

**PAGES
MISSING**

HOUSE-CLEANING ISSUE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE: TORONTO, MARCH 5, 1915

No. 10



Even imported strawberries make an inexpensive dessert when they are used with

McLaren's *Invincible* Jelly

We supply handsome colored display cards which will attract the notice of the most indifferent passer-by.

Write to-day for a set.

McLarens Limited
HAMILTON
and
WINNIPEG

You can solve the 'tween season problem for your patrons by selling them this "Invincible" MADE-IN-CANADA Jelly Powder, and suggesting the addition of a few fresh strawberries or a combination of Fruits and Nuts. Put in a display on your counter and in your window. Use one of our natty display cards. Boost Sales.

“THISTLE BRAND” FISH

is the Response to Tasty
Meals and Economy

The grocer who pushes fish that wins the confidence of his customers, proclaims far more than mere good judgment. He shows sound business insight, which considers not only the present needs of his customers but the value of shaping their future habit of buying the same brand—ALWAYS.

So well have “Thistle Brand” Fish met the call for tasty meals and economy that the housewife’s appreciation of this satisfying brand is felt in heavy sales the year through.

Caught in the best fishing beds in Canada, only the choicest and best fish are selected for “Thistle Brand.” Cured and canned a few hours after coming from the sea, “Thistle Brand” Fish reach the table fresh and appetizing.

The Lenten season brings one of the rarest opportunities to lay the foundation for year ’round fish sales with “Thistle Brand” Haddies and Flaked Fish. Replenish your stock and map out some attractive window displays *to-day*.

Every tin guaranteed.

ARTHUR P. TIPPET & CO.
SOLE AGENTS -- MONTREAL, QUE.

For sale by all Wholesale Grocers



CANADIAN GROCER

Ask your wholesaler
for
Pure Cane

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

Lantic
Sugar

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

Quality Guaranteed

—the product of the newest and
most up-to-date refinery in the
world.

Now in transit to your wholesaler.

ATLANTIC SUGAR REFINERIES, Limited

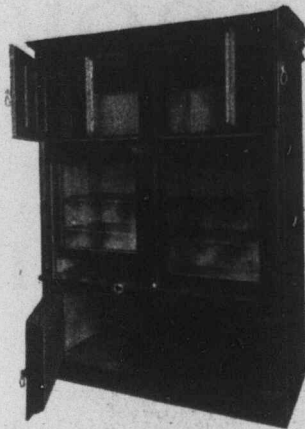
Montreal, P.Q.

St. John, N.B.

Don't pay toll to
the moist warm
weather of spring
in spoiled goods.

If you consider that a dollar saved is a dollar made you will do well to drop us a card to-day asking about the features of the

ARCTIC Refrigerator



— the refrigerator that not only preserves, fresh and sweet, the most per-

ishable eatables, but displays your stock appetizingly at the same time.

The dry, cold, circulating-air system of the Arctic eliminates all moisture and keeps the air perfectly pure and free from odors.

Write for Arctic catalog, showing various styles.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO

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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

CLEAN STORES CLEAN PROFIT

THE CITY GROCERY STORES,

J. E. Nix, Prop.

Edmonton, Alberta,

January 26th, 1915.

Imperial Oil Company, Limited,
Edmonton, Alberta.

Re Standard Floor Dressing.

Gentlemen:—

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

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

Very truly yours,

The City Grocery Stores.

J. E. Nix, Prop.

STANDARD Floor Dressing

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

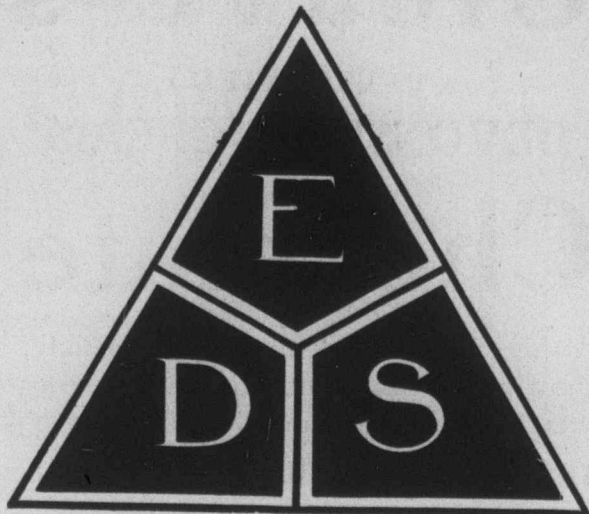
Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. It will pay you to stock Standard Floor Dressing. Supplied in half-pint, pint, quart, half-gallon, gallon, and five-gallon lithographed cans; also half-barrels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

MADE IN CANADA

THE IMPERIAL OIL COMPANY
LIMITED

BRANCHES IN ALL CITIES

MADE IN CANADA



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

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

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

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

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

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

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



Made only by

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

WINONA, ONTARIO

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



Borden's

Milk Products

fit in quite as perfectly for the daily use of the whole family, as well as for infants and special social functions.

In fact, with many households the infinite purity, richness and keeping qualities of Borden's make them preferable to dairy milk. Why not let your window and counter displays direct attention more decidedly to Borden's? Get after BETTER sales to-day.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office:

No. 2 Arcade Bldg.

Vancouver, B.C.



Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well

A big cent's worth of delicious quality
Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

National Licorice Company
MONTREAL

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article,
showing an excellent profit and giving
increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.

TORONTO Mason's Ltd., 25 Melinda St.

WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.

VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND



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

How is it Affecting You?

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

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

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

Note these prices:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

ORDER NOW.

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

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

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

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

Any wonder most housewives find so many occasions to use



SIMCOE BRAND Summer Vegetables

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

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

WAGSTAFFES' LUSCIOUS GRAPE JUICE

Made from fully matured selected Concord Grapes. The grapes are stemmed, crushed, then pressed. The luscious juice pasteurized in Splits, Pints and Quart bottles.



Wagstaffes' Grape Juice is acknowledged to be the best that is made in Canada or the States. Mr. Grocer, it will pay you to stock it.

WAGSTAFFE LIMITED
HAMILTON, CANADA

TEA

To take the place of the lower grades of Ceylon, Indian and Japan Teas, which are quoted at exorbitant prices, careful buyers are looking to China Teas, many of which have special merit and show exceptional value—of these kinds we can offer at attractive figures very good Young Hysons, Gunpowders and Congous.

Write for samples and quotations.

John Duncan & Co.

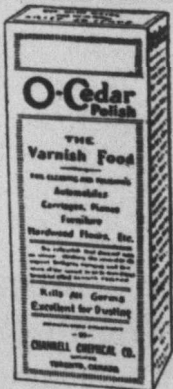
Established 1866

MONTREAL

O-Cedar Polish

(Made in Canada)

Should Be On Your Shelves This Spring



Your customers will be asking for this package.

Spring Business

Every grocer can add to his profit and business by carrying O-Cedar Polish.

Our advertising will bring you the business. It's up to you to stock the goods and make the profit.

We have created a tremendous demand which you might just as well supply. Every woman who enters your store is a purchaser.


Write Your Jobber To-day.

Channell Chemical Co., Limited

369 Sorauren Ave. - TORONTO



Miss O-Cedar and Her Polish.



Everybody
is wanting
**CAMP
COFFEE**

NOW'S your opportunity to supply
it. Sales are rising by leaps and
bounds—"Camp" has hit the public
taste and it means profit for the
grocer.

Get "Camp" on your counter and
in your windows, you'll be surprised
how quickly it sells.

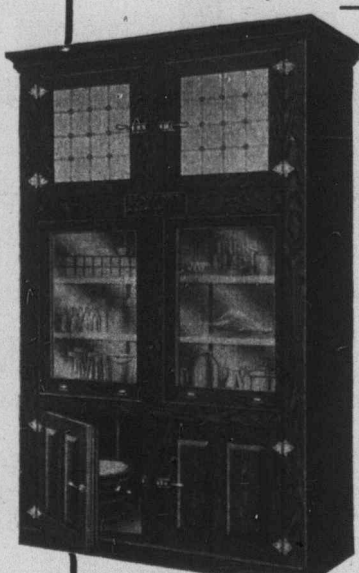


**CAMP
COFFEE**

Freeman's Improved Standard
Cold Dr. Air **Refrigerator**


for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions



SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

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



GOOD FLOUR
versus
Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills
LIMITED
Oak Lake, Manitoba

**It's Tobaccos that
Fit Your Customers'
Special Tastes that
Bring Largest Sales**

The Rock City Lines find a responsive chord in the tastes of almost every tobacco lover. Full in aroma, yet not too strong in flavor, you'll find they'll bring heavy and repeat sales to your store. Here are the three most popular lines:

**"Master "King George" "Rose
Mason" "Navy" "Quesnel"**
SMOKING CHEWING PLUG SMOKING

Stock up to-day.

Rock City Tobacco Co.
LIMITED
QUEBEC and WINNIPEG

**Black
Blacker
GIPSY
Stove Gloss
Intensely Black.**

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Donkin,
Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

**"SOVEREIGN"
SALMON**



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Jot this down—

Every time you cut cheese in the old time butcher's knife way, you are wasting cheese, wasting time and giving customers a bad impression of your store and methods.

The Perfection Cheese Cutter is the simplest and most accurate on the market; computes by the 5c worth, no matter what price per lb.; simply set.



**Made
in Canada**

Mail your order to-day to nearest jobber, agent or to us direct.

**AMERICAN COMPUTING CO. OF CANADA
HAMILTON, ONT.**

**Century
Salt**

**Pure,
even
crystals**

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

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

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

G. Washington's
INSTANT Coffee

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

FOR SALE BY

Canadian Wholesale Grocers



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

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

Canadian Sales Agent:

Edmund Littler
169 William Street
MONTREAL, CANADA



NOTICE



To the Retail Grocers and Confectioners of
Manitoba, Saskatchewan and Alberta

We take pleasure in advising our many customers and the trade in general that we have appointed

TELFER BROS., LIMITED, of Winnipeg

As our Western Canada Representatives for our World-Famous



"Kreemy" Toffee

Write them at once for samples and quotations for immediate shipments. Remember—"Sharp's Kreemy Toffee" is not ordinary Toffee, but a pure, delicious, free-chewing Toffee that ever appeals to all people who enjoy wholesome confection.

EDWARD SHARP & CO.

MAIDSTONE

"KREEMY WORKS"

ENGLAND

OLIVE OIL: "EXTRA VIRGIN," $\frac{1}{2}$ Gal. Tins.....\$1.10 per tin
Gal. Tins.....\$2.15 per tin

(Less than cost of importation to-day)

EVAPORATED PEACHES: 25 lb. Boxes..... $6\frac{1}{2}$ c. per lb.
(Cheaper than Apples)

SULTANA RAISINS: Turkish Extra..... $8\frac{1}{2}$ c. per lb.
Corinthian Giants..... $12\frac{1}{2}$ c. per lb.

Write, Wire or 'Phone at Our Expense—Adelaide 867, 1057, 941

WARREN BROS. & CO., LIMITED, QUEEN AND PORTLAND STS., TORONTO

Canada's



Best

Pork and Beans

Plain

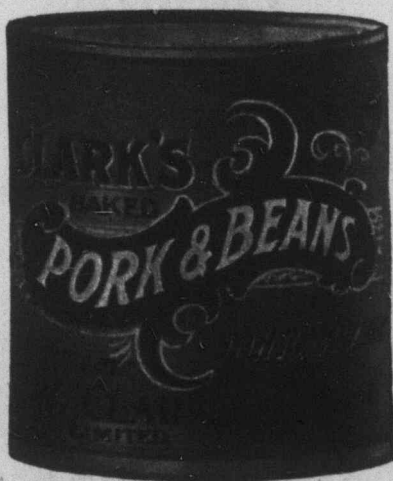
Chili

Tomato Sauce

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

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

BUY GOODS
MADE IN CANADA



But
Buy Them
on
Their Merits



PUT YOUR STOCK IN SHAPE NOW

W. CLARK, LIMITED - - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Teas, Coffees, Spices, Baking Powder, Extracts, Jelly Powder, Grocers' Sundries, Canned Goods, all kinds of Fruits and Vegetables, Salmon, Soap, etc. Headquarters for high-grade Teas and Fancy Groceries.

'Phone at our expense.

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

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

No other coffee will give your customers

so much real satisfaction with so little trouble as



40
Cups from
one bottle

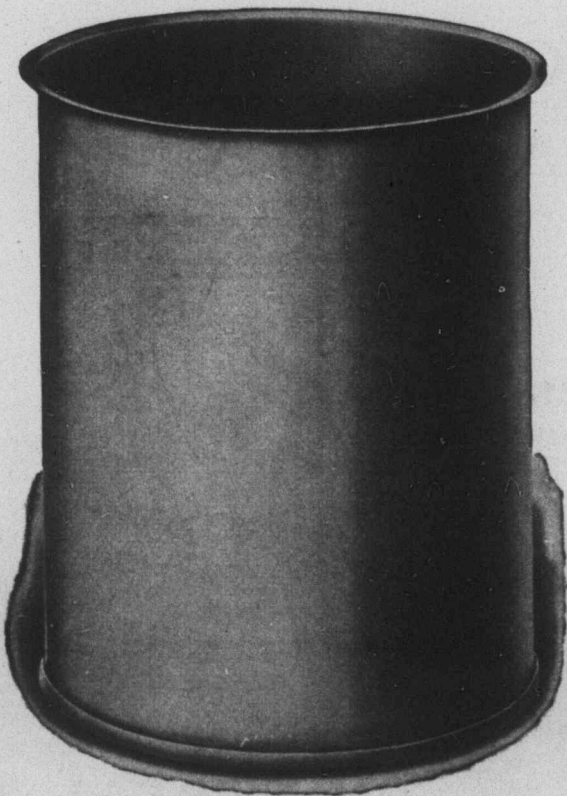


SYMINGTON'S *Reg'd Trade Mark* COFFEE ESSENCE

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO



This is a fine Table Cane Syrup

in an attractive 2-lb. tin.

A good seller.

Have you tried it?

We Can Supplant German and Austrian Woodenware Specialties

if we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
J. W. Bickle & Greening, Hamilton.

F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,

W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

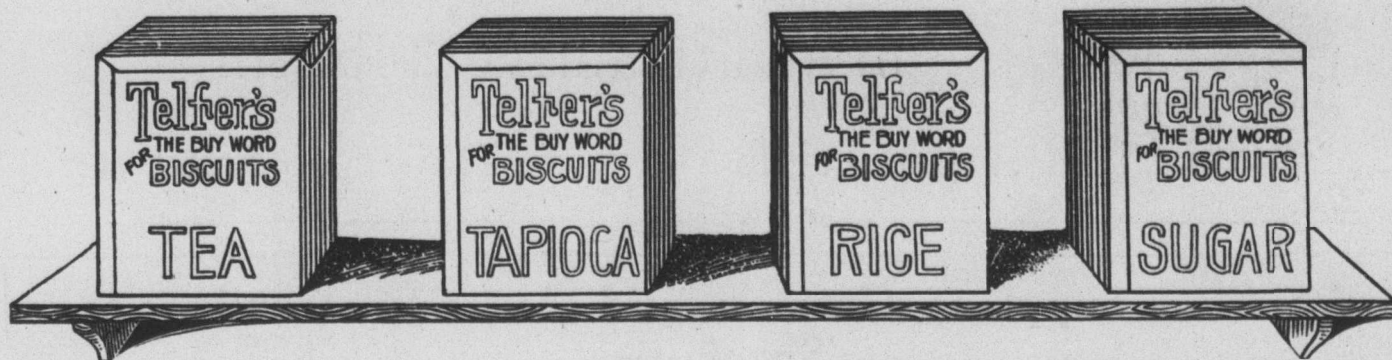
Send specification of your needs or samples of what you now use — stating qualities — We will give you **BEST QUALITY — BEST DELIVERY — BEST PRICES**

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

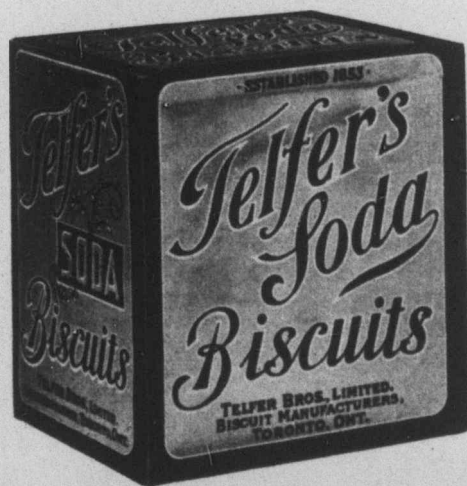
A biscuit sales-getter



The New Pantry-Shelf Tin That Every Housewife Needs

It's just another Telfer score — another real sales producer for the Grocer who features Telfer Biscuits. This new tin has a double life—it is a retainer of the fresh-from-the-oven crispness of Telfer's Biscuits; when empty it helps the good housewife to keep her pantry stock in fine shape.

Increase biscuit buying by featuring this Telfer innovation. Start the ball rolling to-day.



To the Housewife,

Dear Madam:

The appearance of your pantry shelf is what we want to improve, without any extra cost to you, and we will save you many minutes on a busy baking day. These items, you know, are of great importance to the housewife.

Our idea is to supply you with a complete set of air-tight pantry shelf tins, free of charge. No doubt, in the past, you have bought Soda Biscuits in tins and, when emptied, used the tins for other purposes. These were handy tins, but not just what you wanted, as the labels soon became soiled and torn. Again, you were put to the inconvenience of opening a number of tins before finding the article wanted. These troubles are now a thing of the past, if you, when next ordering soda biscuits, specify Telfer's 2-lb. tin, and when the biscuits are used, upon washing off the label, you have a perfect pantry shelf tin, already stamped with one of the following names: Rice, Sugar, Tea, Coffee, Sago, Cereals, Tapioca, Cornmeal, Raisins, Currants, Spices or Peel.

Start a collection to-day, and besides fitting your pantry with a neat set of tins, you will be enjoying Telfer's Sodas, which are superior to any others sold in Canada. Your grocer can supply you with this special tin of Telfer's Sodas at the regular retail price of sodas in 2-lb. tins. If your grocer has not received his shipment, write us direct, giving us the name of your dealer, and we will see that you are supplied at once.

REMEMBER, you must ask for Telfer's Biscuits to get your stock of pantry tins. Should you receive a duplicate of any name we would suggest that you exchange with your neighbor.

Yours very truly,

TELFER BROS., Limited.

100,000 Canadian Housewives Have Read This Letter.

Telfer Bros., Limited

BISCUIT MANUFACTURERS

TORONTO

ONTARIO

A Strong Market

Teas of all kinds are very firm. Prices ruling to-day are much higher than they were a month ago. All indications point to a continued high market. Anticipate your requirements, and then get our quotations. We have some exceptional prices to offer, and we feel confident that our values will surprise you. Get in touch with our Travellers or direct with our Sales Department at our expense. We are protecting our customers in our usual good manner, and our high-grade service is better than ever. Include in your order a case of

MELAGAMA

Tea and Coffee—The lines that the people demand

MINTO BROS., Limited, TORONTO

That good old winter smoke

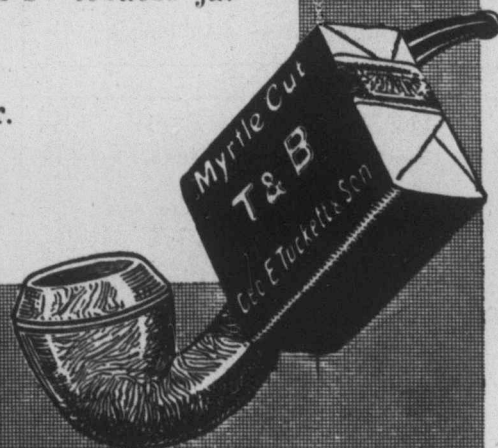
when dad drops into his cosy arm-chair and sticks his feet up on a high level, is made a pleasant reality when the good old pipe is filled with **T and B Myrtle Cut**.

Have you catered to the family man's tobacco needs by suggesting that the good housewife keep "Father's" tobacco jar filled for him?

This trade is worth while—go after it.

Order "Myrtle Cut" from your Wholesaler.

Tuckett Limited
HAMILTON, ONT.



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

W. H. Millman & Sons
 Grocery Brokers
TORONTO

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

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

HENRI DE LEEUW
 28 Front Street E. **TORONTO**
 Importer - Foodstuffs - Exporter
 I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

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

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

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

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

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

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

One Inch Space
 \$1.00 Per Issue
 on Yearly Order

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

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

QUEBEC.

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

Grocery Advertising
 By Wm. Borsodi

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

PRICE, \$2.00.

ALL ORDERS PAYABLE IN ADVANCE

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

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

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

Kitchener's Philosophy

Earl Kitchener is reported to have said in a recent interview that "Generals win battles, but soldiers win campaigns." And Kitchener knows.

The retailers' version of this great saying is "Merchants win sales, but the goods win permanent success."

The first sale can be gained by good sales tactics, but the repeat sales can only be gained through the merit of the goods themselves.

Cheap teas are dear at any price. Quality in tea more than any other article should be the first consideration. The distinctive qualities of Red Rose Tea are kept absolutely uniform by the expert blending of rich, strong teas from the Assam district of Northern India with Ceylon teas, producing the famous Red Rose flavor.

Your success depends on the quality of the goods you sell. Try recommending Red Rose in the tea line.

Red Rose Tea

"IS GOOD TEA"

Money In Salesmanship

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

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

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

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

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. :- Toronto, Ont.

The Queen of Quality Pickles and Catsup



"Queen Quality"

meets the popular demand for delicious, appetizing relishes. They appeal to all classes of trade because they are made right and from the finest ingredients.

Are you selling these lines?

Sweet Mixed and Chow Bulk Pickles, in pails
English Chow Chow, in pails

Pure Tomato Catsup, bottled or in bulk

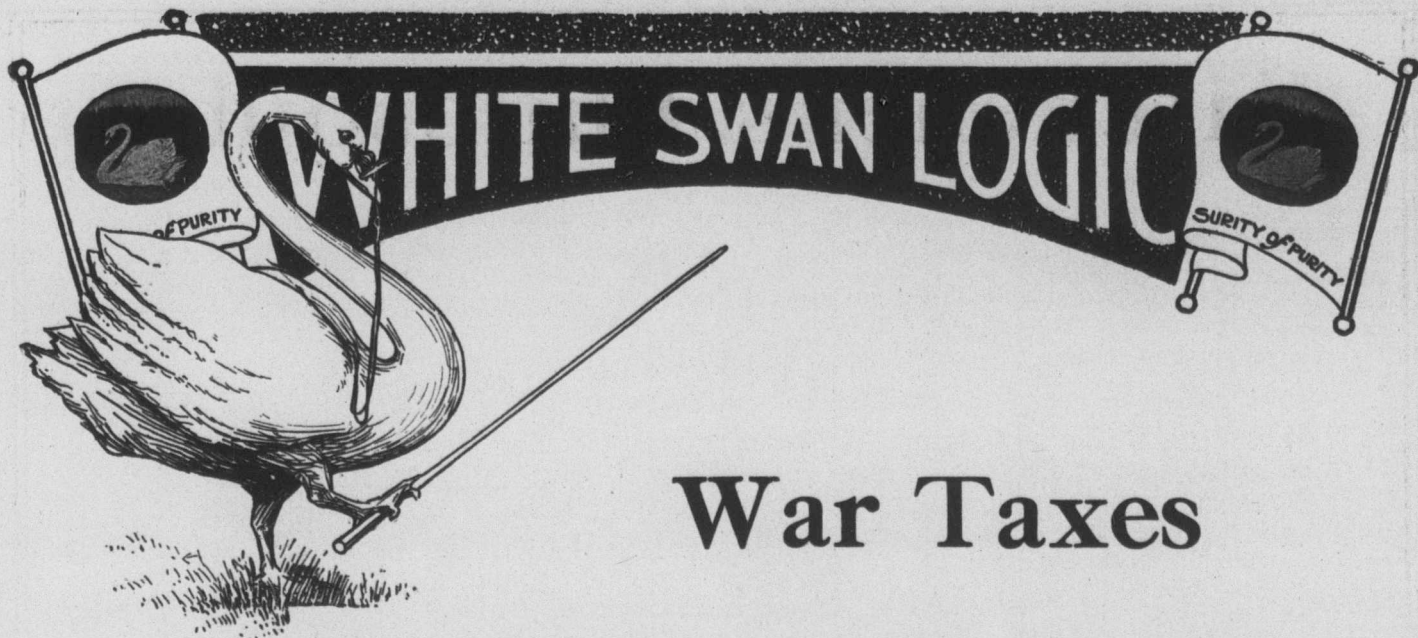
Worcester Sauce, bottled or in bulk

Queen Quality Universal Sauce

Put up in 10 and 20-ounce bottles.

