	6 00
Sago and Tapioca, lb.	0 11
Sugar—	
Standard granulated, cwt.	7 55
United Empire	7 45
Bright yellow	7 35
No. 1 yellow	7 20
Paris lumps	8 50
Cheese, N.B., twins	0 25
Eggs, new laid	0 34
Eggs, case	0 45
Roll bacon	0 28
Breakfast bacon	0 28
Butter, dairy, per lb.	0 40
Lard, pure, lb.	0 25½
Lard, compound	0 18
American clear pork	47 00
Beef, corned, 1s	2 80
Tomatoes, 3s, standard case	4 70
Corn, 2s, standard case	3 50
Peas, 2s, standard case	2 90
Apples, gala, N.B., doz.	3 10
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	4 00

Salmon, red spring, talls, case.....	10 00	10 50
Salmon, pink, talls, case	8 25	8 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums, case	5 60	5 25
Sardines, domestic, case	4 60	
Cream tartar	0 42	0 45
Currants, lb.	0 23	
Raisins, choice, lb.	0 12	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 11	0 11½
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	0 21	
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	4 80	5 00
Lemons, Cal., box	4 80	5 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	1 50	5 00
Potatoes, bbl.	6 25	
Onions, per 100-lb. bag	10 00	11 00

Britain Increases Potato Supply

That Great Britain can produce a greater potato supply than is necessary for her home consumption, and with the help of a normal summer, will be able to produce an abundant supply of this important crop next season, is the cheering news which comes from across the water. As result of the law passed in December 1916, empowering local authorities to take over vacant land to be utilized for the growing of crop, large areas have been provided as allotments to residents in the immediate vicinity of their homes and some of the large collieries in Wales have placed areas of land at the disposal of their men for the raising of crops.

U.S. Has Lowest Sugar Prices

Some interesting details regarding the sugar trade reveal the fact that the four million tons of sugar which is consumed in the United States annually, and which is to-day being purchased at the lowest figure prevailing in any large country, is to the extent of 50 per cent. grown on American soil. The beet sugar grown in the States leads with 840,000 tons, then comes raw sugar from Hawaii, 625,000 tons; then Porto Rico, followed by the cane sugar from Louisiana and Texas. The wholesale price of sugar in New York is 8 cents per pound and should be sold by the retailers at from 9 to 10 cents.

Porter S. White passed away on March 15, at his home in Peterborough, Ont. Mr. White has been a retail merchant in Peterborough for some years.

FLOUR AND CEREALS

Flour Declined But Market May Firm

Montreal

FLOUR AND FEEDS.—Flour declined rather unexpectedly since last report, and since the decline of 30 cents per barrel wheat advanced again in the West, and at the time of writing flour prophets were very much inclined to keep their teeth shut and their tongues at home. Predictions were not willingly made by those in touch with the markets. It was expected that if wheat advanced much farther flour would again reach the \$10.10 figure per barrel, but no one could say what wheat might or might not do. One very experienced veteran of the wheat market said shrewdly that the present conditions are due to the speculation of a small circle who have to keep busy, and that the ups and downs of the wheat market are mainly artificial, and not caused by any great economic factors for the time being. Another close watcher of the markets noted the fact that Canadian visible wheat had declined three million bushels, and was almost inclined to predict a bullish move in consequence or following further reductions of visible wheat in Canada, but with-held predictions in view of the general uncertainty. On one point all were decided: that is that business in flour is very much better and brisker than it has been of late, though there is still room for improvement in transportation. Wheels are running more freely however both in mills and on rails, and the situation is steadily improving. Winter wheat is not very active, and prices have not altered this week. Hand to mouth buying is the rule at present. The demand for all kinds of feeds is stronger than ever. Prices rule firm as possible and there is no sign of any decline in these lines until the advance of spring relieves the strain on the production of feeds.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 80	10 00
Second patents	9 30	9 50
Strong bakers	9 10	9 30
Winter Wheat Flour—		
Fancy patents	9 00	9 25
90 per cent., in wood	8 50	8 75
90 per cent., in bags	4 00	4 10
Bran, per ton	36 00	38 00
Shorts	39 00	40 0
Special middlings	43 00	44 00
Feed flour	52 00	53 00
Feed oats, per bushel		6 75

Cereals Maintain Demand; Some Changes

Montreal

CEREALS.—The market call for cereals continues steady, and the changes in prices due to the fluctuations of the wheat market are found this week in the wheat based cereals such as wheatlets, Graham flour, and whole wheat flour. Rye flour is firmer this week, but pearl hominy could be purchased at easier prices this week. Barley is still quoting as last week and is in firm market. The package goods are moving steadily and so far without alteration in price. Shortage of cornmeal is noted due to the slow arrivals of corn supplies, and prices are firm in this line. There is a firmness in the market for oats which may affect oatmeal if the tone persists.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat grits, 98 lbs.	4 50	
Corn flour, 98 lbs.	3 80	
Cornmeal, yellow, 98 lbs.	3 75	4 00
Graham flour, 98 lbs.	4 50	4 65
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	3 75	4 00
Oatmeal, standard, 98 lbs.		4 10
Oatmeal, granulated, 98 lbs.		4 10
Peas, Canadian, boiling, bush.		3 75
Rolled oats, 90-lb. bags	3 25	3 35
Rolled wheat, 100-lb. bbls.		5 50
Rye flour, 98 lbs.		4 30
Whole wheat flour, 98 lbs.		4 65
Wheatlets, 98 lbs.		4 90

Flour Followed Wheat Downward

Decline of 30c Per Barrel Recorded During Week—Wheat Again in Fairly Strong Position