It will pay you to send for quotations on these and our bonded spirit and cider vinegars.

Taylor & Pringle Co., Owen Sound, Ont.



War Taxes

Grocers and General Storekeepers everywhere are being severely criticized for the advances in foodstuffs due to the revision of the tariff and other unfortunate circumstances caused by the war.

Prices of staple commodities have risen during the past few months to levels that before the war would have placed them in the "Luxury" class.—But they are still necessities.

A large number of the manufactured lines have had heavy import duties imposed upon their raw material, and many other lines have risen simply by virtue of the demand being greater than the supply, plus the uncertainty of present causes remaining with us indefinitely.

Spices do not grow in Canada. Some are produced in the war area—all are affected by the increased dangers and costs of ocean transportation.

Cereals have gone up tremendously — wheat to-day, for instance, is quoted at \$1.50, whereas prior to the war the price was little more than half of this.

These several points are contingencies that no Canadian firm can avoid, but we must face the situation with the resolve to make the best of it.

We stand for honest prices in this the greatest crisis that Canada has ever had and we must—and will—come what may—maintain our reputation for goods of the highest standard.

The underlying principle of every WHITE SWAN sale is "VALUE," and regardless of price this must be the essential element with every sale.

Remember that Canada is an Agricultural Country—a producer of foodstuffs for which there is a keen demand to-day. The farmer is getting big prices for his grain, his cattle and his hogs. He has more money to spend this year—he can pay that bill he owes you.

Make use of the "MADE IN CANADA" slogan and help to change the balance of trade in Canada's favor and Canadians will prosper.



**WHITE SWAN
SPICES AND CEREALS, LIMITED
PEARL STREET, TORONTO, ONT.**



Increase upon Increase



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

98 CARLOADS

The Increase in Sales for the first seven weeks of the year, over the same weeks in 1914, amounted to 191,077 pounds. This represents a gain in sales of nearly

THIS IS A GAIN OF ABOUT FOURTEEN CARLOADS IN 7 WEEKS

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

"SALADA"

TORONTO MONTREAL LONDON, ENG.

LARD

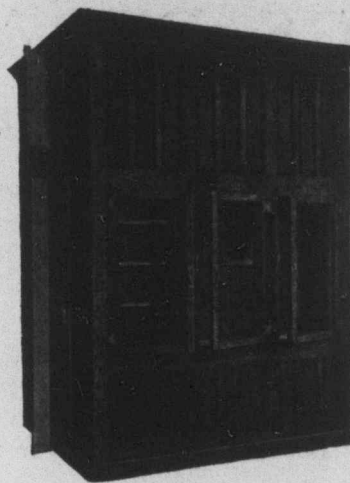
Keep your eye on the Lard Market! You know what Butter is selling at now, and there is no doubt but that it will be higher. All provisions will be higher before the snow goes. Then why not Lard?

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

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

Made under Government inspection.

F. W. Fearman & Co., Limited
HAMILTON



Delays Are Dangerous

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

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

You take no chance when you buy one.

Every Eureka is fully guaranteed.

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

A Eureka will pay for itself in a short time.

Write for Catalogue, or call at Showroom.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO



The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED
403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO

EGGS BREAK, Because— They Are the Most Fragile Article You Handle! An Egg Carrier Built to Protect Eggs is Absolutely Necessary.

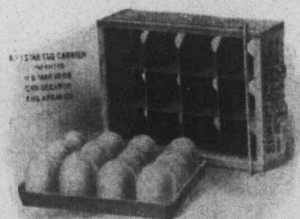
SAFETY FIRST—The Star System for Safe Egg Handling will deliver eggs WITHOUT BREAKAGE, Winter and Summer, because the Star Egg Carrier contains an ingenious cushion bottom upon which the eggs ride SAFELY.

The present condition of roads—icy ruts and ridges—offer no perils to eggs delivered with the Star System.

A TIME SAVER—With the Star System you can put up your eggs during spare moments, like sugar and other bulk articles.

This time saved during rush hours and in actual delivery will, alone, more than pay for the Star System for Safe Egg Handling, to say nothing of the saving of broken eggs, dissatisfied customers, and good-will.

Order One Star System for Each Vehicle You Run.



Four Dozen Star Egg Carriers.

5,000 Star Egg Trays Printed with Your Advertisement.

One Package Divisions to Keep Your Star Egg Carriers Always New.



IF YOUR JOBBER CANNOT SUPPLY YOU, WE WILL

STAR EGG CARRIER & TRAY MFG. CO.

1500 Jay Street

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

CANADIAN GROCER

VOL. XXIX

TORONTO, MARCH 5, 1915

No. 10

In the Spring a Housewife's Fancy

Lightly Turns to Thoughts of House-cleaning—What She Needs To Carry Out Her Programme—What It Means to You—Aids to Selling—Importance of Some Sort of Advertising.

Written for Canadian Grocer by E. A. HUGHES.

SPRING is here. We know it. There is no disputing it. The Toronto Globe has seen a robin, and Hon. Mr. White has brought down the Budget. These are the two harbingers of spring—not that we would suggest any connection between robbin' and the Budget!

Very soon we shall be made aware that spring is really here by the crop of spring poems. The paragrapher has been languishing for spring to come so that he could make a joke at the expense of the poet, and quote for the "nth" time, "In the spring a young man's fancy lightly turns to thoughts of love."

This is all very well. Possibly the young man's fancy does turn in that direction. But not so with the housewife nor her husband. Their thoughts turn to—spring cleaning. The housewife goes to the store and brings back an array of brooms and mops and powders and pastes, and puts on a dust cap. That dust cap is the signal for the husband to imitate the Kaiser and—retreat. If he is wise he takes note of the signs of the times. To the housewife housecleaning is a festival. It is a solemn rite and ceremony. It is a time for a splendid orgy of reformation. Let our husbands watch for that dust-cap. Just as the Germans think of "Der Tag," the housewife thinks of it too. With her "Der Tag" is the day she commences to sweep her

husband out of house and home until such time as every bit of dirt shall be cleaned out from every nook and corner. Then she lets him sit in the parlor again but enjoins him with all earnestness, not to sponsor a single speck of dust or woe betide him.

What Is It To You?

How are you going to take advantage of the housewife's campaign against dirt, Mr. Retailer? All the women in Canada going hot and strong in a house-cleaning direction ought to mean trade for somebody. Brooms and mops have to be bought. Pastes and polishes and cleaning powders must be applied. The housewife no longer depends for good

results upon lots of energy expended. There are artificial helps galore. The old days of the mop, the broom, the dust pan, and the soap only have gone. The modern housewife demands these and more. She has as big an array of pastes and polishes and powders for house-cleaning as Blanche Ring has of cosmetics. We mention a few of them. They do not supersede the old mop and dust-pan and stove polish and such. They supplement them. Sweeping powder, liquid and powdered ammonia, all sorts and sizes of mops—window mops and floor mops—floor polish, silver polish, brass polish, wood polish, distemper, wall paper cleanser—in short, cleansers in some form or other for every mortal thing about the house will have to be bought. Are you going to get your share of the harvest? What is it to you? How are you going to avail yourself of the extra trade? Somebody once said that the opportunity of a life time must be seized in the life-time of an opportunity. How are you going to seize it?

Special Selling Methods.

The first thing is some sort of advertising, either newspaper advertising, or show cards, or both. It is axiomatic that nothing worth while having was ever gained without cost to somebody. To get the trade you've got to get out after it, and lay out some money to make more. Advertising in the local newspaper is important. It should not be



CANADIAN GROCER

neglected. There is a tendency to cut down expenses on account of the war and a man is liable to cut down the very sort of expense that is really money well spent. When you quit advertising, that is effective advertising—somehow, it doesn't matter how—you kill the goose that lays the golden eggs. And incidentally, goodness knows we need all that kind of goose we can get nowadays. A bright, topical ad. in the local newspaper is an important item in your campaign in going after this trade. It needs to be interesting, well worded and containing some good topical allusion to the period of housecleaning.

Show card writing is an important feature too. The appeal to Eyegate is as strong to-day as ever. Catch a man's eye and you are half-way to his pocket. Good show cards are a real help. You can't reach all your customers, personally, it may be. Then you've got to reach them by the written word. Bright show cards will help to do the trick.

Importance of the Window.

The window is, of course, a big factor. A good housecleaning window trim is a big selling force. One dealer suggests, in this connection, that the window should contain as many housecleaning lines as possible. This would appear to

be sound sense. The power of suggestion of a window containing twenty aids to housecleaning is greater than that which simply displays, say, a line of brooms, or one particular polish. Your window is a silent salesman of the most valuable sort—if it is properly dressed.

The inside of the store should be rearranged, where possible, to meet the general scheme of special selling. You are going hard after the trade that is to be had on account of housecleaning. It isn't only the window alone that should be dressed accordingly. Your polishes and powders should be attractively featured, and prominently featured, in the store interior. Bring a tray of scrubbing brushes near to the counter where your customers will stand, instead of keeping them at the back of the store. A rack containing all sorts and sizes of brooms ought to stand near the door. And so on.

A good stunt alike for the window or store interior in connection with some polish or powder or paste is the "before and after" illustration. Retailers have found that this is really beneficial. It is an attention-attracting dodge. Get a pot or pan or piece of wood, and demonstrate on the one half, "Before Polishing," and on the other "After Polishing." The

housewife becomes interested and wants to prove it for herself.

By Word of Mouth.

It is hardly necessary to point out that much can be done by the salesman himself. If a woman comes in to buy a mop the grocer ought to count those minutes lost in which he does not secure an order for some accessory, some polish or powder. The average customer may not think she needs it. But it's up to you to prove to her that she does. Does she want a dust pan, sell her that and, in addition, some furniture cream. Does she want a broom, sell her a broom, but don't let her get away without some wall-cleanser or something else. If every customer who comes into your store goes out with something more than she intended to buy when she came in, you are going to get over the effect of the war, and that mighty quickly.

It's up to the dealer. They say women can talk. Well, here's a chance for men to get their own back. Talk housecleaning judiciously to every woman who comes into the store. And if you don't get a good share of the housecleaning trade human nature—or rather, woman nature—is altering. And that doesn't seem feasible. There are some things go on for ever.



An original and particularly neat house-cleaning window trim. The house on the left was made of goods in stock, the roof being constructed of advertising cards.

The House-cleaning Advertisement

No Better Time to Test Power of Printer's Ink and White Space—What the Ad. Should Tell.

MOST grocers advertise in the newspapers prior to Christmas. That is a splendid idea, but there should undoubtedly be a publicity campaign on house-cleaning lines every spring. The housewife is very susceptible to suggestions when it comes to talking about the home. It is usually one of her hobbies to keep it in a clean, sanitary condition and when advice is tendered, and particularly through the newspaper, she is only too eager to consider it carefully.

On this page is presented a suggestion for an advertisement on house-cleaning lines. With the advent of March spring is not far distant, and many housewives begin their cleaning-up campaigns with the first rays of a hot March sun. This is a year when every retailer must look to increasing his turnover by selling as many lines of goods as possible. Probably in the advertisement suggested here are lines that have not in normal times been kept in stock. A little selling effort is bound to bring results, and if new goods are sold this year, they are going to take the place of, in some instances, decreases in sales of staples. This is not a year for giving up. The times necessitate greater energy than ever being put into selling work.

A Profitable Suggestion.

There is a certain grocer who makes it a point every Saturday—when his customers are giving their regular week-end order—to enquire about materials for wash day. "How about soap, bluing, clothes pins or laundry tablets?" he asks when the customer is trying to remember if there is anything else required—"Wash day, you know, comes on Monday." This little suggestion at the end of every week is never resented, and in a great many cases results in an enlargement of the Saturday order. It also obviates a special trip early Monday morning with a few bars of soap or some laundry tablets—and it is these special trips that mean loss of time and money from the wear and tear of the delivery outfit.

Too many retailers in writing their advertisements simply present lists of goods they have for sale, overlooking the more important matter of describing them or telling some interesting features about them. In the advertisement presented on this page, the feature is the uses told of the lines advertised. It is by this method readers get interested.

Remove the Dust and Dirt and Save the Doctor Bills

THE earlier the house is given a thorough cleaning the better. During the long winter, with stoves and furnaces going all the time, dust and dirt accumulates in every nook and corner. In the winter, too, there is usually insufficient ventilation in the home, and disease germs find no better breeding places. Just because they cannot be seen is no indication they are not there—take no chances, but get your supply of house-cleaning ammunition at once. Read carefully these suggestions:

Powdered Ammonia

Softens the water and eases the work of rubbing the floors and furniture. Blank brand, .. cents per package.

Sweeping Powder

Why sweep in clouds of dust when you can prevent it by the use of a little sweeping powder? Use it on the floors, rugs and carpets. Large can, .. cents; small can, .. cents.

Chloride of Lime

Nothing better for the closet or for sweetening drains. Every home should always have a supply on hand—one of the finest chasers of disease germs known, and the price of a tin is small, only .. cents.

Liquid Ammonia

Some prefer to ammonia in liquid form. Simply moisten the cleaning rag with it and it's ready for use. A good-sized bottle for .. cents.

Sink and Bath Tub Cleanser

You know how hard it is to get the dirt off the sides of the sink and bath tub. Blank brand is a powder which does the work with the least amount of rubbing. Per can, .. cents.

Lye

Another fine disinfectant is lye—there are few houses which do not keep a plentiful supply on hand. It will take up grease and other dirt from the floors as quickly and easily as anything. Per tin, .. cents.

Furniture Polish

To make the chairs, tables, window sills and other furniture clean and bright, use Blank Brand. Just rub it on with a clean cloth and it will produce a bright shine like new. Per bottle, .. cents.

Silver Polish

The table silver, no matter how good it is, soon tarnishes. Brighten it up with _____. This is guaranteed to brighten silver and give it a shiney, new appearance. Per bottle, .. cents.

Metal Polish

For shining up the brass knobs on the buffet and other furniture, a good metal polish is necessary. Try _____ Brand—it is recommended for pots and all metal fittings about the house. Per bottle, .. cents.

Brushes and Brooms

Did you ever think how much time could be saved the year round by brushes that get behind and under the stove and the radiators, and between the spokes of the broom? Why not make your work lighter? A full supply to choose from.

Dustless Mops

These mops are working wonders in thousands of Canadian homes. They get into the corners and pick up all the dirt. For your housecleaning campaign this year let the dustless mop help you. Different sizes at ... and

Soaps

Of course you will not attempt house-cleaning without a good supply of soap. It is the ever reliable. We recommend _____ at .. cents per bar.

Mops, Washboards and Clothes Pins

A full supply on hand of all kinds of woodenware for the cleaning season. Come in and let us show you our stocks—made by the most reliable manufacturers.

Please remember we guarantee every line of house-cleaning helps advertised—they have all been tried and tested. Select your requirements at once from a full stock.

JAMES THOMPSON & SON,
75 Main Street Phone 196

Above is tendered as a suggestion for a house-cleaning newspaper advertisement. Retailers will fill in the brand names they wish to advertise and their own prices.

Tea Prices for 21 Years

Chart Showing That Average Price of Indian Tea is Higher in London, Eng., To-day Than for Many Years—Quantities From Different Sources and Rates of Duty—Present Market Particularly Strong, and Will Likely Be Higher.

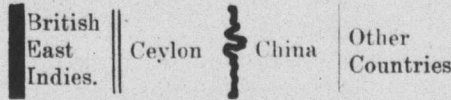
THERE is no more interesting or more important market to-day than that of tea. As those who have followed the reports of the London situation in Canadian Grocer during the past six months already know, tea is higher at the present time than it has been for many years. It is to show particularly the average prices on the London, England market since 1894 and the changes that have taken place since then, that the accompanying chart is reproduced herewith. This same chart shows the quantities consumed in Great Britain and Ireland from the British East Indies, Ceylon, China, and other countries each year since 1894, and the various changes in the rates of duty on tea coming into the United Kingdom.

Lowest and Highest Prices.

The zig-zag diagonal line running across the chart represents—when taken in conjunction with the figures in the left margin—the average price per pound of all Indian Tea sold in the London public auctions. For instance, in 1894 the average price was 9½d. or 19 cents per lb. In 1895 this average was reduced to about 9¼d. and the average price gradually sagged until 1901 when it reached 7¼d. or between 14 and 15 cents. The average price then went up in 1903 to almost 8d. or 16 cents, but later dropped to the former low level of 7¼d. in 1904 where it remained until 1905. Tea has never since been as low in the London public auctions. Since then it has gradually risen, the chart showing that in 1914 the average price was about 18¼ cents. Since then the market has further advanced and the average price to-day is, therefore, higher than it has been at least since 1895—twenty years ago.

The vertical lines in the chart show

the average monthly consumption in Great Britain and Ireland in millions of pounds and these vertical lines are subdivided as follows:



In 1914 it will be seen therefore that the United Kingdom consumed monthly an average of between 15,000,000 and 16,000,000 pounds from the British East Indies, about 7,500,000 pounds from Ceylon, 1,000,000 from China and 2,500,000 from other countries—a total of 26,500,000 pounds monthly. By tracing these vertical lines on the chart the reader will be able to determine the number of million pounds consumed monthly in Great Britain and Ireland from these various sources since 1894—multiply by 12 and the total annual consumption each year is secured.

In the margin at the bottom of the chart will be found the rate of duty existing on tea at different times coming into the United Kingdom. For instance,

between the years 1894 and 1899 the duty was 4d. or 8 cents per pound; during the next four years it was up to 6d.; the following year to 8d.; the next down again to 6d.; then to 5d.; which rate remained in existence until the outbreak of the war last year when it was advanced to 8d. This chart is a particularly valuable one for any interested in the tea situation and we would suggest that it be kept on file for future reference.

Market Exceedingly Strong.

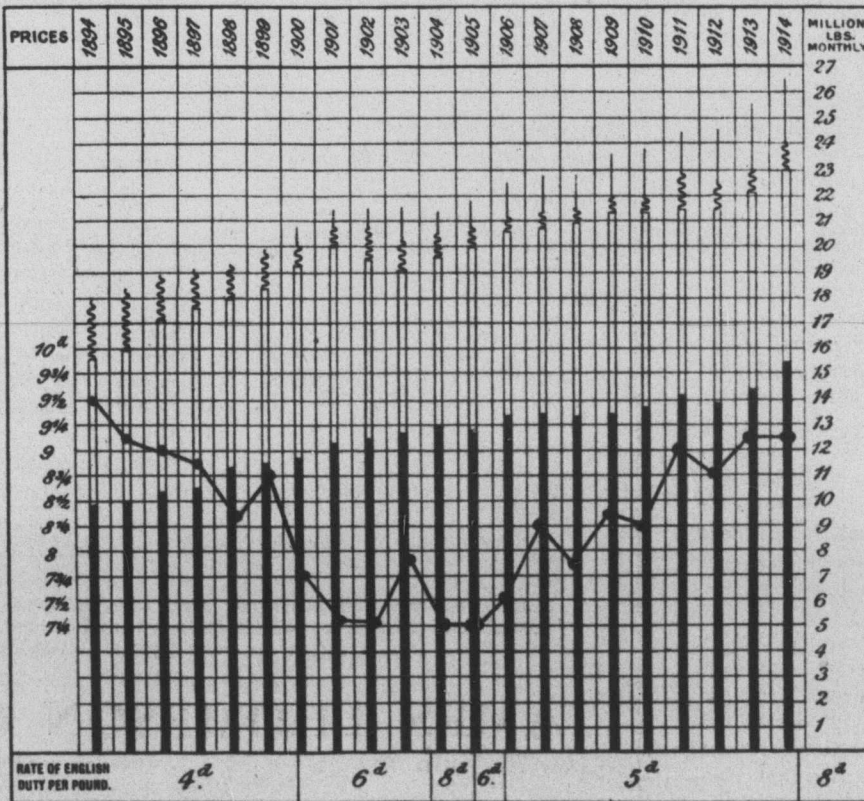
Further tea statistics presented by large London firms show that the total offerings of Indian, Ceylon and Java tea at the public auctions in the metropolis during 1914 were 3,163,000 packages as compared with 3,217,000 in 1913 and 3,250,000 in 1912.

Following is an important announcement by a large London, Eng., tea house:

“The notification that the prohibition against the export of tea to Holland and other neutral countries is now removed, accentuates the serious position that the tea dealer, the blender and grocer, is placed in with regard to his tea supplies.

“Every pound of tea is wanted in this country to supply the public of the United Kingdom with tea at a reasonable price. The extra wanted for France, Russia and our colonies, will leave us short at the end of the season. If, on top of this, Holland, Norway, Sweden and Denmark can readily obtain tea—a large part of which will go to Germany—then the position is such that tea may show a further rise of pence per lb.

“Although the exportation of tea was prohibited to Holland and was enforced for nearly half of November, still the exportation from England to Holland for November, 1914, was (Con. on page 34.)



Tea chart, showing average prices on Indian tea in the London, Eng., auctions since 1894. During latter part of 1914 tea was much higher than represented by the above average, and lower at the beginning. Average price of Indian and Ceylon at end of year was nearly 10d. at the auctions.

Convention Dates Decided Upon

May 4 and 5 Have Been Set Apart for the Big Ontario Conference of Grocers at London — Hyman Hall is the Building—London is Known as the Forest City and Lies in Heart of a Fine District.

MAY 4 and 5 are the dates arranged by the executive of the Ontario Grocers' Section of the Retail Merchants' Association for their 1915 convention. Canadian Grocer has already announced that the event will be held in London, Ont., this year, which contains within its confines one of the most enthusiastic organizations of grocers to be found anywhere in Canada. May 4 and 5 fall on Tuesday and Wednesday—two days of the week when it is not difficult for the retailer to get away from business.

Large Attendance Anticipated.

Everything points to a big crowd this year and highly interesting and profitable sessions. Hyman Hall, which has been selected by the London members of the executive, is a fine building at the corner of Park and Queen's avenue in the heart of the city. London is a pretty city, and the last month of spring will find it in a most receptive mood to pleasantly receive the grocers of Ontario and their wives. Apart altogether from the importance of the business proceedings of the convention, there is a treat in store for not only those who have never been to the Forest City, but for those who know it well. London is live. The city's population in 1913 was 55,000, which was an increase of 7,000 from the previous year, and there is no city in Western Ontario better situated from the standpoint of railway facilities. From Western Ontario alone there should be a large attendance. Pres. Adam Palmer of the London Association and Thos. Shaw and Gordon B. Drake are the local members of the Ontario Grocers' Section executive and with the work of looking after the visitors in their hands, a smooth-running convention is to be expected.

Secretary W. C.



A view of Springbank Park, London, Ont., showing a corner of the Thames River on the left.

Miller of the Ontario Grocers' Section will soon go up to London to assist the members of the executive there in their preparations.

A few weeks ago Canadian Grocer, in publishing the report of the Hamilton executive meeting, gave a list of some of the subjects which will be discussed. Among these were mentioned the Flour and Cereal Branding amendment to the

Inspection and Sales Act; co-operative concerns; wholesalers selling direct, and the respective attitudes of both wholesalers and manufacturers to large departmental and the smaller stores; amendments to the Pedlars and Transient Traders' Acts, and in fact, the whole question of amendments to Ontario statutes affecting retail merchants will be considered.

The executive is working on a couple of other big things and announcements of these will likely be made in our next issue.

The Question Box Again

There will, as usual, be the Question Box. Grocers in all parts of the Province are urged to send in their questions as early as possible and particularly those who will not be able to attend. The officials, however, are anxious that everyone who can will be present and invitations will be sent out later through Canadian Grocer and by circular to the Ontario trade. The fact that so many retail merchants are becoming identified with the R. M. A. during the past year indicates a revival of interest in association work. They are realizing that there is a great work to be done to put the trade on a better basis and to get from it results that will justify the time and energy and capital put into the grocery business.