Toronto

FLOUR.—There was a sagging tendency in the wheat market toward the end of last week, when the commodity had declined 6½¢ from the high point reached in the present upward tendency. With the decline in wheat, millers were quick to follow the market downward in the price of flour, and a consequent decline of 30c per barrel was recorded, making the selling price at the time of writing \$9.70 per barrel. On Saturday there was a recovery in the price of wheat, and on Monday of the present week the cash article at Winnipeg sold up within a half cent of the recent highest point, the closing price for the cash commodity being \$1.88¾ per bushel. Tuesday of this week there was heavy profit-taking on the part of the speculators in wheat and a lot of selling developed, which sent the cash wheat down

7/8c per bushel at the close. There is inherent strength in the market as evidenced from the slight decline that developed under the stress of heavy selling orders. There were various factors, too, in the market which were construed as bearish influences, notably the retreat of the Germans and liberal offerings of Canadian wheat at Minneapolis. A factor, however, that is giving strength to the market at present is the possibility of the United States getting into the war. During the first part of the week there was an apparent absence of any urgent demand for wheat for export. Canadian mills are finding a normal demand, with little better prospect of an outlet through export channels except for flour for the military. Ontario winter wheat flour held steady during the week, but is still in a strong position.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	9 70	9 90
Second patents	9 30	9 40
Strong bakers	9 00	9 20
Ontario Winter Wheat Flour—		
High patents	8 60	8 80
Second patents	8 20	8 40

Sinking of Brayhead Has Reduced Cereals

Toronto

CEREALS.—Cable despatches on Wednesday stated that the S.S. Brayhead, which left St. John on March 1, had been sunk by a submarine. This steamer had on board a full cargo of cereals from Canadian mills. Activity with this export business has caused the Canadian mills to be busy of late, and now that this supply has been reduced will probably mean that additional orders will have to be placed. There is a constantly improving demand for bulk cereals of all kinds. There is a particularly heavy demand for standard oatmeal. Price cutting in the sale of rolled oats has helped to make the grocer push the sale of the oatmeal, in which there is a larger margin of profit. There was a continuation of price-cutting in rolled oats, some quotations being down as low as \$3.40 per bag during the week.

	Car lots	Small lots
Barley, pearl, 98 lbs.	6 25	7 50
Barley, pot, 98 lbs.	4 60	5 50
Buckwheat flour, 98 lbs.	5 00	5 25
Corn flour, 98 lbs.	3 75	4 00
Cornmeal, yellow, 98 lbs.	3 25	3 50
Graham flour, 98 lbs.	4 75	4 85
Hominy grits, 98 lbs.	3 55	3 75
Hominy, pearl, 98 lbs.	3 75	4 00
Oatmeal, standard, 98 lbs.	4 15	4 30
Rolled oats, 90-lb. bags	3 40	3 60
Rolled wheat, 100-lb. bbls.	5 00	5 50
Rye flour, 98 lbs.	4 75	5 00
Whole wheat flour, 98 lbs.	4 75	4 85
Wheatlets, 98 lbs.	4 80	5 75

Feed Oats Are Slightly Higher

Toronto

MILL FEEDS.—There was a 1c increase in the price being paid for Ontario oats during the week, the quotations ranging from 65c to 67c per bushel. Supplies of this class of feed is within very narrow compass. Manitoba oats held steady, however. Mill feeds of all kinds were in a steady market, with no diminution of demand.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	36 00	38 00
Shorts	39 00	41 00
Special middlings	43 00	45 00
Feed flour	52 00	54 00
Ontario oats, No. 2 (nominal).....	0 65	0 67
Manitoba oats, No. 2 (nominal).....	0 74

Flour Business Quiet In Western Canada

Winnipeg

FLOUR AND CEREALS. — Early this week first patents stood at 9.70. Domestic business was reported very quiet, all the mills reporting very little business being offered. The reason given for this is that it is somewhat between seasons. The wheat market registered considerable fluctuation last week on account of the threatened railway strike. When the situation cleared last weekend, the market came back to the high point it had reached before the strike threatened. Rolled oats are firm at \$3.00, with considerable business doing. Oatmeal remains at \$3.75. Feeds are firm at \$30 for bran, and \$32 for shorts and middlings. Eastern demand is still in excess of supply. As regards traffic, eastern movements have been easier, but all Southern movement was held up last week on account of the threatened strike.

Flour—	
Best patents	9 70
Bakers	9 20
Clears	8 80
XXXX	6 60
Cereals—	
Rolled oats, 90 lbs.	3 00
Rolled oats, pkgs., family size.....	4 10
Cornmeal, 96's	3 00
Oatmeal, 96's	3 75
Feeds—	
Bran, per ton	30 00
Shorts, ton	32 00
Middlings, ton	32 00
Mixed chop, ton	42 00

WEEKLY GROCER MARKET REPORTS

(Continued from page 41.)

all lines of rice. Dealers are not looking for an advance, as it is pretty near the end of the busy season. Tapioca and sago are firm.

Varying Prices On Canned Goods

CANNED GOODS.—One who holds that the market on tomatoes is easier here than it should be, drew attention to the fact that they were selling for the same price in Winnipeg stores as in Toronto stores. Considering the freight charges between Toronto and Winnipeg,

the price should be much higher. Jobbers find that the canned goods season is only just opening up. Quotations to the trade have been as low as \$3.75 case for 3's, and \$2.80 case for 2's, but these were used as leaders; the jobber who quoted them admitted that he could not buy at these figures, and insists himself that canned goods are held very firmly. Stocks in Winnipeg can be called large, although several firms went into the American market and bought heavily. B. C. packers are asking higher prices for fall delivery new pack, which shows that there is no easiness in this market. The prices are particularly high for low-grade products. New prices are out on California canned fruits, and they are also higher than last year.

More Halibut Arriving; Decline in Mackerel

Winnipeg

FISH AND POULTRY.—There is plenty of whitefish offering, but dealers have had to pay a high price for their supplies this year, labor conditions on the lakes being bad. Halibut is a little easier, and is bringing 16c this week, instead of 18c; the supply of halibut is better. Mackerel are down to \$3 for 20-lb. kits, as it is getting near the end of season. There will be little new on the market for two or three weeks, being between frozen and fresh seasons. Sales of poultry, especially during Lent season, have been light. Prices, however, remain firm. People in the country are apparently holding on to their hens.

Oysters, Imperial gallon	3 00
Whitefish	0 12
Salmon, frozen	0 15
Halibut, fresh	0 18
Cod, Ling	0 10
Cod, black	0 12½
Kippers, boxes	2 00
Bloaters, boxes	1 75
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 99
Salt herrings, 20-lb. pails	1 80
Smelts	0 14
Haddock	0 09
Flounders	0 08
Brook trout	0 30
Smoked fillets	0 17
Sea herring	0 07½

Potato Market Easier In Tone

Winnipeg

FRUIT AND VEGETABLES.—There are two important points to the market this week. The first is that the potato market is much easier, although dealers believe that a reaction is very probable. The second point is that dealers are clearing out their bitter oranges at low figures, the demand having been small this season because of the high price of sugar, it is said. Palermo bitter oranges dropped last week from \$7 per case of 200 to \$5 per case, and there was a probability of lower prices because of the small demand. Referring back to potatoes, retailers are paying \$1.40 to \$1.50 for No. 1 table stock, but purchases of

potatoes can be made at \$1.35 per bushel. There was a tendency for everybody to hold off the market last week because of the threatened railway strike, there being an embargo on all goods from Canada. New California cabbage is in, selling at 9-10c per lb. Imported parsley has arrived, selling at 75c per doz. The orange market is weaker, navels bringing \$3.75 per case, which is about a quarter below last week's prices.

Manitoba potatoes, 10-bushel lots.....	1 35	1 50
Celery, Cal., doz.	1 75
Cucumbers, box	5 50
Carrots, bushel	1 00
Turnips, bushel	0 60
Cabbage, per cwt., old	8 00
Cabbage, Cal., lb.	0 09	0 10
Cauliflower, Cal., case	5 00
Head lettuce, Cal., doz.	1 75
Lettuce, leaf, box	0 65
Imported mushrooms	0 90
Sweet potatoes, hamper	4 50
Tomatoes, Florida, basket	1 50
Parsley, imported, doz.	0 75
Fruits—		
Oranges, navel, case	3 75
Oranges, bitter, Palermos, case 200.....	5 00
Lemons	5 00
Grape fruit	5 00	6 00
Malaga grapes, kegs	8 00	10 00
Ontario Greenings	5 50
Ontario apples, No. 2	5 50
Ontario apples, No. 3	4 50
Wine saps, box	2 50
Rome Beauties, box	2 50
Cranberries, bbl.	11 00
Pears, Winter Nellis, box	4 50
Strawberries, box	0 90
Bananas, lb.	0 05½
Rhubarb, lb.	0 14

A PREMIUM ON CRABS

It was the day before their first "hop over," and the regiment was drawn up in mass behind the lines to listen to a "few words" from the Colonel. He pointed out to them at some length the straight and narrow path wherein their duty lay, and after giving them the general direction of the road to glory, concluded with the lines:

If we go forward we die.
If we go backward we die.
Better go forward and die.

The awed silence which followed was broken by the languid voice of a Billjim in the rear. "Yairs," he drawled derisively, "a bloke's best chance is to be a blinkin' crab!"

INSIDE INFORMATION.

Willie—I guess my dad must have been a pretty bad boy.
Tommye—What makes you think that?
Willie—Because he knows exactly what questions to ask me when he wants to know what I have been doing.

ESSENTIAL TO AN AGGRESSIVE BUSINESS

MacLean Publishing Co.—Re Canadian Grocer, will have to ask you to cancel my subscription as I have sold out, however, have persuaded my successors that your paper was quite essential to their business and you may send THE GROCER to them, Messrs. Mann & McLennan. Personally, I would not wish to do without your very excellent Trade paper if I were continuing in the Grocery business, and you can rest assured that if I ever enter the Grocery business again you can count me as a subscriber.

With best wishes for your continued success, I beg to remain,
J. A. GILLET.
Aylmer, Ont.

PRODUCE AND PROVISIONS

Market For Hogs And Products Firm

Montreal—**PROVISIONS.**—Prices for live and for dressed hogs during the current week in Montreal ran to about the same levels as last week. Live hogs of the best quality offering were commanding \$16.50, poorer finished hogs held other offerings down to \$16.25 per hundred pounds, but even at that supply was short of demand, and all offerings found ready market. The finish of the animals coming forward is unsatisfactory, and they do not produce as well in the meat and lard stages of manufacture so that the prices now being paid work out quite proportionately higher in point of value secured for them. Dressed hogs were commanding the same prices as last week's records show that is from \$22.50 to \$22.75 per hundred pounds. Supplies are getting smaller now, and will dwindle down until the summer run of hogs commences. There is in consequence of these primary market conditions, a very considerable firmness in all hog products, meats, and lards, also the compound lard, though for the immediate present prices are not altered.