It has also been decided to hold a Manufacturers' Exhibit in connection with the convention. There will be space for some forty booths and already a number of these have practically been taken up. This means an addition to the usual proceedings and one that will be an added attraction for the retailer.

Every grocer in Ontario should determine now to set apart Tuesday and Wednesday, May 4 and 5, for the London convention. The time will of a certainty be well spent.



A partial view of London's big wholesale centre, said to be the second in Ontario. The Grigg House is partially shown on the right.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—

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

UNITED STATES—

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

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 68 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, MARCH 5, 1915

No. 10

RESOLUTIONS OF A. LIVE WIRE.

Because this is an exceptional year, and because there are some of my customers who will not purchase the same quantities of goods as during normal times, I have determined to add several new lines associated with groceries and to SELL them to customers who have plenty of money. In this way business will be better with me than during 1914.—A. L. W.

Not the Whole Truth

MAYOR Mitchell, of New York, recently appointed a market Commission to investigate the high cost of living and the cost of high living, and make a report on the findings. "Buy in Bulk; Not in Package," was the heading of a circular of advice issued by this commission after exhaustive research. It was pointed out that bulk goods cost the consumer less than do package goods, that in buying packaged goods one is paying for the package, the brand and the advertising that makes the brand widely known.

It is all very well to make the sweeping statement that goods sold in bulk are cheaper than those sold in package form. There may be advantages in bulk buying, but there are also advantages in purchasing in packages and these seem to be entirely overlooked. While it may be possible to put up for sale certain lines of foodstuffs in bulk just as well as in packages or cartons and sell them more cheaply, yet it is only fair that the advantages of buying goods in a compact, neat package should be mentioned. If every merchant took the greatest possible pains in buying, stocking, handling, selling and delivering goods, then it might be possible for men like this New York committee to talk the way they do. But such is not the case. People to-day want clean, sanitary foods and when they purchase an article recommended by their grocers they want to be in a position to duplicate that at any time if the flavor, quality, etc., satisfies them. But with only bulk goods in a

store purchased from various sources—often in the cheapest market, regardless of quality—that condition of affairs cannot be brought about.

Of course there are goods in bulk that can be bought more cheaply than otherwise. But there are people who will pay \$3 or \$4 for a room in the best hotel, whereas they could get sleeping accommodation in other hotels at half the money. Why? Because they are assured of a cleaner room, a bath, and better ventilation and accommodation all round. It costs more, but isn't it worth it?

There has, too, been a great deal said about advertising increasing the cost of an article. This is not always the case. The greater the quantity of a particular article manufactured, the less becomes the cost per single item, and as judicious advertising—providing the article has merit—increases the output the cost per article decreases. That is sound logic. The retailer knows that if by the proper kind of advertising he can double his business, that does not mean that he will have to charge his customers more for their groceries.

Men advertise because they are ambitious and are desirous of building up businesses that will stand as monuments to their business acumen. If advertising were eliminated altogether, what a slow old world this would become!

A Bit of Impudence

NOTE this bit of effrontery from a St. John, N.B., daily newspaper:

"Through the action of the Retail Merchants' Association the consumer no more will be able to place orders with wholesale houses, thus taking advantage of the wholesale rate. This applies particularly to the grocery trade and will be keenly felt by many citizens who have tried to economize by ordering fairly large quantities at the wholesale rate. The rule, according to a signed agreement, applies to boarding houses, tug-boats and dredges and other large buyers as well as the average citizen. Schooner supplies will still be handled by the wholesale houses."

This paper rails—in a somewhat guarded fashion

it is true—against the retailer for presuming to prevent the consumer from getting his goods from wholesalers at wholesale prices as if he (the dealer), were simply in business as an accommodation when there was nobody else around. Some people have the idea that business men are going to stand for everything whether their interests are injured or not. The retailer takes the stand that if a wholesaler wants to sell to the consumer he cannot sell to him—the wholesaler must not straddle the fence. The wholesaler depends on the retailer for his existence, then why should he endeavor to put the retailer out of business by going over his head for trade from his customers?

Every straightforward wholesaler readily sees the justice of the retailer's plea, and that is why so many of them are refraining to double-cross him by selling both to him and his customers. If the greatest amount of foodstuffs are to be sold, then retail stores are necessary. Foodstuff manufacturing and wholesaling would get a severe jolt if the dealer were to be suddenly eliminated.

Value of Signed Statement.

IN several issues of recent date Canadian Grocer in publishing articles regarding the annual inventory, has impressed upon readers the value of the signed statement. The credit managers to-day want facts, they want all the details. The Credit Men's Journal in a recent issue bears out the statements made several times in Canadian Grocer. The journal states that good credit in the markets of the world enables every merchant to add to his ability to do business. It gives him the use of enlarged capital, thus enabling him to carry a more complete stock, increase his sales, and magnify his profits.

Large assets are not always necessary to the creation of credit; what is most desirable is, that credit be in relative proportion to the actual assets, and in harmony with conditions which create and maintain it. A merchant's capital is the sum of his net available resources, plus his credit. The giver of credit is a contributor of capital, and becomes, in a certain sense, a partner of the debtor, and, as such, has a perfect right to complete information of the debtor's condition at all times.

Credit is given a merchant because of the confidence reposed in him. Requesting a statement when credit is asked is not a reflection on one's character, honesty, or business ability, but is done to secure information to enable business to be conducted intelligently.

When a statement is made, it should be absolutely correct. To make it so necessitates the taking of at least an annual inventory and the keeping of an accurate set of books. Statement-giving, therefore, will tend to make a debtor a better buyer, because more familiar with his stock, more careful in giving credit, more conservative in incurring debt, and will result in a better knowledge of his business generally.

A merchant who desires to serve his own best interests should recognize that his most valuable possession, apart from his actual assets, is a sound, substantial and unquestioned reputation as a credit risk, and that under the prevailing conditions and demands of business, the most effective, and eminently the best way to prove his basis for credit, is to be willing to submit a statement of his financial condition.

They Are Readers, All

THE quality of Canadian Grocer's circulation and its widespread character were well demonstrated in last week's issue by a short news item. To explain the point we shall herewith reproduce the item:

GROCERS IN BOARDS OF TRADE.

Canadian Grocer has already announced that several members of the grocery trade have become associated this year with the various Boards of Trade. The following is an additional list:—M. K. Heap, vice-president of the Kenora Board; W. G. Cameron, to the Council of the Kenora Board; G. H. Thompson, president of the Oil Springs, Ont., Board; W. J. Griffin, to the Council of the Oil Springs, Ont., Board; Robt. McCall, to the Council of the Kamloops, B.C., Board; John Sloan, to the Council of the Galt, Ont., Board; Jos. Picard, president of the Quebec, Que., Board; James Strathdee, to the Council of the Regina, Sask., Board; H. G. Smith, to the Council of the Regina, Sask., Board; and C. T. Woodside, to the Council of the Saskatoon, Sask., Board.

On looking up circulation sheets, the subscription department found that every name mentioned in the above item is also on our lists—without exception. It will be noted that the boards of trade mentioned include Kamloops, B.C., Regina, Sask., Saskatoon, Sask., Kenora, Ont., Galt and Oil Springs, Ont., and Quebec, P.Q. This small item demonstrates the thoroughness with which Canadian Grocer covers its field and illustrates the stamp of man who is a regular reader of this paper.

Editorial Notes

NOW IS THE time to interest the women in the spring housecleaning goods.

LET THE WINDOW tell its silent tale about the "enemies of dirt" you carry in stock.

MARCH CAME in like the proverbial lamb allright, so the winter overcoat might just as well be kept handy on the hook.

WAR IN THE houses against the obstinate enemy—**DIRT**—is about to be commenced again. The progressive retailer produces the ammunition.

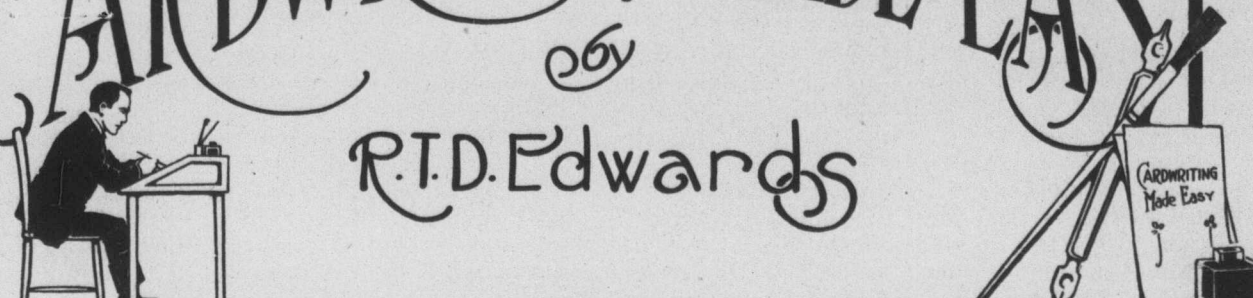
MEET YOU in London at the convention—is the slogan of the Ontario trade these days. Out in Saskatchewan it is "We'll meet you in Saskatoon."

CLERKS AND others interested in show-card writing will find the third lesson in this issue. This is the simplest course in card-writing that has ever been presented to the retail trade of Canada.

HOUSECLEANING is a serious problem in the spring for the housewife. She knows that if the home is properly cleaned the chances for disease germs finding a lodging place and causing sickness are practically eliminated. It is the duty of the grocer to impress this upon the mistress of every home by advertising through the press and by personal conversation.

CARDWRITING MADE EASY

by
R.T.D. Edwards



LESSON 3.

CLAIMS have been made, from time to time, by many writers that to be a successful card-writer one must have great speed. This view holds perfectly good when the card-writer is the employee of a large departmental store, and is expected to turn out hundreds of cards daily. But there are many writers in small stores who work card-writing in conjunction with other store work, and would not average more than twenty or thirty cards a day, and in a great many cases not much more than that in a week. With a small amount of work like this it would take years of practice to develop any great degree of speed.

Then, again, I hardly think that speed is a great factor in the small store. In my opinion, it is the last thing for the

learner at least to consider. Get the main theory first: how to handle the tools and the proper formations, and the speed will develop in due time.

The lesson this month is a continuation of the one given one month ago. The chart shows the lower case Roman alphabet to match the upper case shown in chart 2 of last month. This is the last of the pen outline work that I will be demonstrating for some time at least, as lesson No. 4 will bring us into brush work. But before any brush lettering is attempted, I want all of you who are following these lessons to perfect yourselves in the pen outline lettering, and if you do this and keep practising faithfully there is no reason at all why you cannot take upon yourselves the responsibility of writing cards for any small

store. The best practice that anyone can have is on cards that are going to appear before the public—that is, when you put your best foot forward. This method can be used for making show-cards while you are mastering brush work in future lessons.

In order to start practice work for the chart in this lesson it must be ruled differently than the previous ones. The others required only the upper and lower guide lines, but this needs two additional ones—one above and one below the main lines, so as to serve as guides for those letters that extend above and below these lines, such as the "B," "J," etc.

Note the five lines at the beginning of the chart. These show the proper spacing to rule for practice or actual card

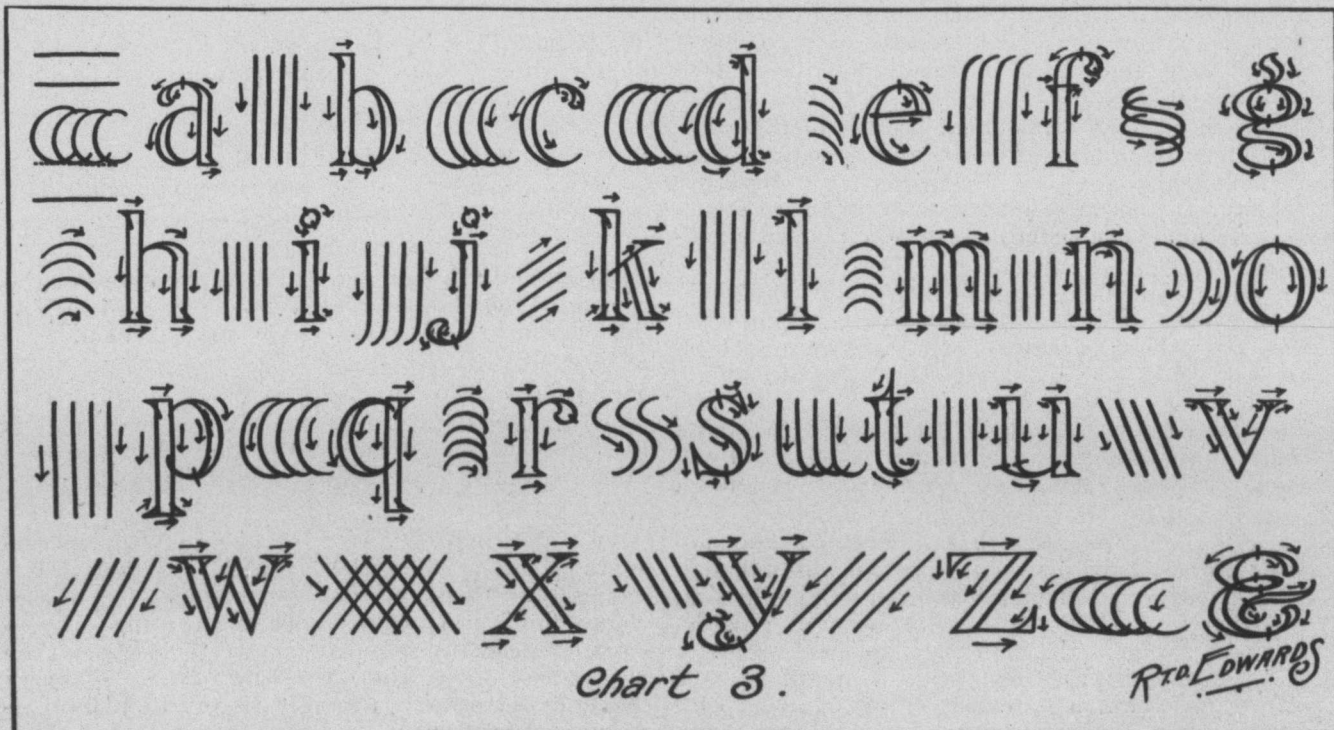




Fig. 1.

work. Fig. No. 2 gives a good illustration of how to rule the lines so as to get all letters in proportion. Note the measurement of distance between them.

Heavy Blunt Nib.

As in the previous two lessons, this work is all done with a heavy blunt-pointed pen nib, using a good black carbon ink, not necessarily waterproof, but jet black and not thin so as to show up grey. When the pen is new, the ink may not flow properly, but a little use will soon bring it into working order.

Begin practice as shown in Figure I. This is the first exercise shown on the chart. Every exercise and letter should be practised many times in the same manner.

Right Through the Alphabet.

The upper part of the "A" should not project to the left quite as far as does the lower loop. Parallel lines composed in the formation of so many letters should be practised often, as in the "B." "C" is entirely composed of curved lines. The lower point should be directly over the beginning of the letter. The loop of the "D" possesses the same curve lines as the previous letter.

The "E" also shows strong relations to the formation of the "C." The long lines of the "F" must be curved before coming in contact with the upper guide line.

Letter of Many Curves.

"G," the letter of many curves, should be made until every stroke is perfected. The previous exercise you will find beneficial.

The curved lines of the "H" must be graceful. Practise them often.

The dot over the "I" must be directly above the main body of the letter. The same applies to the "J." The tail of the latter should reach lower guide line.

The lower right-hand spur of the "K" should extend slightly more to the right than does the one above it.

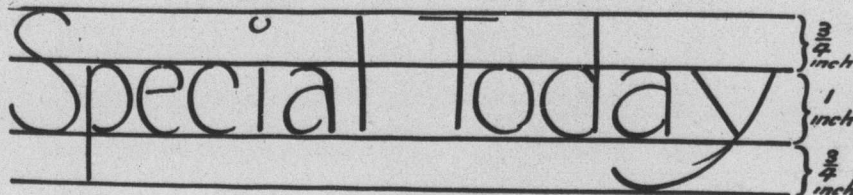


Fig. 2.

Note the letter "L." All the upright strokes of the "M" and "N" should be of equal distance apart. The lower right-hand spurs are only used on the right side of the letter.

Take great care in the forming of the "O" so as to get both sides balanced evenly. The "P" and "Q" both should extend down to the lower guide line. Practise well the curved lines of these two letters.

Tail of the "R."

The tail of the "R" must extend out about two-thirds the height of the letter to be the right proportion.

The top of the "S" is smaller than is the bottom. The curved lines exercise needs to be practised many times before the letter can be properly formed.

In the "T" the two down lines and curves can be made by one stroke, as the preceding exercise shows.

The "U" is different to the "T" in this respect. In order to get the bottom curves the right swing, stop the down lines about one-eighth of an inch above the guide line, and from this point curve the stroke downwards touching the guide line and meeting the right-hand upright the same distance above the guide line as where the curve started.

The "V" and "W" constitute lines of the same nature. The main point in the "W" is to get both the angles the same.

The exercise preceding the "X" is excellent practice.

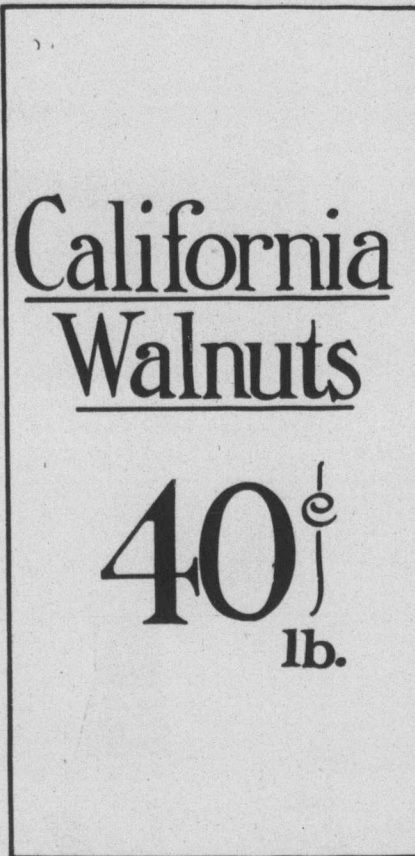
"Y" is Difficult.

The right-hand down stroke of the "Y" must be practised often, taking care to join the tail on to it so as to make it appear graceful.

The spurs of the "Z" should not project out any farther than do the other points of the letter.

You will notice many little cross-bars on the curved letters. This is to indicate the beginning and ending of the pen strokes.

The collection of cards shown this month indicates the use of the first three that are quite good enough for any store. These cards are not in the least of a fancy nature, but are plain and neat and suitable for any kind of display.



Neat window or counter display card.

All vertical lines should be at right angles to the guide lines. Care should be taken not to let them have the slightest slant.



This card shows the last two lessons illustrated.

The New Maple Idea

Maple Products Have Entered Upon a New Era—Further Improvements Anticipated in Evaporation Process—Ideas as to Color of Pure Maple Syrup Gradually Changing No More Adulterated Products.

Written for Canadian Grocer by C. B. WALTON.

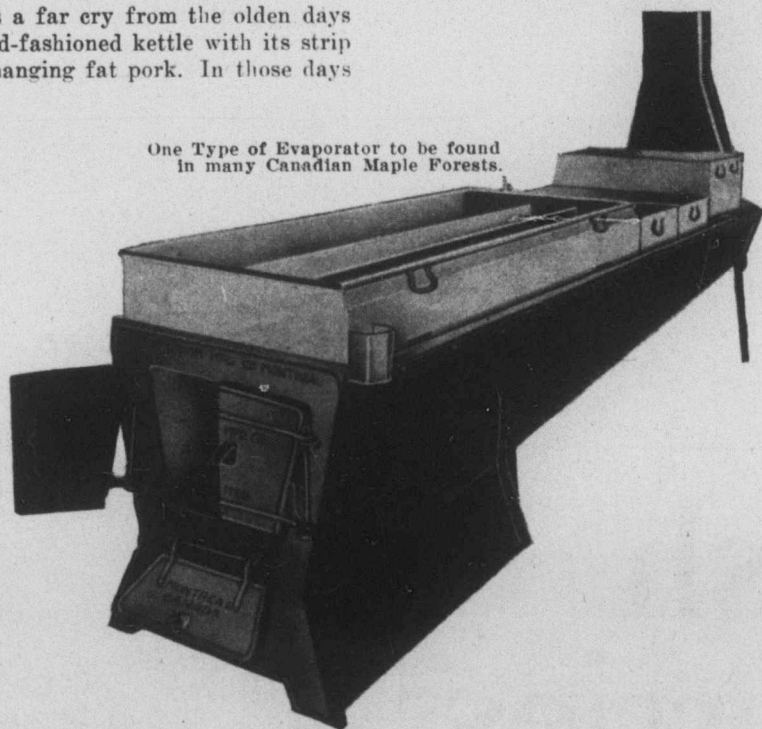
WITH the passing of the Act of Parliament last year making it an offence to put anything on the market marked "maple" which is not pure maple, a new era has opened up for the maple industry in Canada. Conditions before this act came into force were conducive to the manufacture of adulterated maple products, and where this could be passed on the public, the inducement to manufacture a high-grade article was lacking.

Already there are signs of further improvement, and brains and capital are being expended to produce pure maple syrup and sugar, the time having arrived when quality will count probably more than price. It is interesting to note that a company is being formed in the Province of Quebec behind which there is considerable capital, whose methods, it is said, will mark a remarkable advance in the manufacture of syrup, under which process a syrup should be produced which is almost perfectly clear, like the sap itself.

Big Change From Olden Days.

This is a far cry from the olden days of the old-fashioned kettle with its strip of over-hanging fat pork. In those days

One Type of Evaporator to be found in many Canadian Maple Forests.



color in the syrup was almost considered a mark of quality, whereas—authorities tell us—it was really evidence of impurity, which was unavoidable under

the conditions governing its manufacture.

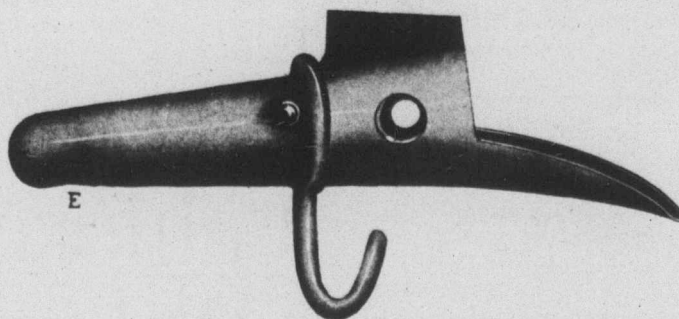
With the introduction of the more modern evaporator, it was discovered that the purer the syrup, the lighter was

its color. It has taken the Canadian public a long while to realize this. They had become so used to associate dark brown with maple syrup, when the new kind came on the market it was not received too well. Consequently many educa-

tional campaigns were launched, and now that an absolutely pure article is ensured by law, the public will probably soon come to realize that the old-fash-

ioned kind was not necessarily the best—that color did not always mean quality.

The manufacture of evaporators has become an industry in the Province of Quebec, and this article has a reputation



One of the latest types of Maple Sap Spouts or "Splles" used to-day.

and fixed price which everybody pays. Its value lies in the rapid and efficient manner in which it reduces sap to syrup. By using an evaporator instead of the old-fashioned kettles, the sap is less exposed to light and air during the process, thus reducing to a minimum the tendency to color. One of the objects has been to get as much heating surface as possible in proportion to the size of the fire. The syrup pan is placed over the fire, and has a corrugated bottom, thus doubling the heating surface.

With the new type of evaporator shortly to be introduced, steam passing through pipes will be utilized for boiling the sap instead of allowing the fire to come in contact with the surface carrying the sap. In this way it is hoped to produce a much clearer syrup.

AN ACKNOWLEDGEMENT.

Canadian Grocer acknowledges receipt of an invitation from the president and directors of the Panama-Pacific International Exposition, San Francisco, Cal., to be present at any time during the period of the exhibition. A building has been erected for the convenience of the press representatives. The invitation was accompanied by free admission tickets.

WORTH \$10 A YEAR.

Like your paper very much. Would not do without it for ten dollars a year.

W. H. BRUNNING,

Bond Head, Ontario.

Letters to the Editor

IS HE LIABLE?

Editor Canadian Grocer.—Will you be so kind as to express your opinion on the following, through the valuable pages of your paper, which may also prove of some interest to your readers:

Some time in May, 1912, I received a quotation from a firm in Winnipeg on potatoes, stating in their letter that the rate from there was thirty cents per hundred. This made the price higher than I could buy them at home, so dropped it for a time, until a few days later, when I received another letter stating that they had made a mistake in the rate, and that the correct rate was twenty cents per hundred-weight. At this price I could buy to advantage, and accordingly sent in my order. The potatoes came through at the rate of twenty cents, which was quoted me. I sold three hundred bags out of the car to other merchants, at cost price, and the balance, one hundred and fifty bags, I kept myself. On February 18, 1915, I was handed a bill from the transportation company for sixty-nine dollars and eighty-nine cents, undercharge on this car, for which I had already paid two hundred and twenty-five dollars freight, nearly three years ago. I have refused to pay same. Do you think they can collect it?

Thanking you in anticipation of an early reply, I am,

Yours very truly,

ONTARIO RETAILER.

P.S.—Kindly do not mention name or place.

Editorial Note.—In the first place, who would have thought any railway company was so far behind in its accounting as to put in an undercharge bill almost three years late? It is, of course, impossible to say what a judge would do with almost any case that is to come before him, but our opinion on this matter is that if the retailer has the correspondence of the Winnipeg firm in question, and if that firm is good for it, he could force them to settle the account, providing the railway company can demonstrate beyond a doubt that it is entitled to the amount of the undercharge. If, too, this retailer can produce a receipt from the transportation company showing the account paid in full, it would not seem probable that the undercharge could be collected.

THE RETAILER AND THE TARIFF.

Editor Canadian Grocer.—Retailers here are feeling the pinch of the new

tariff—adjustments of jobbers' prices now coming out in many cases working a hardship to the retailers who are not able to advance on many set prices. An instance in point is the advance in biscuits of a cent a pound, and this whole advance has been the loss to the retailer, as his selling price has not changed. Spices, cereals and numberless other things have advanced owing to the new tariff, and taken as a whole, the retailer is losing just that much instead of passing it on to the consumer.

Just along this line the Hamilton Wholesale Grocers have sent a friendly letter to the retailers asking them to take this matter up and change some of the stereotyped prices, which have been the custom for years, viz., selling articles at popular prices, 5c, 10c, 2 for 25c, 15c and 25c, changing these to 6c, 7c, 11c, 16c and 17c, etc., the odd figures representing the advance to the consumer.

Dealers have become so accustomed to regular prices that a great many do not like the idea. When figured out it may mean more profit or it may mean less. Take as a sample: Say a tin of — mustard which formerly sold at 25c, now sold all over at 30c. That shows a net gain of at least 10 per cent. to the retailer on say 27c, which would be the price suggested by the jobber. I am enclosing the letter and trust that in your profound wisdom that you will expound your opinion for the benefit of the trade.

We find here that the department stores are feeling the trade depression more than anybody else—one of them offering four tins of tomatoes for 25c—this being a shade below what the ordinary grocers are paying for them. Of course they expect to make good on something else, and they think that that is where they have the bulge on the grocer.

Hamilton, Ont.

C. P. F.

Editorial Note.—If concerted action can be assured it ought to be worth while trying out the suggestion of the wholesalers.

Editor Canadian Grocer:

Dear Sir.—With all this talk about patriotism, and all this need for it, is it not a pity that we don't achieve more practical patriotism by simply stopping and thinking over little things? Here's a case in point. I was looking in a tobacconist's window the other day and I saw that the main item in the window trim was a big Turkish hookah pipe. Round it were grouped several sorts of Turkish cigarettes in boxes which said plainly, "Made in Turkey" or "Real Turkish," and placards giving the same information made up the window.

And I see that several grocers in this city, as well as other merchants, druggists and tobacconists and the like, are still selling gum and chewing candy with "Made in Germany" printed as large as life on each packet.

Now I contend that a little thought would obviate this. If the tobacconist who featured Turkish stuff had featured Egyptian or British it might have done a little to boost the buying of goods made by ourselves. Patriotism, if it means anything, means support of one's country, and it is conceivable that one can carry out this idea even in a little thing like buying and selling tobacco.

The same applies to the gum. Why, when we have Canadian candy and gum manufacturers, cannot our stores feature these instead of "Vivil" and so forth, which are "Made in Germany?" Most stores are working along the right lines. I am sure that the few who are not are simply guilty of thoughtlessness. But the excuse, "I didn't think," doesn't avail. The Kaiser is going to find that out. He didn't think—but there, that's enough!

Yours for Patriotism in Detail!

SIMPLE SOUL.

Toronto, Ont.

A BIG WINDOW COMPETITION.

There is an association in the United States known as "The Rice Leaders of the World," which, according to those connected with it, has been organized for the purpose of demonstrating to dealers and the consuming public the merits of the products of the various manufacturers co-operating. There are 40 members in it, a number of whom are foodstuff manufacturers. Their emblem, which they use more or less in their publicity work, is made up of a laurel wreath, a sheaf of wheat, a lion and a speeding courier. Just at the present time the association is conducting an unusually large window display contest open to Canadians.

In this competition \$15,000 in cash prizes are offered to dealers making window displays of the products of members of the association. There are 463 cash prizes in this contest, the first being \$2,000, the second \$1,000, and the third \$500, etc. The prize-winning window displays will be judged from photographs sent in to the association, and the judges will be recognized, competent and impartial authorities on window display, who will make their selections solely upon the merit of the competitors' displays. All contesting dealers, whether or no prize-winners, will receive, after the close of the contest, an album containing reproductions of 100 of the prize-winning window displays.

Selling Power of the Dealer

There Will be Many Articles in the Spring Number Featuring This Important Point
—The Evidence is Strong That in the Best Stores of the Country the Retailer
is a Man Who Persuades People to Purchase Product at a Profit.

SHELDON defines Salesmanship as the power to persuade people to purchase product at a profit.

Simmered down to the fine thing, it is upon Salesmanship that the measure of success of the retailer depends. In other words the dealer who stands behind his counter and simply hands out the goods called for; or who disposes of them at prices that do not bear him a profit commensurate with the time, energy and capital put into the business is not a salesman. He may eke out an existence, but as far as attaining a name as a merchant is concerned, there will only be the merest chance.

The Annual Spring Sales Number of Canadian Grocer will be devoted principally to demonstrating how retailers in all parts of Canada are attaining success through the power of their sales staff to create business. Not only will there be a number of articles on how retailers are getting after the trade of the farmers and getting them to spend their money, but there will be several showing methods in use for securing business in the towns, cities and summer resort districts. Spring is bound to bring with it a definite revival of business in many lines. This is going to mean more trade for the grocer—and particularly the grocer who goes after the trade. As mentioned briefly in last week's summary, several members of the editorial staff have already been out among the merchants gathering their actual methods for conducting sales campaigns. Others are out this week getting into direct personal contact with the trade and we can promise a most practical issue for all readers.

In our regular issues of late we have been featuring to a considerable extent newspaper advertising. In the Spring Sales Number this feature will be greatly elaborated upon. Canadian Grocer believes that newspaper advertising is one of the best methods dealers can possibly use at the present time to increase their business. The ad. samples appearing from week to week are being used all over Canada. In the Spring Number there will be several of these suggesting the advertising of seasonable lines.

There will be an article dealing especially with the selling power of a large Canadian store. The art of interior and window display is here practised to the limit, as the picture of the interior will dem-

onstrate. Display is connected up with personal salesmanship and courteous treatment and combined they make an exceedingly strong force when it comes to increasing business and profits. This is typical of a strong series on how certain dealers are SELLING merchandise rather than simply drifting into automatic machines that hand out goods over the counter that happen to be called for. In fact the interior displays in the Spring Number this year will include some of Canada's finest stores—stores where there are real salesmen behind the counters and on the end of phones.

How shall we get the farmers to come to our store? That is a problem that confronts many a dealer where competition for the trade of the farmer is keen. There are two Western Ontario merchants who answer this in the same way. They have made arrangements for the farmers too—but then that would be giving the story away before the time. Their method will be fully described and illustrated in the Annual Spring Sales Number.

Our editorial men have continually an eye out for the little kinks and sales ideas that, although small in appearance, mean in the aggregate a great saving of waste, time and money, and they count for increased sales. A large number of these will be illustrated; this department will be one of the most valuable in the entire issue.

The prospects are that this year Canada will be visited by many more tourists and other visitors who will spend their vacation here. Formerly these people went to the European continent. There will be an article dealing with the methods of a merchant whose trade comes almost exclusively from this source.

In future issues further particulars and of a more specific character will be presented. The Spring Sales Number, we can confidently assure our readers, will be one of the best and most practical they have ever received. Retailers everywhere are responding to our requests for information and methods. The April 16th issue will be an issue that will find a permanent nail in hundreds of stores.

March 5, 1915.

THE EDITOR,

Canadian Grocer.

Manufacturers
Wholesalers
Retailers
Canadian Grocer

Let's All
Pull Together

and make 1915 business a decided success in spite of what the Kaiser has done to disturb it.

The occasion discovered unsuspected and thitherto unused reservoirs of resources in the British Empire, and in spite of all obstacles our forces are moving on to victory. But it has meant pulling together, not pulling apart.

Don't try to force the Retailer to handle your goods. That's the German, not the British way. You can always get better results from convincing a man than hammering him.

The Retailer is just as anxious to make money as you are. He makes his money by selling some manufacturer's products, and continuing to sell them. Convince him that your products are good value, and he will soon convince his customers. This is the *co-operation* that spells success of any article sold in the grocery store and is the 20th century way of doing business. We co-operate by giving you the opportunity of presenting the claims of your product to men who have to sell your goods or your competitors, to make their livings.

The Biggest Opportunity of the Year

April 16 - Our Annual Spring Sales Number - April 16

It will be handsomer, more practical and more appreciated this year than ever before.

Reserve you space now and forward copy and cuts at the earliest opportunity.

Advertising Manager

CANADIAN GROCER

DEATH OF "CROM" WILSON.

An Appreciation and a Tribute to Memory of the Deceased

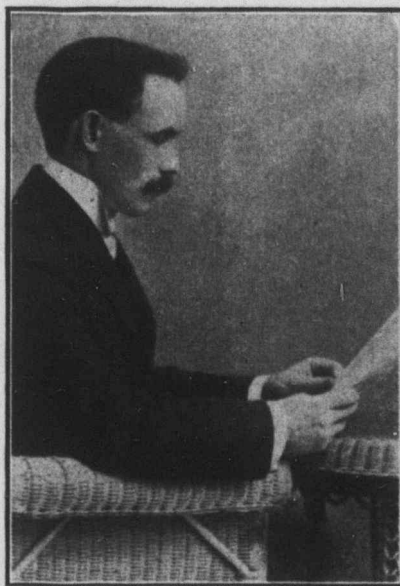
By Jerry Burns.

"Crom Wilson is dead." This was the word which flew from one grocery to another on Monday, Feb. 22, when it became known that Cromwell H. Wilson, traveller for Todhunter, Mitchell & Co. had passed away. He finished up his previous week's work on Friday, and though complaining of a cold, nothing serious was looked for, but on Saturday he was not well enough to go to the warehouse and later in the day, when Mrs. Wilson called in a physician, he pronounced the trouble to be pneumonia; but right from then Mr. Wilson put up a good fight. A specialist was called in on Sunday night and along with extra nurses, but in spite of all efforts he passed away at 10.30 Monday morning. For the past year Mr. and Mrs. Wilson had lived at the Winchester Hotel. Mrs. Wilson was constantly at her husband's bedside during his illness. He was one of the pioneer travellers in the coffee and spice business (if not the real pioneer), and upon word of his death Todhunter, Mitchell & Co. immediately closed down their plant and called in their travellers.

Mr. Wilson was of a quiet, unassuming disposition. He made many friends and will be missed greatly by the wholesale and retail trade. He was born in Kent, England, in 1867, and after serving his apprenticeship to the grocery trade he set sail for Canada, and landing in Toronto, he accepted a position with Torhunter, Mitchell & Co. at their old warehouse on Adelaide street. This was about 1886. After a year he went west and worked a year in British Columbia, and then coming back to Toronto he accepted a position with the late W. M. Milligan at the old pioneer Milligan store at 99 Queen West. Todhunter, Mitchell & Co. evidently saw a future for the sturdy little English lad, because in a short time he was again on their payroll, and very soon after started his career as "Todhunter's traveller," a name which stuck to him until his death. In 1896 he married Miss Lena Powell, of Richmond Hill, who alone survives him here; but Mr. Wilson leaves three brothers and one sister in England. Two of the brothers are in the grocery business there.

Mr. Wilson took quite an interest in military affairs and was for some years attached to the Grenadiers. He was an expert quoiter and besides belonging to two or three clubs, he always captained a team of travellers against the grocers at the latter's annual picnic. He was an enthusiastic lawn bowler and a member of the Lakeview and St. Matthew's clubs.

In the old bicycle days he was interested in "bike" racing, and could always be seen cheering for his old team mates, "The Ramblers," whether they were in the front division at the barrell or not. When the Toronto City Travellers' Association was in existence, Crom was an active member and filled different offices. When the Travellers or Grocers held a gathering of any kind, Crom was always striving to make the event a success. In religion Mr. Wilson was an Anglican and in politics an Independent. His policy was to elect good men and trust them to make good clean laws. He was buried on Wednesday, Feb. 24, from the residence of his brother-in-law, Harry Pember, 20 Tromby avenue, to Mount Pleasant cemetery. Canon Rigby of St. Bartholomew's church officiated at the



The late "CROM" WILSON,
Mr. Wilson was a traveling salesman for many years. He passed away last week.

house and grave-side. From the large gathering one would judge that every wholesale house in the trade was represented, while the retail grocers also turned out in large numbers. The pall bearers, who were all old friends from the trade, were: James Mortimer, Christie, Brown & Co.; Samuel McGiffen, McWilliam & Everist; Edward Oke, Clemes Bros.; James Jamieson, Pure Gold Mfg. Co.; Thos McCabe, Todhunter, Mitchell & Co.; Jerry Burns, grocer, Wilton Avenue.

Mrs. Wilson received many telegrams and letters of sympathy from out of town friends, and the floral offerings were many and came from firms and individual friends. It is an assured fact that Crom will be greatly missed and long remembered by his old business associates.

TO FORM ASSOCIATION OF IMPORTERS.

There is a movement on foot in Toronto to organize an association of importers of foodstuffs into Canada, particularly as a result of the new tariff arrangements of the Dominion Government. In a circular urging manufacturers' agents to become identified with the proposed new organization, the following appears: "The manufacturers' agents in this city who are interested in these articles (foodstuffs), feel that some united action should be taken to put before the authorities the very serious position in which their business is placed under the new proposals; and in order that any protest made may have as much good effect as possible, it is proposed to form an Association which may be called the Canadian Association of Manufacturers' Agents (Comestibles) whose work shall be the protection of the interests of its members in every way."

TEA PRICES FOR 21 YEARS.

(Continued from page 24.)

11,164,201 lbs., as against 858,392 lbs. for the same month of 1913. Holland shipped to Germany in November, 1914, 8,706,042 lbs. and in 1913 202,824 lbs. The shipments from Holland to Germany in September in September, October and November, 1914, totalled 25,034,711 lbs., as against only 948,949 lbs. for the same period of 1913.

"Every effort should be made to retain the tea in this country, and prevent it going to Germany and Austria through neutral countries."

The consumption of all tea per person of population within the United Kingdom was 6.87 lbs. in 1914; 6.62 in 1913; 6.45 in 1912; 6.46 in 1911; 6.39 in 1910; and 6.37 in 1909. In Canada the consumption per capita is probably between four and five pounds.

From the Canadian standpoint tea is exceedingly high in price, due, in addition to the causes of the strength in London, to the difficulty of getting the tea to this country. War risks as everyone knows have added much to the cost, as well as delays caused by dock-hand strikes at English ports, higher freights and higher overhead expenses all round. The future holds nothing in store but still higher prices unless all signs fail.

The Retail Merchants' Association of Transeona, Man., at a recent meeting favored the completion of the electric railway between Transeona and Winnipeg. The merchants strongly opposed the system of bonusing industries. The meeting also decided to close stores on Wednesday evenings at 6 o'clock with the usual exceptions until further notice.



Current News



Quebec and Maritime Provinces

Mr. Furuya, of the firm of tea importers, Furuya and Nishimura, visited Montreal this week. He is on his yearly visit to this country.

The grocery store of P. Denault, 106 Laurier avenue east, was broken into late on Friday night, Feb. 26, and over \$2,000 worth of groceries and liquors stolen.

The Atlantic Sugar Refineries, Limited, of Montreal and St. John, are now in operation. Their sugar is already in the hands of wholesalers and many retailers. The Atlantic company's plant is situated at St. John, N.B., but the executive headquarters are in Montreal.

A new by-law has been passed by the St. John, N.B. city council regulating the weight of bread to be sold by local dealers. The minimum loaf which can now be sold in the city, must weigh one pound and a half at least, but there are no restrictions against the larger loaves which some dealers have been handling.

Retail grocers of St. John, N.B., co-operated with a committee of some 350 patriotic women, members of the Daughters of the Empire, on Saturday, February 27, in the celebration of Paardeberg Day. It took the form of a "tag day," the ladies working in all parts of the city with small flags and banks by which was raised a good sum of money for patriotic funds. Grocers and other dealers helped in the promotion of the scheme by attractive patriotic displays in their windows, by national trimmings on their horses and delivery wagons, as well as by "dipping down" to help swell the funds.

Organization seems to be the keynote of business with retail merchants throughout New Brunswick these days. The success of the St. John Retailers' Association has spurred dealers in other parts to unity, and Newcastle, N.B., is one of the latest towns to fall in line. George Stables has been elected president, Mayor C. J. Morrissy, first vice-president, H. R. Moody, second vice-president, C. P. Stothart, secretary, and D. W. Stothart, treasurer. I. Macdonald, of St. John, travelling secretary of the Retail Merchants' Association of Canada, organized the new branch, assisted by Stafford Williamson, of Newcastle, who is home on a visit from Regina,

where he helped two years ago in the organization of a similar body and was its first secretary. The charter of the Newcastle branch is encouraging.

Ontario.

Arthur Bell, grocer, Hamilton, Ont., has sold to W. H. Nichols.

J. W. Kelly, grocer, Cornwall, Ont., sustained a fire loss recently, insured.

The store of the National Railway Association at Fort William, Ont., has been closed.

J. G. Murdock, of Murdock & Cameron Co., general merchants, Lacknow, Ont., died last week.

Finlay, Glover & Nicholas, general merchants, Port Stanley, Ont., are succeeded by Finlay & Nicholas.

T. L. Payne, Warsaw, Ont., has disposed of his grocery stock to Mrs. G. Bullock, recently in the same business in Lakefield, Ont.

The new quarters of the Retail Merchants' Association in Toronto at the corner of McGill and Yonge streets, will likely be formally opened about March 15th.

Neil Carmichael, a grocer in Toronto, on Yonge street, just south of the north Toronto tracks, is moving to a store some six doors south of his present location.

A movement is on foot among some of the business men of Preston, Ont., to organize a Business Men's Club, and a committee of merchants has the matter in hand.

The Simcoe, Ont., branch of the Retail Merchants' Association met this week to discuss the Thursday half-holiday question, and the making of final arrangements for a Dollar Day.

R. Doyle and Eric C. Jamieson, organizers for the Retail Merchants' Association were in Ottawa last week on organization work and held a meeting at which the difficulties of the grocery trade were ventilated.

A winding-up order has been granted in the case of J. W. Bowman & Co., wholesale grocers, Toronto, and also in the case of the Household Cooperative Stores, Limited, with which the former firm was connected. The stores are to be closed and the stock disposed of.

After 25 years in Toronto in the wholesale produce and commission business, for over 20 years of which they

were located on Front street east, Willard & Co., Ltd., have disposed of their business to Gunn's, Ltd., who took possession on March 1st. Willard & Co., were established about 1890 and incorporated in 1910.

Fire smouldering in the grocery store of J. A. Gillet, Aylmer, Ont., was discovered one morning by Mr. Gillett, and extinguished before any serious damage was wrought. The asbestos covering on a steam pipe was at a red heat, and had already set fire to some boxes touching it. Mr. Gillett detected the odor of smoke, and investigating the source, discovered a small blaze.

Western Canada.

F. W. Smith is opening a general store in Weyburn, Sask.

Hill & Recknell, general merchants, Plunkett, Sask., have sold to S. Bookhalter.

Robson, Cochrane Co., general merchants, Manitou, Man., are succeeded by the A. Cochrane Co., Limited.

The Winnipeg branch of the Retail Merchants' Association are urging the city council to abolish the business tax against them.

The Saskatchewan branch of the Retail Merchants' Association have begun the publication of a monthly paper dealing with the work of the association.

Secretary E. M. Trowern, of the Retail Merchants' Association of Canada, intends attending the annual convention of the Saskatchewan branch in Saskatoon during the second week in May.

At a meeting of the Regina, Sask., Retail Association held lately a resolution was passed aimed at protecting the retail merchants from fake advertisement schemes. Regina retailers intend pushing a campaign against fake advertising and made a start by the passing of the following resolution at their meeting:—"That a committee be appointed to first examine and approve or disapprove of all advertising schemes and that no member of the association sign or take a contract for any of the above until same has passed this committee. And further that no donations or subscriptions be made by any member of the association unless the same has been passed on by this committee, excepting to churches, patriotic and charitable institutions such as the hospital, orphanage, etc."

Shelled Walnuts Advance

In Both Markets—Difficult to Get Labor in France—Cream of Tartar Higher—Teas Up a Quarter of a Cent in London—Prunes in Strong Position; Supplies Very Light—General Trade is Picking Up.

Office of Publication, Toronto, March 4.

THE situation in the flour market is still interesting, though we are not just now treated to a picture of a soaring market. The breaks in wheat on both the Chicago and Winnipeg Exchange make for temporary weakness in flour. The big factor is, of course, the likelihood of wheat getting through the Dardanelles. Latest reports seem to favor an early date for this. Sixty-five million bushels of Russian wheat would naturally bear the market here and over the border considerably. Even the possibility has done so during the last few days. Flour men contend, though, that their prices have never been figured on the outside prices of wheat. This is an important point. At present, therefore, they do not feel justified in reducing quotations. Meanwhile many a farmer sits tight, and apparently the possibility of a lot of Russian wheat saving the situation from the public's point of view has no terrors for him. He won't sell his wheat at less prices till he's got to. The farmer—particularly the Ontario farmer—is from Missouri, if it isn't a paradox to say so. It is by no means sure that flour prices are going to get cheaper yet.

New laid eggs are down considerably. Doubtless the hen has seen the Government's slogan: "Patriotism and Production," and is imbued with the necessity of doing her duty. Right along now we should see easier prices on new laid, and neither retailers or consumers will complain. United States storage eggs are coming into our markets in quantities. Evidently they fear no tariff across the line.

There is considerable discussion in Montreal as to whether or no coffee should be exempt, as is tea, from the new duty. Coffee men are said to feel aggrieved about it, and some are certain the tax will be taken off. This is problematical. One view is that instead of the duty being taken off coffee, Hon. Mr. White will come like a thief in the night—metaphorically, not literally—and put a tax on tea, when stocks are considerably lower than they are now. This would level things up, and from the Minister's point of view would be killing two birds with one stone.

Bakers are said to be cutting down their cake output, and they are talking freely of raised prices. Flour of course is costing them more. So is peel and the like. It is said, too, that bread will generally, be increased in price, though the situation there will doubtless hang fire until it is seen just what turn the flour market will take. What a lot depends upon the British gunners making good on the Dardanelles!

Cocoa is very high, and firm. Italy and France and England are all buying heavily. The latter two countries were prohibited for some time, but they have come back into the market, and prices—according to Trinidad advices—have materially increased. Unofficially we learn that prices have advanced 80 per cent. in New York in one month. One Canadian firm has put up its quotation, and an all-round advance looks likely, so that it would seem to be horse-sense for the retailer to buy what cocoa he needs right now.