Hams—			
Medium, per lb.	0 27	0 27½	
Large, per lb.	0 25	0 25½	
Bacon—			
Plain	0 27	0 28	
Boneless, per lb.	0 31	0 32	
Bacon—			
Breakfast, per lb.	0 30	0 31	
Roll per lb.	0 23	0 24	
Dry Salt Meats—			
Long clear bacon, ton lots	0 30	0 21	
Long clear bacon, small lots	0 30½	0 21½	
Fat back, lb.	0 19	0 20	
Cooked Meats—			
Hams, boiled, per lb.	0 38	0 39	
Hams, roast, per lb.	0 37	0 38	
Shoulders, boiled, per lb.	0 31½	0 32½	
Shoulders, roast, per lb.	0 32	0 33½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 23½	0 24	
Tubs, 60 lbs.	0 24	0 24½	
Pails	0 24½	0 24½	
Bricks, 1 lb., per lb.	0 25½	0 26	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 18½	0 18½	
Tubs, 50 lbs.	0 18½	0 19	
Pails, 20 lbs., per lb.	0 19½	0 19½	
Bricks, 1 lb., per lb.	0 19½	0 20	

Poultry Market Is Still Quiet

Montreal—**POULTRY.**—Quiet conditions still prevail as regards poultry though first quality birds when offered can command their market even in Lent. Not many fowls are offering, however, for the market at present, and few live birds are reaching the city from country points which are still kept more or less isolated by the transportation difficulties at present prevalent due to snow and train cancellations. Dressed poultry are found

in sufficient quantities to meet demand, and there are no striking market features in this branch of the business for the time being, though expectations are towards a brightening up of matters before long.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 25	0 30
Old roosters	0 20	0 20
Roasting chickens	0 25	0 27
Young ducks	0 25	0 25
Turkeys (old toms, dressed, lb.)	0 31	0 31
Turkeys (young)	0 33	0 33

Eggs Gradually Getting Easier

Montreal—**EGGS.**—There is an easier tendency in the market for eggs at present in Montreal. New laids were quoting at as low as 36 cents for a short period at the end of last week, but regained strength and rose to 38 cents later on. There was a fluctuating tendency in this way as supplies arrived in larger quantities or failed to reach in the quantities expected. As a matter of fact the opinion of some dealers in Montreal was to the effect that prices would have to be raised a little to the producers in the country as higher prices were being paid by other centres for eggs from first hands, and this was causing Montreal supplies to be diverted towards the better market. Mostly American eggs were coming in, but Ontarios are steadily growing in supply, and their quality is considered up to the best standards. A wider consuming demand for eggs is now apparent. Arrivals in Montreal for the week ending March 17 were 708 cases as compared with 1,015 cases the previous week, and 2,046 cases a year ago.

Eggs—		
New laid	0 38	0 38

Butter in Better Supply, But Firm Tone

Montreal—**BUTTER.**—Rather freer supplies of butter have been coming in to Montreal for the past week or so, and there was slightly easier tone to the market at the beginning of the present week. Nevertheless supplies are not any more abundant than are required in view of consumer demand as contrasted with supplies in storage, and the market is in the main still firm, and likely to be firmer unless unexpectedly abundant supplies arrive. Rather less importance was attached to Western butter this week, the supplies coming forward from the Western provinces being regarded as too

light to affect the market very much. Receipts of butter for the week ending March 17 were 4,002 pkgs. as compared with 1,009 pkgs. for the corresponding week last year. Prices remain as quoted last week.

Butter—		
Creamery, prints (storage)	0 44½	0 44½
Creamery, prints (fresh made)	0 42½	0 42½
Creamery, solids (fresh made)	0 43	0 43
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lbs., in tubs	0 37	0 39
Bakers	0 33	0 34

Cheese Receipts Show a Reduction

Montreal—**CHEESE.**—There is still a dullness in the cheese market generally awaiting the new season's activity being the main tendency of the market. Local demand for fodder-cheese keeps up very steadily this grade of cheese bringing from 23½ to 25½ cents per lb. One feature of the cheese situation is the marked dwindling of supply of "twins". There are very few of these in the city storages now. Arrivals of cheese for the week ending March 17, amounted to 4,753 boxes. This is a falling off as compared to the previous week, but a considerably better supply that was received for the corresponding week of 1916 when only 652 boxes were received. Prices remain as quoted last week.

Cheese—		
Large, per lb.	0 27½	0 28
New twins, per lb.	0 28	0 28½
Triplets, per lb.	0 28½	0 28½
Stilton, per lb.	0 30½	0 30½
Fancy old cheese, per lb.	0 30½	0 30½

Honey Becoming Much Scarcer Now

Montreal—**HONEY.**—The feature of the market for honey this week in Montreal is the dwindling supply. One large concern sold the remainder of its stock of honey during the past week, and most firms having honey to sell are disposing of it with considerations of business in view, and not indiscriminately for the supply can hardly be expected to last out until new crop arrives. There is nevertheless quite a good consumer demand apparent, and probabilities are that prices will advance further before the market is entirely bare of honey.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 13	0 13½
Buckwheat, 60-lb. tins, per lb.	0 13	0 13
Clover, 5-10 lb. tins, per lb.	0 15½	0 15½
Clover, 60-lb. tins	0 14½	0 14½
Comb, per section	0 18	0 19

Live Hogs Demand Meats Good

Demand for Shortening Has Been Heavier on Account of Spread Between Compound and Pure.

Toronto
PROVISIONS.—Live hogs showed a tendency to sag towards lower levels during the week. On account of the demand for meat products of all kinds there has been a firmer tendency in those commodities. Dressed hogs are slightly easier in price and are quoted at \$21 to \$22 per hundred as compared with \$22 to \$22.50 last week. There has been a heavier demand for compound lard owing to the big spread between pure lard and the former. Prices for both compound and pure lard held firm during the week. Barrel pork is in good demand, with mess pork quoted at \$49, short cut backs at \$43 and pickled rolls at \$42.