Oysters have advanced about ten cents, and the increase is solely due to the new duties. This advance has come towards the end of the season when quantities are sold. Most banquets and so forth are over now, and the demand is not so large.

Tea is a centre of interest just now. There seems to be no let-up in the advancing tendency exhibited by both the Colombo and the London auctions. Tea is higher in Colombo than it has ever been. Tea men here must advance prices very soon. Indeed, one concern has already increased their prices in territory west of Winnipeg and it seems pretty certain that others will have to follow suit. If there is a tax on tea on top of higher prices the public is going to feel it. And, as we pointed out some time ago, the task of explaining just why tea will cost more will be up to the retailer.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Winter wheat flour lower.
No changes in feeds.
Advance in corn flour.
Rye flour expected to go up.
Rolled oats quiet.

PRODUCE AND PROVISIONS—

Butter up several cents.
New laids drop two cents.
Live ducks firm at 20-22c.
Compound lard going at 9½c.
Selects off the market.
No change in cheese prices.

FRUIT AND VEGETABLES—

Malaga lemons off the market.
Pineapples quoted at \$5.
Florida celery in at \$3.50.
Bahamas tomatoes in; are poor.
Cucumbers advance to \$2-\$3.

FISH AND OYSTERS—

Mild weather quietens things.
Canned fish moving better.
Codfish market climbing up.
Tomcods take a dip to \$1.
Smelts down to 9c per lb.

GENERAL GROCERIES—

Advance in molasses to 45c.
Bean market still easier.
Marked scarcity of black tea.
Shelled walnuts market firm.
Pea crop very disappointing.
All dried fruits scarcer.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Break in wheat market.
Flour temporarily weak.
Demand for split peas.
Bran and middlings advance.

FRUIT AND VEGETABLES—

Small lettuce in.
Cranberries weak.
Strawberries for 30c.
Cucumbers in demand.

FISH AND OYSTERS—

Fresh whitefish cheap.
Pickrel selling well.
Oysters advance.
General trade good.

PRODUCE AND PROVISIONS—

New laids lower.
Demand for duck.
Butter very firm.
Cheese and butter exported.

GENERAL GROCERIES—

Shelled walnuts higher.
Cream of tartar up.
Cocoa very strong.
Tea advanced again.

QUEBEC MARKETS.

Montreal, March 4.—One of the largest wholesale houses here reports that their business is equal to what it was at this period last year. They had two failures in February for the City of Montreal, and consider they got off exceptionally well for a month which is notorious for its failures.

The head of this house, speaking on general conditions, stated that the upsetting of business which occurred at the outbreak of war has disappeared, and are now back in good shape commensurate with the business situation. Merchants are using all kinds of caution, he said, making their purchases from hand-to-mouth. This he considered right, as caution should be one of the merchant's first considerations these

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days, both in buying and selling. Wholesalers were inclined to be just as cautious in selling, and would rather the merchant did purchase oftener and in smaller quantities.

Affairs in Turkey are exerting an important influence on the grocery trade. Both wholesalers and retailers are exercising the utmost caution with regard to flour and cereals, which are liable to be affected by changes in the wheat and oat markets brought about by the operations of the allied fleet in the Dardanelles. These operations affect tea, as Russia is now in that market. Several other lines are affected.

Important price changes which have taken place recently are advances in shelled walnuts and molasses. The latter is now quoted at 45c on the Island of Montreal, although merchants wishing to buy at warehouse can purchase for 42c. Merchants in the country can also buy at 42c. Wholesalers claim they cannot take the risk of delivering to grocers' cellars within the city limits for less than 3c per gallon extra. A remarkable advance took place in the primary market for shelled walnuts. Wholesalers are being asked much higher prices than retailers are paying. As orders have been booked ahead, it is not likely that retailers will be asked any higher prices just now. Many wholesalers are avoiding soup peas this year owing to difficulty in securing peas that can be guaranteed boilers. In cases where peas have not given satisfaction they are being returned, and the returns have assumed serious proportions. Beans continue easy, wholesalers paying 20c per bushel less than they did a month ago.

After a week of heavy business, fish dealers report a marked falling off, partly owing to milder weather. Cold weather having returned, business should pick up again. Lower prices are asked in several lines, including Gaspe salmon, sockeyes and Cohoes, smelts and tom-cods, the last having taken a big dip due to over-supply.

In the vegetable market, there are cheaper tomatoes from Bahamas, and cheaper celery from Florida. Pine-apples are costing more, as they are arriving by express to avoid the frost. Several lines of butter have advanced 2c and 3c per pound.

SUGAR.—The market for raw sugar fell off during the early part of this week, but this is no doubt only a temporary fluctuation. Under these conditions business continues quiet here, and will do until stocks purchased a few weeks ago are cleaned up. There do not seem any prospects of changes in prices unless a sudden change should take place in the raw market. Prices of cane and corn syrup remain the same.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—		
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—		
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—		
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lump—		
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—		
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—All lines are scarce, and inclined to be high. As nobody bought heavily around Christmas, retailers, unless they bought in anticipation of a duty, will find their stocks running short, and many are facing increased prices due to war tax. Markets in the United States are advancing, irrespective of the Canadian duty. Stocks of prunes have not been so low in Montreal for years, and the market is strong. Currants are costing wholesalers only slightly less than what they are quoting the retailer. Sultanias are scarce and very firm. As regards peels, few people seem to have them, and few seem to want them. Big city bakers are cutting down their cake output about 50 per cent.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 08
Apricots	0 15½
Nectarines, choice	0 11½
Peaches, choice	0 09½
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20
Lemon	0 13¼
Orange	0 13¼
Currants—		
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08½
Dates—		
Dromedary, package stock, per pkg.	0 09
Paris, choicest	0 12½
Hallowee, loose	0 08½
Hallowee, 1-lb. pkgs.	0 08
Figs—		
3 crown, 12 lb. boxes, fancy, layer, lb.	0 15¼
7 crown, 12 lb. boxes, fancy, layer, lb.	0 15¼
6 crown, 12 lb. boxes, fancy, layer, lb.	0 15
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14¼
40 to 50, in 25-lb. boxes, faced	0 13¼
50 to 60, in 25-lb. boxes, faced	0 12½
60 to 70, in 25-lb. boxes, faced	0 12
70 to 80, in 25-lb. boxes, faced	0 11
80 to 90, in 25-lb. boxes, faced	0 10¼
90 to 100, in 25-lb. boxes, faced	0 10
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscateles, loose, 3 crown, lb.	0 08½
Sultana, loose	0 09½
Valencia, selected	0 08
Valencia, 4-cr. layer	0 09
Cal. seedless, 16 oz.	0 11
Seedless, 12 oz.	0 09¼
Fancy seedless, 16 oz.	0 10¼
Choice seedless, 16 oz.	0 10

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

RICE.—It is understood that prices are being quoted on new crop rices, but that orders are difficult to secure on account of high prices and the extra war tax.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 60
"C.C."	3 50
India bright	3 75
Lustre	3 85
Fancy Rices—		Per cwt.
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 80
Snow	5 70
Polished	4 85
Pearl	5 05

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

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

MOLASSES.—The Montreal Wholesalers Guild advanced the price of molasses 2c per gallon last week-end. In doing this they have taken into consideration the fact that the sugar market is fairly strong, and that prices being asked for new crop are very high. With the present condition of the new crop market it is impossible to figure out what molasses will cost laid down here. The fact that planters are insisting on selling f.o.b. West Indies shows how uncertain things are. Planters are unwilling to sell ahead to any extent. They do not think prices quoted equivalent to the market for sugar, and are curtailing the output of fancy. Freight rates to Montreal via St. John are stated at \$6.20 per puncheon, whereas a year ago they were \$2.50 to \$3.50. Sales of two cargoes of choice have been made in Newfoundland at 21½c f.o.b., which works out at around 31½c, with additional expenses. However, Montreal wholesalers are not considering prices. They are waiting for them to drop. As their stocks are sufficient to last them pretty well until the opening of navigation, they can afford to do this. No quotations have yet been received on Muscovadoes. Planters are asking such high prices, it is no use quoting them on this market, as they are prohibitive. They are expected soon, however.

		Prices for Island of Montreal.	
		Fancy.	Choice.
Barbadoes Molasses—			
Puncheons45	.43
Barrels45	.46
Half barrels50	.49

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

Corn Syrups—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04¼
Pails, 3½ lbs., \$1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—		
Barrels, lb., 3½c; ¼ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 65
Maple Syrups—		
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 25
Maple sugar, pure, per lb.	0 13

COFFEE.—The matter of having coffee removed from the list of articles taxed under the budget is still hanging fire at Ottawa, but should be settled this week. There will be some changes, and it is hoped by many that coffee will be among them. It has been affirmed by coffee men that an injustice is being done a big industry—that ten times as much capital is invested in it as there is in the tea industry. The market continues dead, and will do until this blockade ends, after which there will be a demand from Germany and Austria. These are the two big coffee-drinking

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countries. With this market cut off, the market is lifeless.

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

NUTS.—The feature of the market this week is without doubt a sensational advance in shelled walnuts, which are now costing the wholesaler 37c per lb., whereas in January they were being quoted at 24c. The retailer who bought well early in the year, will be in a good position, for, while some wholesalers secured large quantities as low as 26c and 28c, and will no doubt be able to offer them to the trade at reasonable prices, with this remarkable advance, and the additional 2c tariff, the price of walnuts to the retailer must be advanced before long. The strange thing about this advance is that nobody seems to know why it has taken place. There is little change in other lines of nuts, except for slight differences due to difficulties in getting shipments. It is stated that no boats will be coming into Halifax for three weeks. Shelled almonds have been advanced about 1/2c in the primary market, but this is of little importance compared with the big change which has occurred in the market for shelled walnuts.

Almonds, Tara	0 19	0 20
Grenobles, new	0 16	0 16 1/2
Marbots, new	0 15	0 16
Shelled walnuts, new, per lb.	0 34	0 37
Shelled almonds, 28-lb. boxes, per lb.	0 38	0 40
Sicily filberts	0 15	0 16
Pecans, large	0 14	0 15
Brazils, new	0 14	0 15
Peanuts, No. 1, 12 1/2c; No. 2	0 11 1/2	0 12
Peanuts, No. 3	0 10	0 11
Canadian chestnuts	0 12	0 12

SPICES.—Opening of the Dardanelles is expected to make abrupt changes in demands, the effects of which would be far reaching on many staples. Practically no spot black pepper available in primary market. Futures are quiet and unchanged. Recurrence of demand for actual consuming needs in whites and blacks expected this month. Red peppers scarce and high—likely to be higher. Cloves quiet and extremely scarce. Mace in wide demand at firmer prices. Cassias are steady. Local demand for all spices continue steady, with no further changes in price.

	5 and 10-lb. boxes.	1/4-lb. pkgs. dozen.	1/4-lb. tins. lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 23	0 78-1 05	0 31
Cayenne pepper	0 26	1 06-1 21	0 33
Cloves	0 41	1 21-1 31	0 48
Cream tartar—40c.	0 18-0 24	—	—
Ginger, Cochin	0 23	1 00-1 15	0 31
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	1 08-1 25	0 75
Nutmegs	0 25	0 99-1 00	0 31
Pepper, black	0 34	1 15-1 20	0 40
Pepper, white	0 23	0 95-1 20	0 31
Pastry spice	0 16	0 85-1 00	0 30-0 35
Pickling spice	0 21-0 23	—	—
Turmeric	0 21-0 23	—	—

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

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	0 15	0 15
Dutch	0 15	0 15
Cinnamon, China, lb.	0 17	0 19
Mustard seed, bulk	0 19	0 20
Celery seed, bulk	0 38	0 40
Cayenne chillies	0 26	0 31
Shredded cocoanut, in pails	0 26	0 19 1/2

DRIED VEGETABLES.—While the

market is undoubtedly easier for 3-lb. pickers, wholesalers still ask fairly high prices, varying from \$3.25 to \$3.50. A wholesaler turned down a car of beans this week because they did not come up to standard. The grower agreed to take a lower price, which is an indication of the condition of the market. Wholesalers have been paying \$3.10 and higher, but they won't pay that to-day. Still, some of the shippers in Ontario are "bulling" the market, sending out reports that stocks are running down. At present it is having little effect. The pea situation is getting worse and worse. Dealers in the country are returning them to wholesalers, claiming that they will not boil and are hard. Lima beans are down slightly, quotations being 7 1/2-8c.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	3 25	3 25
Yellow eyes, per bushel	3 25	3 25
Lima, per lb.	0 07 1/2	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	5 25	5 25
Barley, pot, per bag	3 00	3 00
Barley, pearl	4 50	4 50

TEA.—A variety of conditions affect the market. Firstly, it is believed that with Russia in the market for tea, and with a possibility of her getting it through the Dardanelles, the market will be influenced to a marked extent. Then there are those who are positive that our Government will spring a surprise one day in the shape of a war tax. One hears on every hand of wholesalers being very short, and of sales being made. They realize, however, that retailers all over the country must be well stocked, and that these are likely to last until new crop arrives. A traveler for a Japanese house, recently returned from the West, reports that import orders are coming in satisfactorily. The local market for blacks is very strong. Wholesalers are offering Ceylons from 22c to 35c. What large stocks of Japan teas are held in Montreal are in the hands of one or two who speculated. For Japan and China greens the market is perhaps a little dull, as in neither of these grades is there more than ordinary supply.

CANNED GOODS.—During the opening week of Lent the demand for canned fish was excellent, indicating that retailers are not overloaded. Salmon and sardines went particularly well. While the price of lobsters is lower than it was, it is still a luxury on the table. The following prices are being quoted to the trade for lobsters:—

Lobsters—	
1/4-lb. flat tins	1 70
1/2-lb. flat tins	2 00
1-lb. tall	5 80
1-lb. flats	5 85

People in the Province of Quebec are buying canned peas better than tomatoes and corn. This is because French peas are getting scarce and high in price. A prominent Montreal wholesale grocer

was asked for his opinion on the canned goods situation. He said:

"There is a plethora of canned tomatoes. It is the one article which gives us most annoyance because of this over-abundance. The crop for the past two years has been large, and there is a large quantity on the market. The situation is unprecedented, and this condition makes the market sluggish. Tomatoes cannot very well be reduced in price; there is no ground for it. There are well known brands, which meet with public favor, and the quality is of the best. Therefore we can get the price for them, notwithstanding brands which sell for lower prices.

"As for the solution of the difficulty, I see it here: it is impossible that for three years in succession the market should be over-abundant. When this shortage occurs, which I believe it will this year, the market will regulate itself, and things will be on a proper basis.

"As for peas and corn, we have not so much cause for complaint."

An advance is announced in the price of canned apples. Three-pound tins are now 85-87 1/2c per dozen, and 1-gallon tins are \$2.27 1/2-2.30 per dozen, the latter being an advance of 25c per dozen.

ONTARIO MARKETS.

Toronto, March 4.—There is little of outstanding interest from the news standpoint in the markets this week, except it be that the general feeling on the street is more hopeful and more worth while. Spring orders show a decided improvement in number again this week, though they had a temporary setback the week previous. Decidedly the process of readjustment has set well in. Times are incomparably better for wholesaler and retailer alike than they were 'way back in August. The fact is, the community is shaken up and shaken down to a proper system of fundamentals. Business turnovers may be less, but they bear, now, a far more rational proportion to expenses. There has been a steady-up process which never came until the war brought it, despite the fact that this country knew for a year and a half what it was to find business getting gradually worse.

Speculation is a word which has been in everybody's mouth since the Neolithic Age as a splendid scapegoat. Nevertheless, it is the reason to a marked extent for a sort of mushroom prosperity which, like the mushroom, is short-lived. This spirit of speculation is almost entirely absent now. Large orders are more or less unknown—certainly they are of nothing like the magnitude that we knew before last August. Demand is steadier, more consecutive, more regular. And, for this particular kind of business sea, the man who navigates with

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an overplus of caution is better than he who throws carefulness to the winds. "Small orders placed often" is the unconscious slogan of retailers and most wholesalers. And whatever may be said of it as a general business policy, it is certainly the best one for this unusual period.

Money would appear to be a little more plentiful, and there is a disposition on the part of retailers to fulfil their obligations more promptly. Wholesalers testify to this, particularly in the case of the country grocers, though city collections will still stand some improvement without the merchants being very much upset.

Tea continues to advance. London registers another farthing increase this week, while Colombo—at the time of writing—is higher than tea men have ever known it. Tea will therefore likely have to advance, and retailers may just as well face it. Just how the increase is going to be divided is a question which will not be decided until necessity arises. The whole situation hinges absolutely on the duration of the war. Tea is high at present, very high, and shows no sign of slackening. To all intents and purposes it is a permanent state of affairs—as distinct from a mere flash in the pan—and the only thing that can lower prices is the end of the war, which will obviate and remove the cause of the trouble. It would appear to be good advice to retailers to buy as well as they can now, consistent with the knowledge that an overplus of tea on their shelves is not to be desired from the point of view of quality.

Dried fruits are all firm, and would all be considerably higher if importers were low-stocked and had to buy to-day, because prices in the primary markets have firmed and advanced considerably. But most importers and merchants don't need to buy, and that is the salvation of the retailer. He is getting dried fruits as cheap as he is, simply because, by good fortune or good management, importers and merchants happened to buy at advantageous prices some time ago.

SUGAR.—The market is quiet and steady. Demand is hand to mouth, which is a natural consequence of the heavy buying—comparatively—which went on on account of the tariff forecasts. Raws are a little easier, and an advance gets more and more distant, unless something unforeseen happens. The market like that in New York is featureless at present.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
3 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	
	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46

Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	3 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 26
Paris Lump—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46
Barrels granulated and yellow may be had at 6c per cwt. above bag prices.	

TEA.—Teas advanced another farthing at the London auction yesterday. Colombo—at the time of writing—has showed no advance, but as one teaman graphically puts it, "Goodness knows it doesn't need to. It has done enough advancing if it never did any more." Russia continues to be a prominent buyer of Ceylons. The country is so large that any action like the one prohibiting vodka must, in the aggregate, have a very marked effect. The Russian turns from the cup that cheers as well as inebriates to the one that merely cheers. London reports a shortage of something like twenty-eight million pounds. In addition to limited supplies, it is very difficult for teamen this side to gauge the date when they will have the tea they do buy, and freights and war risks and other charges, notably one caused by lack of loading labor at the docks, are making an advance on the part of merchants in Canada unavoidable. So far, such advance has not occurred except in the case of one concern. But it cannot be long delayed—unless some unforeseen factor crops up to relieve the tension.

DRIED FRUITS.—Prunes are stiff, and there are hardly any to be got. Stocks have been reduced until about all that remains to be cleaned up are the 50-60's. All other sizes have practically gone. Prunes would be considerably higher if the stocks had not been bought some time ago, before San Francisco showed such advances as it has registered lately. They couldn't be laid down here to-day at the prices they are selling at. We quote 12 to 12½c for the 50-60's that remain, and understand that in one or two cases a trifle cheaper even than those prices. But there are few to buy, and merchants will not bother to get fresh stocks, which is a good thing from the retailer's pocket point of view. Peaches are moving very slowly. Packers are buying heavily in the primary market. There is a steady demand for package dates at anywhere from 6 to 8½c. Other lines are very dull. Valencia raisins are practically off the market and the primary market is reported to be pretty well cleaned up. Apricots, in which there has been considerable activity here, are firm, and what there are left are in good demand. It is possible that next week will show an advance. Currants have a steady and even demand.

Apricots—	
Standard, 25 lb. boxes	0 13 0 14
Choice, 25 lb. boxes	0 14 0 1½

Apples, evaporated, per lb.	0 07½	0 08
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	
Amalas, choicest, per lb.	0 08	0 08½
Patras, per lb.	0 08½	0 08½
Vostizzas, choicest	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 09½	0 10
Faris, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 08½
Hallowees	0 07½	0 07½
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Choice, 50-lb. boxes	0 08	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09	0 09
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	0 10

NUTS.—A surprise is the primary advance in shelled walnuts. Importers are selling to wholesalers and jobbers at high prices. There are very few on the Street. Buyers can't get supplies forward. Price to importers has been jumped, and at that, nuts are hard to get. One importer gives it as his view that labor is so scarce in France that men to crack the nuts can't be got, and if they are, there seems to be hardly any transportation facilities. France is bad enough at any time in this regard, but it is bad indeed just now. That may be the reason for the increased prices. On the other hand, one would think that with such conditions, exporters in France would have such large stocks on their hands that they would be glad to get rid of them fairly cheaply. Other lines show little change, except in the case of shelled almonds, where the range is tightened somewhat, and top price is 40 cents.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 12
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 37	0 40
Filberts	0 11	0 12
Peanuts	0 11	0 11½
Pecans	0 58	0 62
Walnuts	0 38	0 40

SPICES.—All spices are firm still, and when new stocks have to be bought most lines will show the increase necessitated by the additional duty. So far pre-budget prices obtain generally. Cream of tartar shows an increase however. Outside price is now 45 cents instead of 40. It is very scarce. The fighting in the Champagne district in France renders exports problematical, and stocks in Canada are very low. Higher prices on peppers and ginger may come in near future.

Spices—		Compound,	Pure
		per lb.	per lb.
Allspices, ground	0 10	0 10	0 15
Allspices, whole	0 10	0 10	0 15
Cassia, whole	0 21	0 21	0 26

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Cassia, ground	0 14-0 16	0 21-0 26
Cinnamon, Batavia	0 35-0 40	0 35-0 40
Cloves, whole	0 28-0 33	0 28-0 33
Cloves, ground	0 18-0 22	0 28-0 35
Cream of tartar	0 25-0 35	0 40-0 45
Curry powder		0 35
Ginger, Cochin	0 14-0 17	0 20-0 23
Ginger, Jamaica, ground	0 17-0 20	0 24-0 27
Ginger, Jamaica, ground	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole		0 24-0 27
Ginger, African, ground		0 18
Mace		0 80-1 05
Nutmegs, brown, 64s, 52c; 80s, 42c;		0 30
100s		0 30
Nutmegs, ground, bulk, 45c; 1 lb.		0 50
tins		0 22-0 25
Pastry spice		0 19-0 22
Peppers, black, ground	0 14-0 18	0 20-0 22
Peppers, black, whole		0 20-0 22
Peppers, white, ground	0 19-0 24	0 30-0 33
Peppers, white, whole		0 30-0 33
Pickling spice		0 15
Turmeric	0 18-0 20	

MOLASSES.—High prices for new molasses now seem pretty well assured. They are assured even without a long continuation of the war, and doubly so in that eventuality. Opening prices at Barbadoes some time ago were 23½¢ per wine gallon. This dropped a couple of cents, but even at that, delivered on this side the price would be around 35¢ a gallon. This compares with 17½¢ last year and 21¢ the year before. There is, however, considerable buying of molasses, accompanied by a feeling that we shall see higher prices in the local market. So far, Montreal's advance of 2¢ has not been duplicated here.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	2 65	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, ½ doz. in case	2 90	
20 lb. tins, ¼ doz. in case	2 85	
Barrels, per lb.	0 03%	
Half barrels, lb.	0 040	
Quarter barrels, lb.	0 04%	
Pails, 38½ lbs. each	1 95	
Pails, 25 lbs. each	1 40	
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
¼ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.		0 12%
Maple Cream Sugar—		
24 twin bars		1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 90

COFFEES.—Situation is firm, although there is only a fair demand. But it is known that prices must advance shortly. Just as soon as importers have to get fresh supplies they will have to cover the additional duty. At present they are fairly well stocked. Mochas are already up a cent, but they were firm, apart from any influence of the tariff. Maracaibos show an increase of a cent too.

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

RICE AND TAPIOCA.—There is no new feature. All are remarkably firm, and an advance in most lines cannot, it is thought, be long delayed.

Rice—		
Rangoon "B," per cwt.	3 48	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	
Patna, fancy	0 07%	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07%

Seed, per lb. 0 06 0 07½
Sago, brown, per lb. 0 06½ 0 06½

COCOA.—Reports from New York and from Trinidad direct indicate that cocoa, high as it is, is liable to be higher, because there is such a big demand. The United Kingdom and France have resumed their places as buyers, and Italy is said to be buying heavily too. Market is in a very strong position, and there may be a general advance in prices to the retailer.