Hams—		
Medium, per lb.	0 28	
Large, per lb.	0 25½	
Backs—		
Plain	0 32	
Boneless, per lb.	0 35	
Bacon—		
Breakfast, per lb.	0 28	0 33
Roll, per lb.	0 24	0 25½
Wiltshire bacon, per lb.	0 27	
Dry Salt Meats—		
Long clear bacon, ton lots	0 30½	0 21
Long clear bacon, small lots	0 21	0 21½
Fat backs, lb.	0 22	0 23
Cooked Meats—		
Hams, boiled, per lb.	0 38½	0 39½
Hams, roast, per lb.	0 39	0 40
Shoulders, boiled, per lb.	0 32	0 34
Shoulders, roast, per lb.	0 33	0 35
Barrel Pork—		
Mess pork, bbl. 200 lbs.	40 00	
Short cut backs, bbl. 200 lbs.	43 00	
Pickled rolls, bbl. 200 lbs.	42 00	
Lard—		
Pure tierces, 400 lbs., per lb.	0 24	0 24½
Compound tierces, 400 lbs., per lb.	0 18	0 18½
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	21 00	22 00
Live, off cars	15 25	15 30
Live, fed and watered	15 00	15 25
Live, f.o.b.	14 60	

Consumption of Butter Is Increasing Slightly

Toronto
BUTTER.—Commission men note a little better demand for butter than has been prevailing for some weeks past. At the time butter reached the highest point during the winter people suddenly came to the conclusion that they would get along with less. And there was a noticeable drop in the amount used. Since that time there has been minimum demand until quite recently when the demand is reported somewhat better. Prices have held steady during the week.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lb.	0 39	0 40
Bakers	0 35	0 34

Receipts of Local Fresh Eggs Increase

Toronto
EGGS.—During the past week there was a firmer tendency in eggs due to the threatened strike on the railroads in the

United States. With the clearing up of that difficulty, prices became easier in the Chicago market at the first of the present week. Supplies of local eggs have been coming better and in all probability will increase with the coming of spring weather. The demand locally is increasing with the recent decline in eggs, people apparently are again taking to the egg diet more generally. This increased demand may have a tendency to hold prices steady until local eggs begin to reach the local market in larger quantities. A factor that may tend to drive the price of eggs down is the recent embargo placed on their importation by the British Government. Commission men point out that if they will not be permitted to put the eggs into cold storage at the time of the heavy production in anticipation that they will be able to send them into the export trade they will not be able to pay as good prices as in the past.

Eggs—		
New laid, cartons	0 40	0 41
New laid, ex-cartons	0 38	0 39

Stocks of Cheese are Low With Demand Fair

Toronto
CHEESE.—There has been a fair demand for cheese when the high price is taken into consideration. Stocks are low at present with very little available for export. Prices have held firm during the week and will in all probability hold up well until the new make begins to reach consumptive channels in greater quantities.

Cheese—		
New, large	0 26	0 27
Old, large	0 25½	0 26
Stilton	0 28½	0 29

Movement of Frozen Poultry Fairly Good

Toronto
POULTRY.—There is very little live poultry reaching the market at the present juncture. Demand for this variety continues exceptionally good for fat chickens. There has been a fair movement in frozen poultry during the week owing to the light receipts of the live variety. Interest is not keen in poultry at this season of the year with the exception of the well prepared fat chickens.

Chickens, lb.	0 22	Live
Chickens, crate fed	0 25	
Hens, over 4 lbs.	0 22	
Hens, under 4 lbs.	0 20	

Prices are those paid at Toronto by commission men.

New Crop Maple Syrup Awaited with Interest

Toronto
HONEY, MAPLE SYRUP.—The advent of new crop maple syrup is awaited with interest as it is expected to put in an appearance in the very near future. Commission men express the opinion that the season will probably be a short

one owing to the signs that the transformation from winter to spring will no doubt be rapid. Sunshiny days with frosty nights are the conditions that are most conducive to a good flow of sap and a consequent good yield of syrup. The reason for this is stated to be that the warmth of the day drives the sap upward and the frost of the night drives it back again. In this fluctuating state the farmer with a maple syrup bush has an opportunity to get his sap buckets replenished often. Honey stocks are getting in narrow compass. The demand continues fair and prices have held steady.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 14½
60-lb. tins	0 12½	0 13
Comb. No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 15	1 25
Tins, No. 1, gal.	1 50	
Tins, No. 2, gal.	1 25	

Further Decline in Eggs; Slump in Dairy Butter

Winnipeg
PRODUCE AND PROVISIONS.—The hog market has remained unchanged from the close of the previous week, practically all select hogs selling during last week at \$14.75. The provision market is very firm, and advances are expected at any time.

As the American market is now well into the producing season, eggs are now as low as 36 to 38 cents. It is not expected that the Southern market will decline much further than this price, therefore until Canadian eggs are received in quantities, the price will remain somewhat fixed. With the prevailing mild weather, therefore, it will not be long before local eggs are received. **Butter**—There is apparently no change from last week, with prices firm, and tendency for slightly higher levels. Dairy butter shows very little activity, prices having slumped considerably since New Year's. The reason for the decline is a withdrawal of export buyers from the market. The market is very firm. Stocks of good Ontario cheese are bringing 28½ to 29 cents. It is expected there will be a shortage of cheese before the producing season comes on.

Hams—		
Light, lb.	0 26	0 28
Medium, per lb.	0 26	
Large, per lb.	0 24	
Bacon—		
Breakfast, per lb.	0 26	0 28
Breakfast, select, lb.	0 28	0 31
Backs, regular	0 26	
Backs, select, per lb.	0 28	
Dry Salt Meats—		
Long clear bacon, light	0 26½	
Barrelled Pork—		
Mess pork, bbl	38 00	
Lard, Pure—		
Tierces	0 23	
20s	4 70	
Cases, 5s	14 40	
Cases, 2s	14 55	
Lard, Compound—		
Tierces	0 16½	
Tubs, 20s, net	8 50	
Pails, 20s, net	3 45	
Butter—		
Fresh made creamery, No. 1, cartons	0 43	
No. 1 storage	0 42	
No. 2 storage	0 40	
Fresh Eggs—		
New laid	0 38	0 45
Cheese—		
Ontario, large	0 28½	0 29

Equipment, Quality, Service

Since the loss of our Peterborough Mills by fire in December we have had two problems to work out. We first had to secure sufficient capacity to meet the needs of the Canadian trade, and, secondly, to secure such capacity as would enable us to give you the service you had come to expect.

Quaker Oats

**Quaker Best
Cornmeal**

Tillson's Oats

Quaker Flour

**Quaker
Farina**

Fortunately, we had just increased the capacity of our Western Mill at Saskatoon, and this additional capacity was immediately put in full operation. In addition, we secured for our immediate needs two cereal mills, one at Neepawa — in the heart of the best oat district of Manitoba — the other the London plant of The Canadian Cereal & Flour Mills Company, Limited, with which we secured the Tillson's Oats brand and business.

A large and thoroughly modern flour mill at Sudbury was also secured. That plant was put in order at once, and has been milling flour for the past two months.

These three mills supply ample capacity to care for our business, and, together with Saskatoon, the Canadian capacity is larger than ever before.

Each plant is operated by a trained force transferred from Peterborough and other mills. Each is equipped to maintain the high standard of quality which has always distinguished Quaker products.

The Quaker Oats Company

Peterborough

Saskatoon

London

Sudbury

Neepawa

(1576)

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A Grocer in Scotland

A grocer in Scotland, Scottish born, has been a reader of THE FINANCIAL POST for many years, and will probably continue reading this paper to the end of the chapter.

Asked how he came to subscribe for this paper costing him \$3.00 a year—a paper not directly related to his business, he said that some years ago he had put some money into land, and wanted to know more about the class of investment he had chosen, and about the influences that affect land values locally and territorially; and he found THE FINANCIAL POST OF CANADA, a newspaper giving him what he wanted.

Talk to this Man for Five Minutes

a highly successful and estimable grocer—and you instantly perceive some reasons for his notable success. He knows his immediate business—that is clear. He has the canny Scottish mind. He has character without which great and enduring success is not possible. *And he has a wide outlook on life—an informed knowledge of Canadian affairs.* He feeds this knowledge each week by reading

THE FINANCIAL POST of CANADA

Now, if you are a retailer, you, too, can become bigger than your business—can become a greater master of your business, by reading THE FINANCIAL POST. This paper is most readable. You may skip some parts of it, but most of it you will read, and enjoy reading. And you will actually perceive your mind expanding—reading in quest of special knowledge applicable to the conduct of your business.

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COUPON

C.G.I.
.....1917

The Financial Post of Canada

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Yours very truly,

.....
.....

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 Dentifrice
 Men's Talcum
 Borated Talcum
 Sen Yang Talcum
 Violet Talcum
 Flesh Tint Talcum
 Unscented Talcum
 Cream Tint Talcum
 Liquid Soap
 Cold Cream
 Tar Shampooing Cream
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Surely, the manufacturer on whose products you make a goodly profit, and who advertises those products and samples them extensively and who co-operates with you in every direction, is the one who is most deserving of your window space.

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Canadian Agents:
 Harold F. Ritchie & Co., Limited
 Toronto, Ontario

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 G. Mennen Chemical Company
 Montreal, Quebec

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Order now, with instructions to ship for Easter trade.

All meats cured under Government Inspection.

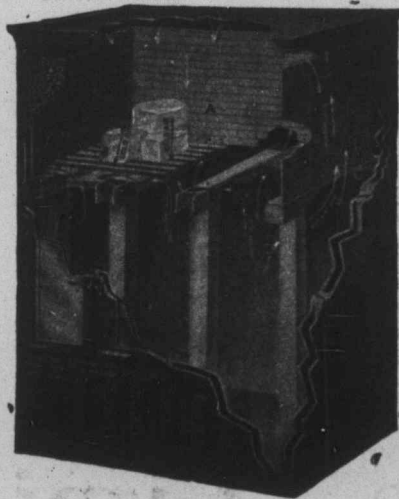
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4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
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8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
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5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

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6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
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3-lb.	13 60	13 35
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Plum	2 30
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Raspberry, Red	2 50
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	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Pts., Tiger	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

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1's Baked Beans, Chili Sauce, 4 doz. to case....	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$1.85 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, ... doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), \$9 doz.	

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Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case....	2 30
2's Tin, 2 doz. per case....	3 20
4's Tin, 12 pails in crate, per pail	0 50
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.....	0 14½
30's Tin or Wood, one pail only, per lb.....	0 14½

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Keen's Oxford, per lb.....	
In 10-lb. lots or case.....	

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Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs..	\$2 70
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Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25 pkgs.....	4 50
Wheat Kernels, 2 doz. to case	2 70

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THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	\$4 50
Perfection, ½-lb. tins, doz..	2 40
Perfection, ¼-lb. tins, doz..	1 25
Perfection, 10c size, doz....	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb....	0 22
Soluble, bulk, No. 2, lb....	0 20
London Pearl, per lb.....	0 24

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Supreme chocolate, ¼s, 12-lb. boxes, per lb.....	0 36
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Order 5 boxes, or 10 boxes, or 25 boxes of Comfort Soap, and you get 18 or 36, or 132 cans of Comfort Lye which retail at 10c each.

It makes Comfort the most profitable laundry soap for you on the market —and, remember, Comfort Lye sells as readily as Comfort Soap. All our line carry the Premium feature to the public through the coupon that goes with every package.