MANITOBA MARKETS.

Winnipeg, March 4.—During the week many imported lines have been advanced by the Winnipeg wholesalers to the extent of the new war duty. This figures out about a 5 per cent. advance all round on the selling price.

Apart from these advances, the market has been rather quiet—rice, beans, and evaporated apples showing perhaps the most activity.

SUGAR.—No change has come during the week. The raw market is steady, but it is still thought by many students of this market that an upward movement in prices may come during March.

Corn Syrup is steady in price. It must be remembered, however, that if news of the Dardenelles forts being destroyed should bring about a rapid reduction in grain prices, corn would be almost certain to fall off in sympathy, in which case there would certainly be no further advances in syrups or corn starch.

Sugar, Eastern—	Per cwt. in sacks.	
Standard granulated	7 35	
Extra ground or icing, boxes	8 20	
Extra ground or icing, bbls.	8 00	
Powdered, boxes	8 00	
Powdered, bbls.	7 80	
Hard lump (100-lb. cases)	8 30	
Montreal yellow, bags	6 95	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 25	
Halves, 50 lbs., per cwt.	6 25	
Bales, 20 lbs., per cwt.	6 30	
Powdered, barrels	6 55	
Powdered, 50s	6 90	
Powdered, 25s	7 20	
Icing, barrels	7 10	
Icing, 50s	7 25	
Icing, 25s	7 25	
Icing, pails	7 15	
Cut loaf, barrels	6 95	
Cut loaf, 50s	7 20	
Cut loaf, 25s	7 45	
Sugar, British Columbia—		
Extra standard granulated	7 35	
Bar sugar, boxes	7 80	
Bar sugar, bbls.	8 00	
Icing sugar, bbls.	8 00	
Icing sugar, boxes	8 20	
H. P. lumps, 100-lb. cases	8 30	
H. P. lumps, 25-lb. boxes	8 55	
Yellow, in bags	6 95	
Corn Syrup—		
2s, per case 2 doz.	2 73	
5s, per case 1 doz.	3 13	
10s, per case ½ doz.	3 01	
20s, per case ¼ doz.	3 02	
B. C. Cane Syrups—		
2½-lb. tins, 2 doz. to case, per case	3 15	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, ½ doz. to case, per case	3 30	
20-lb. tins, 3 tins to case, per case	3 25	

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

Molasses—	Per gal.	
Barbadoes	0 53	
New Orleans	0 34	
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.	5 40	
Imperial ½ gals., 1 doz.	5 55	
New, pure, ¼ gal. case	9 00	
New, pure, ½ gal. quarts, case 2 doz.	9 70	
New, pure, quart bottles, case 2 doz.	9 75	

DRIED FRUITS.—The market on evaporated apples is considerably higher.

They are becoming harder to get each day. Some evaporators are asking as high as 7½¢ f.o.b. Ontario, which would make the price in Winnipeg about 9¢. This price is likely to prevail after the present stock is exhausted.

California market in all fruits is stronger, and the demand is heavy, especially for peaches. At present these are low in price—in fact, they are the only really cheap-priced fruit available. Prunes are stronger with normal demand.

Apples, evaporated, new, 50's	0 08	
Apples, evaporated, new, 25's	0 08½	
Apricots, choice, 25's	0 12	
Apricots, choice, 10's	0 13	
Apricots, standard, 25's	0 11½	
Currants—		
Dry clean	0 08	
Washed	0 08½	
1 lb. package	0 08½	
2 lb. package	0 17	
Vostizzas, bulk (washed)	0 10%	
Dates—		
Hallowee, loose, per lb.	0 07%	
Hallowee, 1 lb. pkgs.	0 07%	
Fard dates, 12-lb. boxes	1 15	
Peaches—		
Standard, 25-lb. boxes	0 06%	
Choice, 25-lb. boxes	0 07%	
Choice, 10-lb. boxes	0 06%	
Raisins, Valencias—		
3 crown, loose, 25's	0 08½	
3 crown, loose, 50's	2 45	
Fine selected	2 45	
Four crown layers	2 45	
Raisins, Sultanas—		
Corinthian Giants	0 13%	
Superfine	0 12%	
Finest	0 11%	
Fine	0 10%	
Raisins, Muscatels—		
Choice, seeded, lb.	0 09%	
Fancy seeded, lb.	0 09%	
12-oz. packages, fancy	0 08	
12-oz. packages, choice	0 07%	
Prunes, in 25-lb. boxes—		
90 to 100	0 08%	
80 to 90	0 08%	
70 to 80	0 09%	
60 to 70	0 10	
50 to 60	0 10%	
40 to 50	0 11	
Table Layer Figs—		
7-crown, 3-lb. boxes, per lb.	0 15½	
6-crown, 10-lb. boxes, per lb.	0 13%	
5-crown, 10-lb. boxes, per lb.	0 12%	
4-crown, 10-lb. boxes, per lb.	0 11%	
3-crown, 10-lb. boxes, per lb.	0 11%	
Glove boxes, per doz.	1 70	
Cooking figs, taps, about 25 lbs., lb.	0 05%	
Cooking figs, choice: naturals, 25-lb. bags, per lb.	0 05%	

TEAS AND COFFEES.—No further price changes in tea. Coffee market shows an uncertain tendency. Standard is ¼¢ cheaper on the primary market, due perhaps to smaller demand from Europe. There seems little certainty to this market.

Coffee—	Per lb.	
Rio, No. 5, green	0 16	
Rio, roasted	0 19	
Santos, green, No. 4	0 18%	
Santos, roasted	0 25	0 26½
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Broken orange and orange	0 40	0 50
China—		
Fine Keelun	0 50	0 60
Good Packlung		0 35
Common moning		0 25

RICE AND TAPIOCA.—Not so much because of advances on the primary market as because of tariff changes, rice has been advanced in price. No. 2 Japan is now up ½¢ and Siam from ¼¢ to ¾¢. Tapioca remains steady.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 04½	0 05½
No. 2 Japan, per lb.	0 04½	0 04%
Siam, per lb.	0 04	0 04½
Patna, per lb.	0 06½	0 06%
Carolina, per lb.		0 08

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Sago, pearl, per lb.	0 05
Tapioca, pearl, per lb.	0 04½

NUTS.—The market is very quiet. No changes in price.

Nuts—	Per lb.
Brazil, new stock	0 13
Parragona almonds	0 19
Peanuts, roasted Jumbos	0 12½
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 13
Stilly filberts	0 12½
Almonds, unshelled	0 17
Shelled almonds	0 40
Shelled walnuts	0 32

BEANS.—A moderate supply of beans is being secured, but it is necessary to pay the high price asked by the Ontario growers, so quotations have tended to stiffen locally. The demand for beans continues strong both from Europe and from the United States. It is very reasonable to assume that beans will go still higher before the new crop comes on in November. Some well-informed merchants consider the bean crop will be cleaned up entirely early in the summer. It seems certain that even at the present high prices, beans are good buying. They can hardly go lower until November.

Beans—		
Canadian, hand-picked	3 85	3 95
3-lb. pickers		3 55
California Lima Beans—		
Bag lots	0 08	
Less than bag lots	0 08½	
Barley—		
Pot. per sack, 95 lbs.	3 05	
Pearl, per sack, 95 lbs.	4 30	
Peas—		
Split peas, sack, 95 lbs.	5 75	
Sack, 40's	2 90	
Whole peas, bushel	2 75	

WINNIPEG.

FLOUR AND CEREAL.—Though wheat has dropped somewhat lower on the Winnipeg market, no change in the price of flour has come, and no lower prices need be expected unless wheat drops below the \$1.50 mark. There is a good deal of uncertainty as to what will occur following the news that the forts on the Dardanelles have been destroyed by the Allies. Should the straits be forced and Constantinople fall, it would release some Russian wheat, providing the Russians will be willing to let this go. Should the Russian wheat come through, the demand from Europe will, of course, be reduced and some predict local prices would come down with a rush. There are dealers closely in touch with the local market, however, who contend that the demand of the Canadian millers is certain to be heavy enough to keep prices high at the present time. They do not look for any material reduction in price.

Oats are a good deal easier. Millers are now being able to get all the oats which they need for milling. The Government is also buying these oats, but the demand for this line as cattle feed has fallen off. Much corn is being brought in to take its place.

The expectation is that very large quantities of corn will be imported this year, thus the oat situation is practically certain to be relieved.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 10
Low grades	5 10
Roller oats, 80's	3 50
Standard oatmeal, 95 lbs.	4 15
Cornmeal, 95's	2 50

SASKATCHEWAN MARKETS.

REGINA, March 4.—With predictions for a big 1915 crop in Saskatchewan, all eyes are being turned to the land. From those who have travelled up and down the province, it is learned that all conditions point to an early opening of spring, and farm work. Greater areas of land are being prepared for spring seeding than ever before.

New eggs are coming in more freely, and are quoted at 40 cents. There is a fair demand for dairy butter, particularly No. 1 stock. Cheese is firm at 20 cents, probably the highest figure on record, at least for some years back. This may be due to large quantities having been shipped to European countries, and there may be a heavier demand at home. All lines dried fruits are firmer. Prunes 70 to 80 25's are at 10½c. Apricots, peaches, raisins and other lines show slight advance. Rice is firmer.

An advance of 7½ per cent. has taken place in practically all lines coming in from the States, this being on account of the increase in duty. This includes canned meats, ketchups, and similar lines.

Produce and Provisions—		
Butter, creamery, per lb.	0 33	
Butter, dairy, No. 1	0 24	
Cheese, per lb., large	0 20	
Eggs, storage, 29c; new laid	0 40	
Lard, 3's, per case	7 25	
Lard, 5's, per case	7 10	
Lard, 10's, per case	7 10	
Lard, 20's, each	2 55	
General—		
Beans, Ontario, per bushel	3 50	
Japanese, per bush.	3 75	
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	0 52	
Cocanut, lb.	0 20½	
Cornmeal, ball	3 12	
Evap. apples, 50's	0 08½	
Flour, 95's	3 95	
Potatoes, N.B., per bush., 85c; Ontario	0 30	
Roller oats, ball of 80 lbs.	3 50	
Onions, Val.	6 25	
Oysters, per gal.	2 50	
Rice, per cwt.	3 75	
Sugar, standard, gran., per cwt.	7 44	
Sugar, yellow, per cwt.	6 40	
Walnuts, shelled, 54c; almonds	0 53	
Canned Goods—		
Apples, gals., case	1 35	
Broken beans, 2's	2 05	
Beans	2 28	
Corn, standard, per 2 dozen	2 28	
Peas, standard, per 2 dozen	2 28	
Plums, Lombard	2 15	
Peaches	3 21	
Strawberries and raspberries	4 05	
Tomatoes, standard, per dozen	2 40	
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, ½'s	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 35	
Cranberries, per bbl.	7 75	
Grapefruit, per crate	4 50	
Sweet potatoes, per crate	4 50	
Lemons	4 50	
Oranges	3 25	
Dried Fruits—		
Apricots, per lb.	0 12½	
Apples, per lb.	0 07½	
Currants, per lb.	0 08½	
Prunes, 70-80, 25's, lb.	0 10½	

ALBERTA MARKETS.

By Wire.

Edmonton, March 4.—Confusion still exists owing to the new duties. A number of articles have been sold in the trade at less money than the cost necessary to replace them. Trade has not

adjusted itself yet. Country trade continues good, and city trade is showing a certain amount of revival, probably owing to the weaker going to the wall earlier in the game. Demand for flour and sugar are slow on account of uncertain market. Tea is in great demand, anticipating higher prices. Cheese has increased to 19c to 20c. Butter, creamery, has advanced 1c., and dairy No. 1 is higher. Lards are also higher. No changes are reported in general provisions, canned goods or fruit.

Produce and Provisions—		
Cheese, per lb.	0 19	0 20
Butter, creamery, per lb.	0 35	
Butter, dairy, No. 1, 26-28c; No. 2.	0 23	
Lard, pure, 3's, per case	7 95	
Lard, pure, 5's, per case	7 90	
Lard, pure, 10's, per case	7 80	
Lard, pure, 20's, each	2 58	
General—		
Beans, Ontario, per bushel	3 60	3 75
Beans, Japan, per bush.	3 90	
Coffee, whole roasted, Rio	0 16	0 16½
Evaporated apples, 50's	0 08½	0 09½
Potatoes, per bush.	0 65	0 70
Roller oats, 20's, 91c; 40's	1 78	
Roller oats, ball, \$3.90; 80's	3 50	
Flour, 95's	4 00	4 15
Rice, per cwt.	3 90	
Sugar, standard gran., per cwt.	7 90	8 00
Sugar, yellow, per cwt.	7 25	
Canned Goods—		
Apples, gals., case	1 50	
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	2 16	
Plums, Lombard	2 25	
Peaches	3 25	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per dozen	2 50	
Salmon, sockeye, 4 doz. talls, case, 1s	9 50	
Cohoos, 1's, \$5.75; humpbacks, 1's.	4 35	
Fruits—		
Lemons	4 00	

NEW BRUNSWICK MARKETS.

By Wire.

St. John, March 4.—Business continues good with local dealers. Market is, of course, somewhat quiet, with no changes in quotations this week. Flour market is a little easier, with no change. Prices are affected by the allies fleets in the Dardanelles. Dealers expect lower quotations with Russian stocks loosened. Bread prices have advanced to retail at 9 cents. Loaf sugar continues firm, and dealers would not be surprised at higher quotations. Raws have advanced. Molasses is high. Dealers do not look for lower quotations. Beans are unchanged with lower tendencies. General provisions are firm, but eggs are quite plentiful. Butter is in fair supply.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	
Beef, barrel	27 00	27 50
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	25 25	28 00
Pork, domestic, per bbl.	24 00	25 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 29	0 30
Lard, compound, per lb.	0 11½	0 11½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 18	0 18½
Flour and Cereals—		
Cornmeal, gran.	6 00	
Cornmeal, ordinary	1 90	
No. 1 yellow	8 95	
Flour, Manitoba, per bbl.	8 60	
Flour, Ontario	8 00	
Roller oats, per bbl.	8 00	
Oatmeal, standard, per bbl.	8 50	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 95	
United Empire	6 85	
Bright yellow	6 75	
No. 1 yellow	6 45	
Paris lumps	7 75	
Lemons, Messina, box	7 00	
Beans, hand-picked, bush.	3 75	3 80
Beans, yellow eyes, per bush.	3 95	4 00
Canned pork and beans, per case	2 60	2 90
Molasses, fancy, 44c; Barbadoes	0 39½	0 40
Cream of tartar, per lb., bulk.	0 38	0 41
Currants, per lb.	0 08½	0 09½
Rice, per cwt.	4 75	5 00



Fruit and Vegetables



Apples Firm: Tomatoes Scarce

Few Hothouse Tomatoes Left—Strawberries in Demand — Cucumbers Higher in Toronto — Lettuce Cheaper—Parsnips Advance.

MONTREAL.

FRUITS.—Since the budget came down, the orange market has had a firmer tone. Some houses are asking \$3 for all sizes of California navels, but larger sizes can probably be purchased lower than this. We were quoted 2.50 for 96 size early this week. There is a fair demand. Spies and russets enjoy best sales for apples. The latter are said to be firm, as high as \$5, being quoted, but No. 1's should be available at 4.50. Extra fancy McIntosh reds are offered in boxes at 2.25 per box. First-class Baldwins and Ben Davis are quoted 3.75. A poorer quality is quoted at 3.25. Malaga lemons are all gone, and have in many cases been cleaned up at a loss. Messina lemons continue at old prices—2.50-2.75. The demand for cranberries is poor. Pineapples are coming in by express, bringing \$5.00, and are costing 1.00 per crate to bring in. Less complaints of frozen pines are heard. Pears continue high, and peaches are still too high for the average grocer.

Apples—	
Baldwins, No. 1, bbl.	3 50
Spies, No. 1, bbl.	4 00
Russets, No. 1, bbl.	4 50
Fameuse, No. 1, bbl.	6 00
McIntosh Reds, No. 1, bbl.	6 00
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate	2 25
Cocoanuts, sack	3 75
Cranberries, bbl.	5 00
Grapefruits, case	2 00
Grapes, Malaga, keg	5 00
Grapes, Belgium hothouse, lb.	1 25
Lemons—	
Messina Verdelli, extra fancy, 300 size	2 50
Oranges—	
Cal Navel, 126-150-176-200-216-250-288....	2 75
Cal., 96-100 size box	2 50
Florida, 176-200-216	2 50
Florida, 126-150	2 50
Mexican, 126-150-176-200-216-250	2 25
Valencias, 714 size, large cases	4 50
Bitter oranges	2 00
Pineapples, case	5 00

VEGETABLES.—Trouble in getting tomatoes is somewhat relieved by the arrival of shipments from the Bahamas, bringing 5.00 per crate. They are not of good quality, being spotted. Grocers are buying both these as well as supplies from California and Florida, the latter being worth 7.00 per crate. Hothouse tomatoes are still scarce and difficult to ripen, worth 35 to 40c per lb. retailers are selling their California and Florida

tomatoes around 30c per lb. Wax and green beans are now quoted at same figure—7.00 per basket. No more artichokes will be on the market until next Spring. Cucumbers are dearer, being worth 2.00-3.00 per doz., the price being up in Boston. Florida celery is quoted 3.50-3.75 crate, the first car having arrived this week. California celery, quoted at 6.00, is better, and crates are bigger. Spanish onions are up again slightly—4.75-5.00—as none are coming in. Other onions are a little cheaper. Rhubarb is slightly cheaper, obtainable now at 1.00 per doz. Spinach is also a little cheaper. Watercress is worth 1.00 per doz.

Beets, bag	0 75
Beans, wax, basket	7 00
Beans, green, basket	7 00
Brussels Sprouts, American, quart	0 75
Cabbage, per bbl.	1 00
Cabbage, red, bbl.	1 25
Carrots, bag	0 75
Carrots, 2 doz.	3 75
Cucumbers, fancy, doz.	2 00
Celery, California, crate	5 75
Celery, Florida	3 50
Horse radish, lb.	0 10
Leeks, doz. bunch	3 00
Lettuce, head, per box	2 00
Curly lettuce, per box	1 75
Mushrooms, basket	1 75
Onions—	
Spanish, per case	4 75
Red, 100-lb. bags	5 00
Yellow, 100-lb. bag	2 25
Parsnips, bag	0 90
Parsley, American, doz. bunches	0 75
Peppers, green, 3/4-qt. basket	0 60
Potatoes—	
Montreal, bag	0 65
New, bbl., 150 lbs.	7 00
Potatoes, sweet, Jersey, hpr.	2 25
Radishes, doz.	0 50
Rhubarb, hothouse, doz.	1 00
Spinach, American, in bbls.	4 25
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 35
Tomatoes, Cal. and Florida, crate	7 00
Tomatoes, Bahamas, crate	5 00
Watercress, American, doz.	1 00

TORONTO.

FRUIT.—Most grapes are pretty well done now. There is a good demand for the Malagas that remain, and these are selling well at \$5 to \$6, top price being most common. Marmalade oranges are up a quarter at \$2.75. Demand is good and is holding out longer and better this year than heretofore. Pineapples from Porto Rico and Cuba at \$5 to \$5.50 are moving fairly well, and in view of their being somewhat in the nature of luxuries, it is taken as an indication that

trade is coming back some. Cranberries are down still more. \$5.50 is average price, but some firms are selling still lower. On the other hand we hear that some lots are fetching \$6.00. Strawberries at 40-50 cents find a fair demand. General trade is better. Tariff did not prove such a bogey after all.

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

VEGETABLES. — Best cucumbers have advanced considerably and \$3.50 is asked and got for them. Hothouse tomatoes are very scarce. Some Texas stuff is fetching \$7.00 a case, and there is good demand at that. Boston head lettuce is down to \$4.00-\$4.50, chiefly the higher price. A smaller hamper fetches \$3 to \$3.25. This is new and good stuff and has already found a good market. Parsnips are up 5c at 65c. Potatoes are somewhat easy: spell of cold weather has not resurrected business again in this line. Ontario potatoes have firmed a trifle in comparison with Delawares. Celery is down to \$4.50 to \$5.00. Demand is weak. General business in vegetables is better. Cauliflower, cabbage and such are benefiting by the post-winter cold.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 40	0 50
Carrots, bag	0 50	0 60
California cauliflower	3 50	3 75
Citrons, doz.	0 45	
Cucumbers—		
Slicing, hothouse	2 75	3 50
Medium pickling sizes	0 35	0 75
Crate	4 00	4 50
Celery, California, case	4 50	5 00

(Continued on page 45.)



Fish and Oysters



New Whitefish and Pickerel

Former Sells Well at 9 Cents—Oysters Have Advanced: Effect of Higher Tariff—Pickerel in Demand—Low Prices for Tom Cods in Montreal.

MONTREAL.

FISH AND OYSTERS.—Trade has resumed its former quietness after the rush which always comes at the opening of the Lenten season. Because of a spell of very mild weather, which continued until the beginning of this week, the fish trade has not improved much. If anything, the demand has been a little lower than previous years. If this weather holds until the end of the season, large quantities of fish should be on the move. Grocers have been buying about the same as usual, their demand for canned fish being above the average, owing to the fact that they did not stock up heavily last year. The cod fish market is climbing up again due to the demand for fried fish increasing. Stocks of frozen fish are ample to meet the demand. On account of good fishing, and an over-supply, tomcods took a dip to \$1 per bbl. this week, which is the lowest price recorded in many years. Other changes include lower quotations for Gaspe salmon, red steel heads, and red sockeyes, which are 11c, 10c and 10c respectively. Red cohoes are down to 9c. Eastern chicken halibut is down to 8-8½c. The demand for shelled oysters has fallen off. The price cannot be made any lower on account of the war tax. Dealers are getting about \$9 per bbl. From now on, the trade may expect to get Canadian oysters from cultivated grounds. These are of good flavor, and bring from \$9 to \$10 per bbl. Bulk oysters keep steady, and prices are unchanged. Lobsters are easier.

TORONTO.

FISH AND OYSTERS.—Oysters are up because of the duty. All merchants have raised prices. Standards are worth around \$1.75 now and selects \$2.50. This line has been more affected by the 7½ per cent. increase in tariff than any other. Demand is falling off somewhat, though this is natural, and not due to the advanced prices. There is a lot of good whitefish just come down from

Saskatoon. It sells now for 9c, and right along ought to get cheaper instead of dearer. Pickerel or dore is coming in again and is selling well at 9 to 10c. This is very popular with Jews, and the general public buys lots of it too, now. Smelts in extra sizes go very well. Lobster at 45c finds a very good demand though it ought to be cheaper. Steak cod is quiet still, and without any reason. It is cheap enough and good stuff. Haddock is booming. There is a lot being sold. Halibut has its usual sale.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07	.10-12
Haddies, 15-lb. and 30 lb. boxes, lb.	.09	.10-12
Haddies, fillets, per lb.	.07	.12
Haddies, Nobe, boneless, per lb.	.06½	..
Herring, Ciscoe, per box	1.40	.12
St. John boters, 100 in box	1.00	1.20
Yarmouth boters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperd herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	.20	..

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.11	.21
Red, steel heads, per lb.	.10	.12-13
Red, sockeyes, per lb.	.10	.10
Red, Cohoes or silvers, per lb.	.09	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.08-.09½	.09
Halibut, eastern chicken, per lb.	.08-.08½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04-.04½	.10-12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.05-.05½	.10
Canadian soles, per lb.	.06	..
Blue fish, per lb.	.16-17	..
Smelts	.09	.18-.20
Herrings, per 100 count	2.65-2.75	..
Round pike	.05-.5½	..
Grass pike	.06	.06½

DRIED AND PREPARED FISH.

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

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 75
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 80	..
Best scollops, imp. gallon	2 25	..
Best prawns, imp. gallon	2 25	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standard, qt. cans, each	0 40	..
Sealed, best select, quart cans, each	0 50	..

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 00	..
Canadian cultivated oysters, bbl.	9 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 20	0 45
Live lobsters, medium and large, lb.	0 30	..
Bottle lobsters, medium and large	0 32	..
Winkles, bush.	2 00	..
Little Necks, per 100	1 25	..