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TORONTO

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The fast-selling 10c. package

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Get your stock well displayed and see how popular it is.

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FRUIT
PURE JAM

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You have a steady seller in
GOLD DUST

Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent. Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order.

THE N. K. **FAIRBANK** COMPANY

LIMITED
 MONTREAL

“Let the GOLD DUST TWINS do your work.”

**An Extra \$5 or \$10
 Every Week**

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
 LIMITED

143-153 University Ave.
 TORONTO - CANADA

ACME
BOX STRAPPING

STRONG AND
 SHIPMENTS
 300 ft. in a COIL



PROTECTS YOUR
 AGAINST THEFT.
 20 COILS to a CASE

Acme Embossed Strapping is made of Rolled Steel and highly Japanned.
 Coilholder supplied with each Coil.
 Acme Box Straps are made of Rolled Steel with Extra Hardened Prongs.

WILL HOLD ANYTHING



No. 7 BOX STRAP

FOR PARTICULARS WRITE

Acme Steel Goods Co., of Canada, Limited
 20 St. Nicholas St. MONTREAL

Representatives: Ontario, Baines & Peckover, Toronto; British Columbia, Randall, Greenshaw & Co., Victoria; Manitoba, Alta., Sask., T. A. Corley & Son, Winnipeg; Maritime Provinces and Newfoundland, W. J. Grant, Toronto; Quebec, J. E. Beauchamp, Montreal.

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



Brunswick Brand Sardines in Oil

As fine a line of quality domestic sardines as you could wish to handle.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros.' Brands you sell goods that are trade-winners.

Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

If you are not already a Brunswick Brand dealer, order a trial supply from the following:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies
(Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams

**Connors Bros.
LIMITED**
Black's Harbor, N.B.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box....	1 80
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections. Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. bxs., Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, 1/4's 6, lb. boxes, lb.	0 39
Nut milk chocolate, 1/4's 6, lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans.	\$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans ..	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 40
Jersey Brand, Hotel, each 24 cans	5 40
Peerless Brand, Hotel, each 24 cans	5 40
St. Charles Brand, Tall, each 48 cans	5 50
Jersey Brand, Tall, each 48 cans	5 50
Peerless Brand, Tall, each 48 cans	5 50
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	4 90
Peerless Brand, Family, each 48 cans	4 90
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Peerless Brand, small, each 48 cans	2 40

CONDENSED COFFEE	
Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans ..	5 20
Cocoa, Reindeer Brand, each 24 cans	5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
----------------------------------------------------------	------

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 00
8 oz. bottles, per doz., weight 14 lbs.	6 00
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

Per doz.

1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 25
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/2s, \$2; 1s, \$3.10; 2s, \$7.00; 6s, \$25. 14s, \$60.	
Roast Beef, 1/2s, \$2; 1s, \$3.10; 2s, \$7.00; 6s, \$22.	
Bolled Beef, 1s, \$3.10; 2s, \$7.00.	
Jellied Veals, 1/2s, \$2; 1s, \$3; 2s, \$4.50.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, 1/2s, \$3; 1s, \$3.35; 2s, \$6.25.	



We print the net weight of each tin on all our labels.

California Packing Corporation
Successors to CALIFORNIA FRUIT CANNERS' ASSOCIATION
San Francisco, Cal.

ROYAL BAKING POWDER

ABSOLUTELY PURE

The purity of ROYAL BAKING POWDER is unquestioned and this purity is so well known to consumers everywhere that sales are just as certain.

When you buy a stock of ROYAL BAKING POWDER you can count your profit on every can in advance, because the last can is just as sure to sell as the first one.

Contains No Alum



ROYAL BAKING POWDER CO.

NEW YORK



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

Sterling Tomato Catsup

Approved by all. In demand everywhere.

The very appearance of this high-class Sterling Product wins the favorable attention of discerning customers. Its rich redness and apparent purity contains a suggestion of the incomparable goodness it contains.

Sterling Products have long been famous for quality and dependability. Sterling Tomato Catsup is a worthy representative of a worthy line.

Most good grocers are selling it and reaping good business thereby. How about you?



T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO

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

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons08
100 lbs. kegs, No. 1 White07½
200 lbs., bbls., No. 1 White07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes10
100 lbs., kegs, Silver Gloss, large crystals ..	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label ..	.07½
40 lbs., Benson's Enamel, (cold water), per case ..	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs. ..	.15
Celluloid, 45 cartons, case ..	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared ..	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.08
Barrels, 200 lbs.07½
Kegs, 100 lbs.07½
Lilly White Gloss—	
1-lb. fancy carton cases 30 lbs.08½
8 in case10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case10
Kegs, extra large crystals.	
100 lbs.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3.75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.08½
(20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA
In boxes only.

Packed as follows:	
5c packages (96)	\$ 3.20
1 lb. packages (60)	3.20
½ lb. packages (120)	3.40
½ lb. 60 } Packages Mixed \$ 3.30	
1 lb. 30 }	

SYRUP

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

Perfect Seal Jars, 3 lbs.,	
1 doz. in case	\$3.25
2 lb. tins, 2 doz. in case ..	2.45
5 lb. tins, 1 doz. in case ..	3.85
10 lb. tins, ½ doz. in case ..	3.75
20 lb. tins, ¼ doz. in case ..	3.70

(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs.04½
Half bbls., about 350 lbs. ..	.05
¼ bbls., about 175 lbs.05½
2 gal. wooden pails, 25 lbs. ..	1.75
3 gal. wooden pails, 33½ lbs.	2.50
5 gal. wooden pails, 65 lbs. ..	3.85

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	\$3.95
5 lb. tins, 1 doz. in case	4.35
10 lb. tins, ½ doz. in case ..	4.25
20 lb. tins, ¼ doz. in case ..	4.20

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case ..	4.80
Barrels, per 100 lbs.	5.25
½ barrels, per 100 lbs.	5.50

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$3.60
½ lb.	1.85
Robinson's Patent Groats—	
1 lb.	3.60
½ lb.	1.85

STOP-ON POLISHES **Doz.**

Polish, Black, Tan, Ox-blood and Nut-brown	0.85
Dressing, White, 4-oz. bottle	2.00

NUGGET POLISHES

Polish, Black, Tan, Toney Red and Dark Brown....	0.85
Card Outfits, Black and Tan	3.40
Metal Outfits, Black and Tan	3.80
Creams, Black and Tan....	1.10
White Cleaner	1.10

YEAST

White Swan Yeast Cakes,	
per case, 3 doz. 5c pkgs. ..	1.20
Yeast for bakers, 12½ lb. cartons; per carton, \$1.25.	

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

Black Watch, 8s. butts 9 lbs.	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs.	0.40
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0.40
Currency, 6s, ½ butts, 9 lbs.	0.40
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0.45
Walnut Bars, 8½s, boxes 7 lbs.	0.64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0.60
Pay Roll, thin bars, 8½s, 5 lb. boxes	0.60
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0.60
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0.57
Great West, pouches, 9c.	0.75
Forest and Stream, tins, 11s, 2 lb. cartons	0.80
Forest and Stream, ¼s, ½s and 1-lb. tins	0.80
Forest and Stream, 1-lb. glass humidors	1.00

BANANAS

VERY SCARCE PRICES HIGH

Will have 3 CARS for this week,

Fancy Fruit

Properly Ripened. Properly Packed.

Extra Fancy California Lemons

Very fine quality. Prices reasonable.

Also

Extra Quality Grape Fruit

Navel Oranges

Fresh Cocoanuts

Send your orders to

"The House of Quality"

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Spanish Onions California Lemons

Navel and Florida Oranges

Tomatoes, Pineapples, Cauliflower

*The best selections from the Southern
Markets at your service.*

WHITE & CO., LIMITED

Wholesale Fruits and Fish

TORONTO and HAMILTON

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a fore-runner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

The demand for Marsh's is increasing

Prohibition created a demand for a wholesome and delicious temperance beverage—a demand that is nicely filled by Marsh's Grape Juice.

Here's a superior pure Concord product that sells well wherever displayed. Get a small trial supply in hand right now and prove this for yourself.

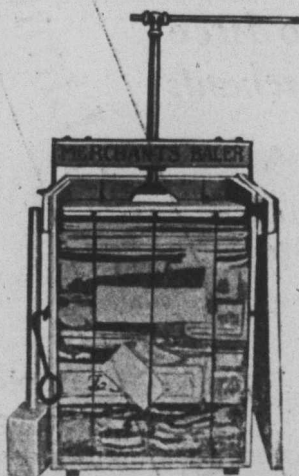
Recommend it to everybody. It's a winner.

The Marsh Grape Juice Company
Niagara Falls, Ontario



Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

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



Registered Trade-Mark

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

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

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

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

This space would cost you only \$1.00 per issue for one year.

THE COST OF SELLING

SCARCELY necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money? Let's look at the cost of close-up work in

The FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

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

Why You Should Feature

KING GEORGE'S NAVY

King George's Navy for Old and Young

Age doesn't signify where this tip-top chew is concerned. The beginner as well as the seasoned veteran find in it all that their palates desire in the shape of a real satisfying chew.

Prove this in your own community, right in your own store. Suggest "King George's" in window displays and interior trims. Make your tobacco business what you want it by constantly featuring Canada's favorite chewing tobacco.



Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

Windsor Cheese Salt

Made in Canada

**IF
Your Local Distributor
Cannot Supply You—**

Railway embargoes, car shortages, and other abnormal conditions entirely beyond our control have left some of our local distributors unable for the present to supply demands for Windsor Cheese and Dairy Salts.

In order to prevent inconvenience being caused to Cheese Factories and Creameries, we will make shipment by local freight, on receipt of advice that Windsor Salt cannot be obtained.

Dealers are requested to advise us by mail if this special service is required.

**THE CANADIAN SALT
COMPANY, LIMITED**

WINDSOR, ONT.

Windsor Cheese Salt

Made in Canada

*We can add little
to all that has been said about*

Cow Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

Cow Brand Soda is the best and as such should always be kept in stock.



Church and Dwight

Manufacturers

MONTREAL

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



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company
Oshawa, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

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THE FRUIT WINDOW CONTEST

IS DRAWING TO A CLOSE



GET YOUR PHOTOS IN PROMPTLY

ADDRESS THEM TO
THE EDITOR, CANADIAN GROCER - - - 143-153 University Avenue, Toronto



Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

AGENCY WANTED

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EVERYONE CAN MAKE GENUINE LAGER Beer at home with Hop-Malt Extract. No license necessary. Ask for particulars and trade terms. Hop-Malt Co., Dep. 13, Beamsville, Ont., (Niagara District).

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Roasting Chickens, Boiling Chickens,
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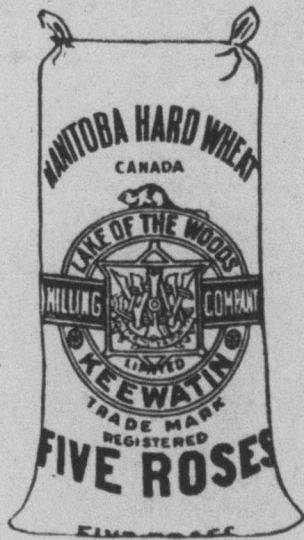
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According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

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P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

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