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Carp	0 10	..
Herrings, lake	0 04½	..

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.06½-.09	.09
White fish, small tullibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.09-10
Pike, dressed and headless, lb.	.06-.06½	..
Pike, round, per lb.	.05½-.06	.07-.08
Tom cods, new, per bbl.	1.50	..
Tom cods, new, per bbl.	1.00	..

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	..
Salmon, Labrador, bbls., 300 lbs.	14 00	..
Salmon, Labrador, half bbls., 100 lbs.	7 50	..
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	..
Sea trout, Labrador, bbls., 200 lb.	12 00	..
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	..
Mackerel, N.S., half bbls., 100 lb.	7 00	..
Mackerel, N.S., pails, 30 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 80	3 40
Lake trout, 100-lb. kegs	6 00	..
Quebec sardines, bbls.	8 00	..
Quebec sardines, half bbls.	3 50	..
Tongues and sounds, per lb.	0 07½	..
Scotch herrings, imported, half bbls.	8 00	..
Holland herrings, imp'ted milkers, hf bbls	7 00	..
Holland herrings, imp'ted milkers, kegs	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs.	0 75	0 70-0 80
Lochfyne herrings, box	1 25	..
Turbat, bbl.	14 00	..
Green cod, No. 1, bbl.	..	10 00
Green cod, No. 2, bbl.	..	8 50

WINNIPEG.

FISH.—The local market has been disturbed during the week by a few ears of Saskatchewan fish which have been brought in here, and which, to get a market, have been sold at very low prices. These fish have been inferior in quality, and will not likely remain a factor. It is probable that they will not cause any real change in prices. During the week, however, whitefish was sold at 6c, pickerel at 4c and a little inland trout at 7c; all these prices, of course, were for the Saskatchewan fish. For the Manitoba fish the prices were kept up, the figures quoted below.

No further change has come in the price of oysters. The demand for these has fallen off, but it is though this is more due to the mild weather than to the large advance necessitated by tariff changes.

Despite the mild weather, the orders for fish have, on the whole, been very

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Produce and Provisions



Butter and Cheese Scarce

Supplies of Both Are Very Short—Hence High Prices—American Butter and Cheese for Export—New Laid Lower—Big Demand for Live Ducks.

MONTREAL

PROVISIONS.—Clear fat pork is worth 29.50, and clear pork 27.00, which are the new prices since the addition of the war tax. These prices are being asked by local wholesalers, and they are apparently being paid. Provisions as a whole are moving very slowly. Lower prices are being quoted for heavy short cut mess and heavy clear, for both of which the demand is small, and plenty coming forward. Dealers are asking 10c for compound, although supplies are changing hands at 9³/₄c. Pure lard is so cheap in comparison, the demand for compound is not heavy. Dressed abattoir killed hogs are quoted at 11.50.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Bacon—		
Plain, bone in	0 24	
Boneless	0 23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 16	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 ¹ / ₂	
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 22	
Shoulders, boiled	0 25	
Shoulders, roasted	0 25	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 ¹ / ₂	
Long clear bacon, 80-100 lbs.	0 14 ¹ / ₂	
Flanks, bone in, not smoked	0 15 ¹ / ₂	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	24 00	25 00
Heavy short cut clear		25 00
Clear fat pork		29 50
Clear pork		27 00
Lard, Pure—		
Tierces, 350 lbs. net	0 11 ¹ / ₂	
Tubs, 50 lbs., net	0 12 ¹ / ₂	
Boxes, 50 lbs. net	0 12	
Pails, wood, 20 lbs., gross	0 12 ¹ / ₂	
Pails, tin, 20 lbs., gross	0 11 ¹ / ₂	
Cases, 10-lb. tins, 60 in case	0 12 ¹ / ₂	
Cases, 3 and 5-lb. tins, 60 in case	0 12 ¹ / ₂	
Bricks, 1 lb., each	0 13	
Lard, Compound—		
Tierces, 375 lbs., net	0 10	
Tubs, 50 lbs., net	0 10 ¹ / ₂	
Boxes, 50 lbs., net	0 10 ¹ / ₂	
Pails, wood, 20 lbs., net	0 10 ¹ / ₂	
Pails, tin, 20 lbs., gross	0 10 ¹ / ₂	
Cases, 10-lb. tins, 60 in case	0 11 ¹ / ₂	
Cases, 3 and 5-lb. tins, 60 in case	0 11 ¹ / ₂	
Bricks, 1 lb., each	0 12 ¹ / ₂	
Hogs—		
Dressed, abattoir killed	11 50	

BUTTER. — Market jumped three cents on creamery, being quoted now at 37c. Stocks are getting low, and there is a big demand from the West. Higher prices are likely before the new make comes in. It is estimated that spot stocks amount to between 15,000 and 20,000 packages of creamery, which may not be sufficient to tide over. Prices in

the United States are too high to permit of any being imported, and the additional tariff has made it more difficult still. Dairy butter is two cents higher, prints being quoted 32c, and solids 30c.

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

CHEESE.—Market is strong, as supplies available on spot are small, and there is a good demand. New make is worth 18 to 19 cents.

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

EGGS.—Market continues to show a sharp decline, supplies coming forward more freely. There was a drop of two cents again this week for new laid, and it should not be many days before grocers are able to buy at 30c per dozen. No more selects offering except for a few odds and ends lying around. No. 1's are a cent cheaper—26c.

Eggs, case lots—		
New laid	0 32	
No. 1s	0 26	
Splits	0 20	

POULTRY.—Big demand continues for live ducks, which are bringing 20 to 22c per lb., whereas in December they brought little over half that figure. The Jews cleaned up big stocks of live ducks and fowl for their holidays last week end. From now on, there should be a good demand for fat fowl, as there are no large supplies coming in, and farmers are not anxious to sell as their hens are beginning to lay. Prices will continue high for a month or more. Large live fowl are bringing 18 to 20c. There is about the usual demand for poultry felt at this time of the year, but the Lenten season is bound to have a quietening effect.

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

TORONTO.

PROVISIONS.—There is an easier feeling in the market generally resultant from the falling-off in demand. Market for dressed hogs shows steadiness and a tendency to firm up. Long clear bacon is a quarter of a cent higher. Lard remains easy and quiet.

Hams—		
Light, per lb.	0 16	0 16 ¹ / ₂
Medium, per lb.	0 17	0 17 ¹ / ₂
Large, per lb.	0 14 ¹ / ₂	0 15
Bacon—		
Bacon, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 24	0 24
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15 ¹ / ₂
Shoulders, per lb.	0 13 ¹ / ₂	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13 ¹ / ₂	0 13 ¹ / ₂
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11 ¹ / ₂
Tubs, 60 lbs.	0 11 ¹ / ₂	0 12
Pails	0 12	0 12 ¹ / ₂
Tins, 3 and 5 lbs., per lb.	0 12 ¹ / ₂	0 12 ¹ / ₂
Bricks, 1 lb., per lb.	0 13	0 13 ¹ / ₂
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09 ¹ / ₂
Tubs, 60 lbs., per lb.	0 09 ¹ / ₂	0 10
Pails, 20 lbs., per lb.	0 10	0 10 ¹ / ₂
Hogs—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	10 00	10 50

BUTTER.—Market is very strong. The dwindling of supplies have sent up prices two and three cents during the last couple of weeks. Ontario is particularly short of supplies and is drawing on Montreal. There has been considerable export of butter, and part of this—a good part—has been American. American butter, however, is not coming in much for domestic use. Local demand is very good. Buyers seem to be short stocked.

Butter—		
Creamery prints, fresh made	0 35	0 36
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers'	0 30	0 23

CHEESE.—The easiness shown last week would seem to have disappeared again for the market is very firm at last week's prices. Supplies—like butter—are remarkably scarce. There isn't really enough to supply local wants, much less for export. It is said that American

CANADIAN GROCER

cheese was exported in large quantities last week. Prices on new stuff in April will, from all indications, be very high.

Cheese—		
Old, large	0 19%	0 19%
Old, twins	0 19%	0 20%
New, large	0 18%	0 18%
New, twins	0 18%	0 19%

EGGS.—New lays are coming down now—thirty-one cents is our outside quotation as against thirty-four last week. Moreover, the range is getting shorter. You can't get new lays below 30c, although their top price is 31c. Straights are down, too, to 25-27c. American eggs continue to come in in quantities. The Celestial hen must have put up a kick about her progeny being consumed by Occidentals. We have had no Chinese eggs lately.

Eggs, case lots—		
Strictly new laid, in cartons	0 30	0 31
Selects	0 30	0 31
Straights	0 25	0 27
Trade eggs	0 24	0 25

POULTRY.—Chicken is at last getting scarce. Deliveries have not been so heavy this week. Ducks show some activity. Fowl is worth 13 to 14c. General demand is good.

Fresh Stock—		
Fowl	0 10-0 11	0 13-0 14
Spring chicken, lb.	0 11-0 13	0 15-0 18
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 18-0 20
Turkeys, fancy	0 28-0 22	0 28-0 20
Turkeys, old Tom	0 13-0 15	0 18-0 20
Ducklings	0 08-0 12	0 14-0 17
Ducks	0 10-0 12	0 14-0 17
Geese	0 12-0 13	0 15-0 16

HONEY.—There is no change in this market. Business is quiet.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11 1/4
60 lb. tins	0 12	0 12 1/2
20 lb. tins	0 12	0 12 1/2
5-10 lb. tins	0 12 1/2	0 13
3/4 lb. tins	0 13	0 13 1/2
Comb	2 40	2 50

WINNIPEG.

PRODUCE.—Generally a firm tone is noted to the market, eggs being the only line which shows a tendency toward lower prices. It seems that eggs will go down some cents in the next few weeks. Lard remains at the higher prices set last week. The demand is firm and the supply is limited, and it seems as though further rises may be expected.

Cured Meats—		
Hams, per lb.	0 20	
Shoulders, per lb.	0 15	
Bacon, per lb.	0 25	
Long clear, D.S., per lb.	0 14	
Mess pork, bbl.	23 00	

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

BUTTER.—There is still a scarcity in the East, which has not as yet affected prices in Manitoba. It seems very likely, however, that there will be an advance locally in sympathy. There is no margin of profit on Eastern butter brought here for sale.

Butter—		
Creamery, Manitoba	0 33	0 35
Dairy	0 25	0 29
Cooking	0 22	0 23

CHEESE.—The market is very firm. The high prices asked in the East have tended to keep these in effect here. There is also a considerable amount of exporting being done.

Cheese—		
New, large	0 19	0 20
New, twins	0 20 1/2	0 21

EGGS.—Fresh eggs from the South are now being received in good quantities. These are being quoted at 35c per dozen. Storage eggs are a little weak because of the lower prices at which the fresh eggs are selling. Extra 1sts, however, still bring 22c. They seem likely to drop, however, very shortly.

Eggs—		
Southern, new laid	0 35	
Extra firsts	0 22	
Choice	0 17	0 18
Extra, in cartons	0 25	

POULTRY.—Here there has been an advance from 1/2c to 3/4c. The old storage stock is pretty well exhausted and only a limited amount of new birds are coming in to meet the very fair demand.

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

FRUITS AND VEGETABLES.

(Continued from page 42.)

Mushrooms, per lb.	0 70	0 91
Water cress, 11-qt. basket	0 50	
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Green peppers, basket		
Potatoes, Delaware	0 70	0 75
Potatoes, Canadian, bag	0 65	0 70
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 25	0 30
Turnips, bag	0 40	
Sweet potatoes, hamper	1 65	
Squash, Hubbard, doz.	0 75	
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	4 00	4 50
Lettuce, Boston, head, small	3 00	3 25
Parsnips, Canadian, bag	0 55	0 65
Persimmons, California, crate	2 50	
Pomegranates, doz.	0 75	
Pomegranates, crate	3 00	3 25
Rhubarb, hothouse	0 90	1 15

WINNIPEG.

FRUIT AND VEGETABLES.—The week has seen a good demand for apples, the prices of these stiffening materially. Spies have been selling at \$6 per bbl., and it is difficult to get enough to meet the demand. California oranges have moved up 50c, this advance being largely the result of wet weather in the South, which is doing injury to the crops.

Trade has been very fair. It is expected, however, that next week will see the commencement of a heated car service in the country which will make the business outside the cities very much better.

Apples—		
Washington	1 60	
Apples, bbls.	4 50	6 00
B. C. box apples	1 50	
Cranberries, case	2 75	
Bananas, lb.	0 04 1/2	
Grapes—		
Emperor, per keg	5 00	
Almeria, keg	8 00	
Grape fruit	2 75	3 50
Lemons—		
California	3 75	
Oranges, California Navels	3 00	3 50

VEGETABLES.—Onions have advanced again, being quoted at \$6. They are very scarce and the market seems very likely to go very much higher. Rhubarb from California and also some local rhubarb is now coming on the market, selling at 15c per lb. It will get more plentiful from now on. No other

changes are noted. The demand for vegetables is satisfactory in the city. Country trade is still light, but is improving.

Celery, California	5 50	6 00
Cabbages, per lb.	0 02	
Carrot, per doz.	2 00	
Head lettuce, California, per doz.	0 90	
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	2 00	2 50
Valencia, per case	6 00	
Parsley, per doz. bunches	0 40	
Sweet potatoes, per lb.	0 05	
Tomatoes, California, per case	9 00	
Honey, comb, per case (24 sections)	5 50	
Rhubarb, per lb.	0 15	

FISH AND OYSTERS.

(Continued from page 43.)

satisfactory. Evidently business in this line is going to be heavy.

Fish—		
New fresh jackfish	0 03 1/2	
Lake Superior herring	0 03 1/2	
New tullibees	0 04	
Fresh mullets	0 03	
Fresh whitefish	0 08 1/2	
Fresh pickerel	0 07 1/2	
Trout	0 12 1/2	
Gold eyes	0 03 1/2	
Halibut	0 2	
Frozen halibut	0 10	
Salmon	0 12	
Frozen salmon	0 10	
Fresh cod	0 10	
Fresh smelts	0 11	
Oysters, per gal., Imperial	2 90	
Carriens (4 1/2 Imperial gal.)	10 75	
Shell oysters, per cwt.	1 75	1 85
Shell oysters, per bbl.	17 00	
Haddies	0 09	
Haddies, filets	0 12 1/2	
Bloaters, per lb.	1 50	
Kippers, per box	1 75	
Ocean herring, lb.	0 06	

THOSE STAMPS ON WINES.

Montreal, March 4.—Another ruling has been handed down by the Inland Revenue authorities at Ottawa concerning the new war stamp taxes. When the stamp taxes came into force, it was considered necessary for a wholesaler having packages or cases of imported wines in bond, to open every case and affix the stamps to the bottles or "first receptacle." This means the breaking of sealed cartons, and a lot of other work before the Customs authorities would allow the goods to be removed.

The point was raised with Ottawa, and now Collector Fox of the Inland Revenue, has received notification that imported wines in cases may be removed from the custody of the Customs officers without the war stamp being affixed to each package, providing the importer purchases the stamps representing the war tax and undertakes to forward them with the invoice of the goods to their destination, whereupon the stamps must be affixed immediately to the bottles.

The retailer will therefore have the task of opening up every package that comes into his store, and affixing the stamps sent him by the wholesale importer.

The Inland Revenue authorities have sold \$20,000 worth of stamps for the new war tax, and are laying in a good supply preparatory to the coming into force of the stamp tax on proprietary and patent medicines, perfumes, etc.



Flour and Cereals



Flour Situation Easier

Slump in Wheat Markets—Allies Attack on Dardanelles Largely Responsible—Split Peas in Good Demand—Oats Very Firm—Barley Exceptionally Strong.

MONTREAL.

FLOUR.—The week opened with all flour and wheat markets easier, owing to the activity of the Allied fleet in the Dardanelles. Wheat dropped considerably early in the week, which practically brought business in flour to a standstill. Lower figures were being quoted, but the demand was lacking, grocers being inclined to hold off until something definite has taken place. In the meantime business goes on from hand to mouth. Apart from the fact that the wheat market has been weakening, there is another factor likely to prevent much business being done during March—the fact that most dealers loaded up during February. The demand that has existed for the past month could not go on. In the meantime, prices quoted by the large milling concerns for Manitoba wheat flour are the same as during the past month—8.10 for first patents, 7.60 for seconds, and 7.40 for strong bakers. Little export business is being done, except with South Africa, which country is buying spring wheat flour.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 10
Second patents	7 60
Strong bakers	7 40
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car lots. Small lots.
Fancy patents	7 75 7 75
90 per cent., in wood	6 25 6 50
90 per cent. in bags	3 50 3 80
Straight roller	6 70 7 00
Blended flour	6 70 7 00

CEREALS.—The uneasiness prevailing in grain markets is reflected in cereals, which are quiet. Prices are maintained, however. Rolled oats in packages are quoted at 4.75 per case, and the majority of retailers have advanced their prices to 30c per package. Bulk rolled oats is still worth 3.50 per bag. Corn flour has been advanced, and is now quoted at 3.05 per bag. Rye flour, which has been quoted at 3.60 up to the present, is very firm, and judging from quotations reaching wholesalers, the price is likely to be higher when the present stock is used up.

Cornmeal—	Per 90-lb. sack
Gold dust	2 30 2 35
Unbolted	2 15

Rolled Oats—	90's in jute.
Small lots	3 65
25 bags or more	3 50
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 65
Hominy, per 90-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 60

FEEDS.—Not a single change was recorded in this market, but with a continued demand for all lines, from both Montreal and the country, a firm feeling prevails. Supplies are not too plentiful. One of the firmest lines is moulee, which is quoted at \$38 by some dealers.

Mill Feeds—	per ton
Bran	27 00
Shorts	29 00
Middlings	33 00
Wheat moulee	37 00 38 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 90 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush.	0 77
Feed wheat, bag	2 35

TORONTO.

FLOUR.—The situation is still easier because of the drop in wheat. In Chicago it has broken 22c recently from its high, and in Winnipeg it has slumped a little less than 10c from its high there. These are good bear factors, and taken in connection with the fact that the Allies are hammering at the Dardanelles the outlook is for lower prices. It is said that sixty-eight million bushels of wheat are near the Black Sea, and if this gets away when the barriers are stormed, wheat will go down materially.

On the other hand flour prices were never figured on the high price of Winnipeg wheat and millers don't feel justified in reducing their quotations. And the American and Canadian visible supply of wheat is considerably less than a year ago. Market is very quiet, pending developments. Export business has flickered out for a time and the brokers wish it would flicker in again. Domestic trade is very quiet. Prices are stationary. Buyers are few. As to export this is because they think they are too high. In Canada most possible buyers are well

stocked. The flour brokers may be seen matching for pennies or otherwise whiling away the time nowadays.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patent	per bbl. 8 20	per bbl. 8 00
Second patent	7 70	7 50
Strong bakers	7 60	7 40
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small lots.	Car lots.
Fancy patents	per bbl. 8 00	per bbl. 7 80
90 per cent.	7 80	7 60
Straight roller	7 60	7 40
Blended flour	7 60	7 60

CEREALS.—There is a very good demand for split peas just now. Buyers are buying for export a good deal, and domestic business is also booming. \$5.00 is still our quotation, but the market is firm. Rolled oats while dead enough, so far as export goes, are selling well to Canadian buyers. Barleys are springing into prominence. Pearl is worth \$5.00 and pot \$3.35 a bag. Supplies are getting very scarce. It is doubtful whether there is much in the country unless some one is hiding it—like the talent—in the ground. Cornmeal has an average demand and is firm at \$2.65.

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

MILL FEED.—The firmness we noted last week has resulted, in the case of one firm at any rate, putting up its prices on bran and middlings a dollar a ton. A general advance is not considered likely, though. Business has to be taken where and how it is offered nowadays.

Mill Feeds—	Mixed cars, per ton
Bran	25 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	35 00
Feed flour, per bag	1 25 1 30
Oats—	
No. 3, Ontario, outside points	0 55 0 55
No. 3, C.W., bay ports	0 80

Success consists in something more than merely getting more money. It must be got honestly and it must be used wisely.

NEW PRODUCTS

Mr. Retail Grocer—This week we wish to introduce our
Two New Products

“SCOTCH” FINE CUT OATMEAL and **“SCOTCH” HEALTH BRAN**

They are prepared as scientifically as

TILLSON'S OATS

A Food

Not a Fad

ASK OUR SALESMEN

To give you full information concerning them

WE ARE LEADERS

When possible, we are always ready to make any improvements in our service. It would be impossible to improve the quality of our products. Our motto has always been

QUALITY—THEN PRICE

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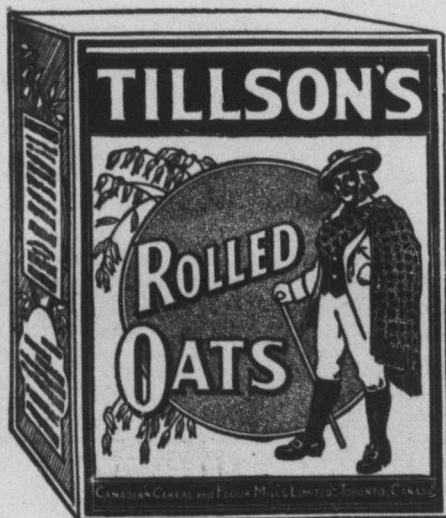
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PURE GOLD QUICK TAPIOCA

Makes delicious, nutritious and wholesome desserts. Draw to your customers' attention the fact that it does not require to be cooked over night, but being granulated softens quickly and will cook in 20 minutes.

A tempting dessert is always possible with

Pure Gold Quick Tapioca

Retails at 10c. per package.

Packed 3 dozen to case.

Your jobber sells it.

PURE GOLD MFG. CO.,
LIMITED
TORONTO

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

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 50
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than or 10 cases 10 case lots and over
Dime	\$.95	\$.77
4-oz.	1.40	1.25
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.00	11.55
3-lb.	13.00	13.35
5-lb.	22.35	21.90

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS — ALLISON'S.

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

UN-NUMBERED.

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

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

CEREALS.

WHITE SWAN Per case

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$8 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar.	Per doz.
Strawberry, 1914 pack	\$2 25
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 80
Perfection, 1/2-lb. tins, doz.	2 00
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 30
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 85
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 20
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 60
Queen's Dessert, 6's, 12-lb. boxes	0 60
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 85



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is immediate sales and
better, stronger customers

Right from the first week, immediate sales and stronger relationship with the West will prove to you the distinct influence of

Nicholson & Bain Service

For when you place your product with Nicholson & Bain, their organization is so extensive that your product is known and talked about and placed over the whole vast West—IMMEDIATELY! Meeting the entire trade every day, their representatives enjoy an intimate connection that has secured the confidence and trust of the trade. To place your product with Nicholson & Bain is to place it on the whole Western field immediately, extensively and—for God. Particulars gladly given on request.

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established favourites from the Old Country, which every grocer should stock

DIGESTIVE.

"The Premier Biscuit of Britain." Finest wholemeal.

SCOTTISH ABERNETHY.

The Scottish favourite.

ACADEMY CREAMS.

Rich cream-filled short-bread biscuit.

CREAMY CHOCOLATE.

Chocolate biscuit filled with cream.

OSBORNE.

The standard Old Country biscuit, delightful flavour.

RICH TEA.

Popular Scottish tea biscuit.

SMALL PETIT BEURRE.

Fine butter flavour.

CORONATION.

Rich shortcake.

BUNTY CREAMS.

Butterfly shape, cream sandwich, almond flavour.

BUTTERETTE.

Light short-eating cracker.

ROYAL SCOT.

Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary,
Edmonton, Lethbridge, Vancouver and Victoria.



"Yes, Ma'am

WINDSOR

is the best

Table Salt

we handle"

Made in Canada



Sweet Pickles

find a hearty welcome in all homes that enjoy good pickles. Their fresh crispness and palate-pleasing goodness make them in constant favor.

The fact that most Grocers are continually restocking is pretty good evidence Sterling Sweet Pickles afford satisfaction and quick turnover.

Make sure of better sales, better turnover. Demand "Sterling" and GET them.

T. A. Lytle Co., Limited
STERLING RD., TORONTO



Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 60
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes...	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes...	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO'S.

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

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case.
Eagle Brand, each 4 doz.	\$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85

Evaporated (Unsweetened)—

St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

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

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

	Whol. Ret'l.
1s, 1¼s, Grd.	25 30
1s, ½s, B. & G.	32 40
1s only, B. & G.	35 45
1s, ½s, B. & G.	35 50
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.	

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	26
Packed in 25 and 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

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

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
 Ready to Mix with the Flour
 Delicious for Puddings
 Excellent for Pie-crust
 Unexcelled for Mince Meat
 Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd.Montreal
 Smith Brokerage Co., Ltd.St. John, N.B.
 J. W. Gorham & Co.Halifax, N.S.
 O. N. MannSydney, N.S.
 Mitchell & WhiteheadQuebec
 The Lind Brokerage Co.Toronto

C. G. Walker & Co.Hamilton
 Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary,
 Saskatoon and Vancouver.
 A. W. HubandOttawa
 C. E. Disher & Co.Vancouver, B.C.
 F. C. NivinVictoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

Get Your Full Share of the Lenten Fish Sales

To let the Lenten Season pass without one strenuous effort for heavy fish sales is to pass up your greatest opportunity to create an extensive demand for all-year-round sales.

Let the proven quality, the established appetizing goodness of Brunswick Brand open up the demand in your locality.

Start now to push Brunswick Brand Sea Foods in your window displays, your counter displays, and on your shelves; get them most prominently before your customers.

If you ever want the extra profits of extra fish sales—and year-round fish sales—now is your opportunity to secure them with the established goodness and popularity of Brunswick Brand.

Keep your stock well up. Replenish to-day.

Connors Bros., Limited

BLACK'S HARBOR, N.B.



**BOAR'S HEAD LARD
COMPOUND.**

N. K. FAIRBANK CO., LTD.

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

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 35
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

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

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

List Price.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50
Straight.	

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

**SOAP AND WASHING
POWDERS.**

RICHARDS' PURE SOAP.

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

FELS NAPHTHA.

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

WHITE SWAN LYE.

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

STARCH.

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

Laundry Starches—

Boxes.	Cents
40 lbs., Canada Laundry	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06¼
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs. No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs, No. 1 white.	.06¼
200 lbs., bbls., No. 1 white.	.06¼
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¼
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Cullinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¼
40 lbs. Canada pure corn starch	.06¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry— Boxes about 40 lbs.	.06
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	.06¼
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¼
Kegs, 100 lbs.	.06¼
Lily White Gloss— 1-lb. fancy cartons cases 30 lbs.	.07¼
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼

Canadian Electric Starch—

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

Cullinary Starches—

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

\$15.00 a Week for Your Spare Time

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

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

MacLean Publishing Co.
LIMITED

143-153 University Avenue
TORONTO, ONT.

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

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

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

Lemon Bros.
Owen Sound, Ont.

Lemons

are getting scarce.

Get Wise

Keep your supply up.

Send your jobber an order for any of these brands:—

"St. Nicholas"
"Home Guard"
"Queen City"
"Puck"
"Kicking"

J. J. McCABE
Agent
Toronto

Every Grocery List Should End Up With a Package of Dr. Cassell's Tablets



In nearly every home in Canada there is a case of "nerves" which could be corrected by the timely use of Dr. Cassell's Tablets. You get nine chances to the druggist's one to sell them to your customers, so why not cash-in on your advantage by keeping a natty display on a counter or show-case, and by calling attention to the efficiency of this famous and proven "Old English Remedy"?

We're spending \$60,000 in consumer advertising to help the dealers of Canada to create a demand and to reap the splendid profit of 50% on a big annual turnover. Now is your time to go after this business.

Send trial order.

Dr. Cassell's Medicine Co., Ltd.
MANCHESTER, ENG.

Agents for Canada: Harold F. Ritchie Co., Ltd.
10-14 McCaul Street
Toronto

"COW BRAND" Baking Soda

Over Seventy Years the
Leading Household Requisite

For trade satisfaction and profit there is no
line of Baking Soda quite so good as Cow
Brand.

Customers have expressed their confidence
in its work and it needs no long argument
to point to the advantage of your stock-
ing it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers

MONTREAL



BUY

STAR BRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Do Not Buy a Coffee Mill until



you investigate the EL-
GIN NATIONAL — after
you investigate you will
buy an ELGIN, the same
as thousands of other
Canadian merchants have
during the past thirty
years.

Ask your jobber to-day
for a complete catalog—
there is an ELGIN made
to meet your particular
requirements.



WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

OCEAN MILLS, MONTREAL.

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

COW BRAND BAKING SODA

In boxes only.

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

SYRUP.

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

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

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 15
10-lb. tins, 1/2 doz. in case.. 3 25
20-lb. tins, 1/4 doz. in case.. 3 20
(5, 10 and 20-lb. tins have wire
handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane
Syrup.
2-lb. tins, 2 doz. in case..\$2 65
Barrels 0 03 1/2
1/2 barrels 0 74

CANNED HADDIES, "THISTLE" BRAND.

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

INFANTS' FOOD.

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

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

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

DOMOLCO BRAND.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz.
cases, doz. 0 30
Pint bottles, 3 doz. cases,
doz. 1 75

H. P.

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

STOVE POLISH.

JAMES DOME BLACK LEAD.

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

NUGGET POLISHES.

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

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-
sale, R't'l.
Brown Label, 1s and 1/2s .29 .35
Blue Label, 1s, 1/2s, 3/4s,
and 1/8s35 .45
Red Label, 1s and 1/2s... .41 .55
Gold Label, 1/2s49 .65
Red-Gold Label, 1/2s55 .80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

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

MARMALADE.

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

MINTO BROS., Limited, Toronto.

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

MELAGAYA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s	0 20	0 35
Green Label, 1s, 1/2s,		
1/4s	0 32	0 40
Blue Label, 1s, 1/2s,		
1/4s	0 37	0 50
Yellow Label, 1s, 1/2s,		
1/4s	0 42	0 60
Purple Label, 1/2s		
only	0 55	0 50
Gold Label, 1/4s only.	0 70	1 00

MINTO TEA.

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

YEAST.

White Swan Yeast Cakes,
per case, 3 doz. 5c pks.... 1 26

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

Black Watch, 8s. butts 9
lbs., boxes 6 lbs.\$0 60
Bobs, 6s and 12s, 12 and 6
lbs. 0 46
Currency, 12s. 1/2 butts, 12
lbs., boxes 6 lbs. 0 46
Currency, 6s. 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s. butts, 11 lbs.,
boxes 5 1/2 lbs. 0 48
Walnut Bars, 8s. boxes 7
lbs. 0 64
Pay Roll, thick bars, 8 1/2s,
6 lb. boxes 0 68
Pay Roll, thin bars, 8 1/2s, 5
lb. boxes 0 68
Pay Roll, plug, 8 1/2s, 12 and
7 lb. caddies 0 68
Shamrock, plug, 7 1/2s, 1/2
butts, 12 lbs., boxes 6 lbs. 0 87
Empire, 7s and 14s. caddies
15 lbs., 1/2 caddies, 6 lbs.... 0 56
Great West, pouches, 9s.... 0 72
Forest and Stream, tins, 11s,
2 lb. cartons 0 80

UPTON'S CLOVER HONEY

Have you seen our
new package?

Write us for price list.

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

FRESH ARRIVALS

California and Florida CELERY

Extra Fancy, Well-Bleached, Tender Stock.

FANCY FLORIDA GRAPE-FRUIT

Sound, Heavy Fruits. Fine Flavor.

GREEN VEGETABLES

Lettuce, Rhubarb, Green Onions, Parsley, Etc.

GOLDEN ORANGE BRAND

SUNKIST NAVELS

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

THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay



Business as Usual

Thanks to the loyalty of our customers and the popularity of Keystone Brand Brushes and Brooms, we have been able to keep our factory running full time with a full staff during the year 1914. The prospects are that we will have to increase our staff in the near future and thereby employ more Canadian labor.

Will you help us to do it?

Stevens-Hepner Co., Ltd.
Port Elgin, Ontario

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

The W. T. Ott Co., Inc.
Toronto
Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow 55-1



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

The Best for all forms of Coughs, Asthma,
Bronchitis, and all ailments of Respiratory
Organs.
MERITOL SYRUP
FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

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

WRITE TO
10 Garfield Chambers, Belfast, Ireland.
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**
If you are interested in Irish trade.

SYMINGTON'S
SOUPS, CUSTARD POWDERS and JELLY
CRYSTALS are being widely demonstrated
now. Order a supply to-day and get your share
of the sales.
FEARMAN BROS., 66 YORK ST.,
HAMILTON, ONT.

 **TANGLEFOOT** 
The Non-Poisonous Fly Destroyer
Destroys Billions of Flies every year—vastly more
than all other means combined. Absolutely Sanitary.

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BOND AND FREE
Direct Railway connection. Car distri-
buting. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St.,
Ottawa.

Mathieu's Nervine Powders



are a simple but effective remedy
in all forms of headaches — a
remedy which every merchant can
recommend as a quick and sure
cure.

Try *Mathieu's Nervine Powders*
yourself at our expense as per cou-
pon attached, if you don't know
them and are a sufferer from head-
aches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of
Tar and Cod Liver Oil has become famous and this sister preparation
—Nervine Powders—is rapidly winning its way.

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

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

Name
With (Name of firm)
Street
City or townProv.....

TWO CENTS PER WORD

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

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

O. E. Robinson & Co.
Ingersoll Ontario

THE LIVE GROCER

SELLS

Dr. Jackson's ROMAN MEAL

It makes Porridge and Pancakes
and bakes everything

IT PREVENTS INDIGESTION

AND

RELIEVES CONSTIPATION

OR

MONEY BACK.

Your Jobber Has It.

ROMAN MEAL CO.

Monarch Road, - West Toronto, Ont.

CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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

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

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

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

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

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

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

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

WANTED

WANTED - INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

WANTED TO BUY-GENERAL OR HARDWARE store in the Eastern Townships. Give amount of last year's turnover, also stock on hand and terms, proprietor or rent. Box 74, The Canadian Grocer, Toronto. (S)

WANTED-ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED-WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED-SITUATION BY EXPERIENCED grocery clerk: first or take charge. Dis when suited. Apply D. M., 114 Smith St., Winnipeg.

AGENCIES WANTED

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

Warehousing Storage

BONDED AND FREE STORAGE
Low Insurance rate. Cartage and Warehousing. General Forwarding.

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

A SEED DEPARTMENT

will add to your profits

Kelway Langport
England

grow and sell
SEEDS OF ALL KINDS
for Traders

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

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

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
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St. John, N.B.	Winnipeg, Man.
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Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager
Western Canada
TORONTO

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make \$5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUBLISHING CO.
143-153 University Ave., Toronto

Advise Your Customers

that by using
MAPLEINE

as a change of flavor, desserts and dainties will taste different and better.

Order from
Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.
Mason & Hickey
287 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE
WELL-ZU-POZ
POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermed St., Winnipeg

Start With His Promissory Note

When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOKS

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with \$10.00 - no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

It's the Mild, Full Flavor of 7-20-4 Cigars

that captivates so many new customers and brings them back to your store. To open a tobacco department with 7-20-4 cigars is to be assured of good sales from the start. The profit is unusually good.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

SALES AND PROFITS

Are assured on
DIAMOND CLEANSER
(Made-in-Canada)

It costs you \$3 a case of forty-eight cans, and sells at 3 for 25c, or 10c a can. But most grocers prefer to buy in five-case lots at \$2.85, and thus secure a still larger profit. As a cleaner Diamond Cleanser has no equal on the market. Perfectly odorless, harmless to the hands, its popularity is growing every day. Spring cleaning will be here pretty soon—better order a supply from your jobber to-day.

Stephens, Welch & Co.
7 Ossington Ave. Toronto



Say You Saw It
in
Canadian Grocer

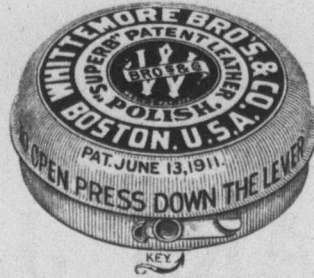
S

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

Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover-remover attached to each box (see cut). Retail 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. Retail for 10c and 25c.
- "ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes (see cut). Retail for 10c.

Send for circulars giving full particulars of our other Polishes to WHITEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in 1/4-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.



MADE IN CANADA
THE IMPERIAL OIL COMPANY
Limited
BRANCHES IN ALL CITIES



Once she has used Wonderful Soap, the woman careful of her clothes insists on it continually. Wonderful Soap fully protects her clothes in washing—leaving them soft and white. With Wonderful Soap a single sale means continual sales. Write us to-day.

Guelph Soap Co.
Guelph, Ont.

ARMY RATIONS

Pure Jam

Pork and Beans

Have you realized, Mr. Retailer, what the price of new season Jam is likely to be? The British and French Armies are using tons daily, and sugar is fully 2c a pound higher than when present stocks were made.

MILLARS' JAMS

Are absolutely pure fruit and sugar—almost pound for pound:

200 c/s Strawberry, 1 lb. \$1.80 doz.	100 c/s Rasps., 1 lb.....	\$1.95
200 c/s Strawberry, 2 lb. 3.30 doz.	100 c/s Rasps., 2 lb.....	3.60
30 c/s Black Currants, 1 lb...	\$1.80	
15 c/s Black Currants, 2 lb...	3.30	

CAIRNS' JAMS

50 c/s Cairns' Raspberry Jams, 1 lb... \$2.30
 75 c/s Cairns' Strawberry Jams, 1 lb... 2.35

Every well-informed Grocer knows what Hand-picked Beans are costing to-day. We bought these canned beans before the raise and offer them as a

SPECIAL THIS WEEK ONLY

200 c/s, 3 lbs., Kitchener Pork and Beans in sauce, \$1.00 doz.
 Great, big, heavy 3-lb. tins with plenty of Pork: A dinner for a large family in each tin. Feature these at 10c a tin, and watch results.

Rock-Bottom Prices.

Courteous Service.

Prompt Delivery.

LAPORTE, MARTIN, LIMITÉE

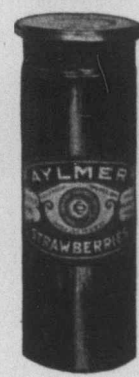
568 St. Paul St.

MONTREAL

Telephone, Main 3766

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When some of the largest manufacturers in Canada have greatly increased their sales through the use of

Anchor Caps

isn't it pretty near time you carefully considered the effect *confidence* and *absolute security* have on the sale of your goods and the co-operation they receive from the dealer?

Get the facts about Anchor Caps *to-day*.

The Anchor Cap & Closure Corporation of Canada, Limited

Sudbury St., Foot of Dovercourt Rd.
TORONTO

Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

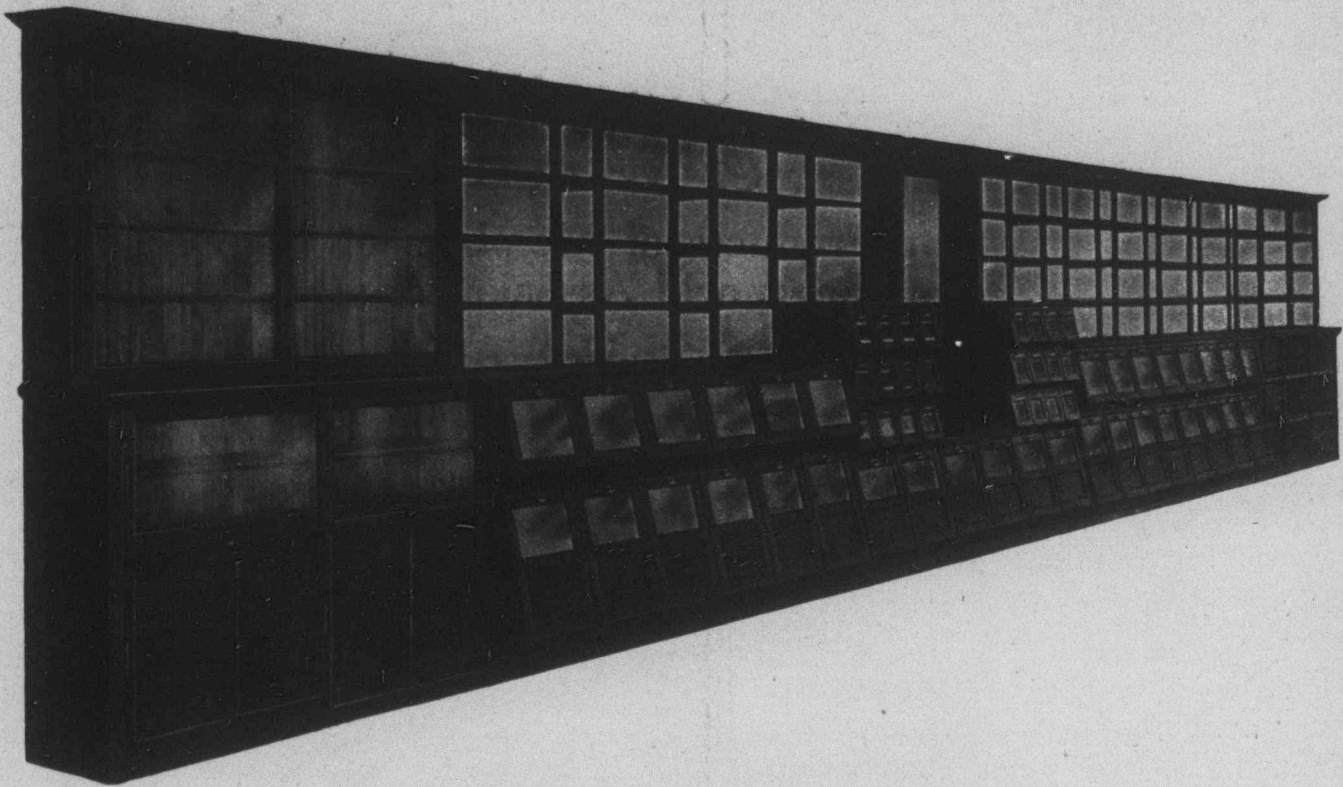
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Montreal

Toronto

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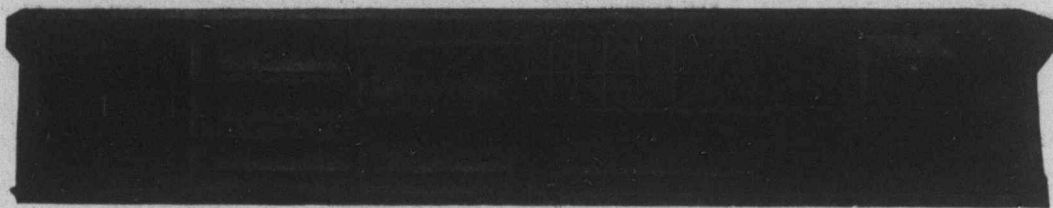
Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO



\$15,000.⁰⁰ in Cash Prizes

For Window Displays

of Products of Members of Rice Leaders of the World Association as Listed Below

463 Prizes

First Prize	-	-	-	\$2,000.00
Second Prize	-	-	-	1,000.00
Third Prize	-	-	-	500.00
Fourth Prize	-	-	-	250.00
Fifth Prize	-	-	-	250.00
Sixth Prize	-	-	-	250.00
Seventh Prize	-	-	-	250.00
Eighth Prize	-	-	-	250.00
Ninth Prize	-	-	-	250.00
Tenth Prize	-	-	-	250.00
Eleventh Prize	-	-	-	250.00
Twelfth Prize	-	-	-	250.00
Thirteenth Prize	-	-	-	250.00
Next 20 Prizes	-	-	each	100.00
Next 30 Prizes	-	-	each	50.00
Next 100 Prizes	-	-	each	25.00
Next 300 Prizes	-	-	each	10.00

463 Prizes. Total, \$15,000.00

Contest Closes May 15, 1915.

20 x 40 inches in size



This Banner Must Be Displayed with Members' Products in Contesting Windows

Album of 100 Best Window Displays

SENT FREE TO EVERY CONTESTANT

This Album will contain the first one hundred prize-winning window displays, reproducing valuable trade-winning ideas brought together from all parts of the country.

This Album will be a valuable guide for future window displays. Such a book is made possible only by this universal campaign, embodying displays of products in the varied lines of business represented in the Association. The cost of reproducing this Album will represent a small fortune.

Each prize-winner's name and store address of the first one hundred windows will be given under the reproduction of his respective prize window in the Album. A complete list of the names and addresses of all other prize-winners also will be given.

Be sure to have your name in this unique Album.

BY INVITATION, THE FOLLOWING ARE MEMBERS:

- | | | | |
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| Waterman's "Ideal" Fountain Pens and Ink
L. E. Waterman Co., New York. | "Yale Locks, Builders' Hardware and Chain Hoists
The Yale & Towne Mfg. Co., New York. | Spectacles, Eyeglasses, Lenses, "Fits-U" and Other Optical Goods
American Optical Co., Southbridge, Mass. | California Canned Fruits and Hawaiian Pineapple
Hunt Brothers Co., San Francisco, Cal. |
| "Niagara Maid" Silk Gloves and Ladies' silk Underwear
Niagara Silk Mills, North Tonawanda, N.Y. | "I-P" Loose Leaf Books and Forms
Irving-Pitt Manufacturing Co., Kansas City, Mo. | Chalmers "Porosknit" Underwear
Chalmers Knitting Co., Amsterdam, N.Y. | Crane's Paper and Fine Stationery
Eaton, Crane & Pike Co., Pittsfield, Mass. |
| Fine Brass Beds, Steel Beds and Springs
The Simmons Manufacturing Co., Kenosha, Wis. | Berkey & Gay Furniture Co., Grand Rapids, Mich. | Small Motor and Fan Specialists
The Robbins & Myers Co., Springfield, Ohio. | Pillsbury's Best Flour
Pillsbury Flour Mills Co., Minneapolis, Minn. |
| "Oildag," "Gredag," Acheson-Graphite and Electrodes
International Acheson Graphite Co., Niagara Falls, N.Y. | The M. J. Whittall Carpet Mills, Worcester, Mass. | "Indestructo" Trunks and Luggage
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Cook's Linoleum Co., Trenton, N.J. |
| Electric Pleasure and Commercial Autos
"Detroit Electric"
Anderson Electric Car Co., Detroit, Mich. | Towle's Log Cabin Syrup
The Towle Maple Products Co., St. Paul, Minn. | Varnishes, Japans, Enamels, Fillers, Stains, Shellacs
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Eberhard Faber, New York. | Lawn Mowers
Coldwell Lawn Mower Co., Newburgh, N.Y. | Hams, Bacon, Lard, Veribest Specialties, Grape Juice
Armour & Co. | Fine Mechanical Tools
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| Onyx Enamel Ware
Columbian Enameling & Stamping Co., Terre Haute, Ind. | Umbrellas
Hull Brothers Umbrella Co., Toledo, Ohio. | Bouillon Cubes, Laundry and Fine Toilet Soaps | Magnetos and Spark Plugs
Splittorf Electrical Co., Newark, N.J. |
| Revolvers and Automatic Pistols
Smith & Wesson, Springfield, Mass. | | | |

How Other Dealers Have Increased Their Sales Through Influence of the Association Banner Emblem

BANNER HAS GREAT STRENGTH.
Grand Rapids, Mich.
"The sales in PILLSBURY FLOUR increased twenty-five (25) per cent. during the week of the display, due to the Banner carrying the Emblem of HONOR, QUALITY, STRENGTH and SERVICE. This Banner certainly has great strength. I shall make more displays with your Banner."

WINDOW DISPLAY DOUBLES SALES.
Terre Haute, Ind.
"We would be safe in saying our sales of HUNT'S goods doubled. The window display attracted considerable attention and will, no doubt, influence considerable business in that line for some time to come."

This Coupon Brings the Banner
Window Display Dept. - Rice Leaders of the World Association, 358 5th Ave., N.Y.
Please send me at once, Association Window Display Banner and full details regarding your \$15,000.00 Cash Prize Competition. Displays will be made of

RICE LEADERS OF THE WORLD ASSOCIATION

ELWOOD E. RICE, Founder and President
358 FIFTH AVENUE NEW YORK, U.S.A.

TEAR OFF - FILL OUT - MAIL TO-DAY

Name Street

City State