

FEATURING SELLING OF MARMALADE

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIII

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No. 6

Welch's

"THE NATIONAL DRINK"

GRAPELADE

That Pure Grape Spread

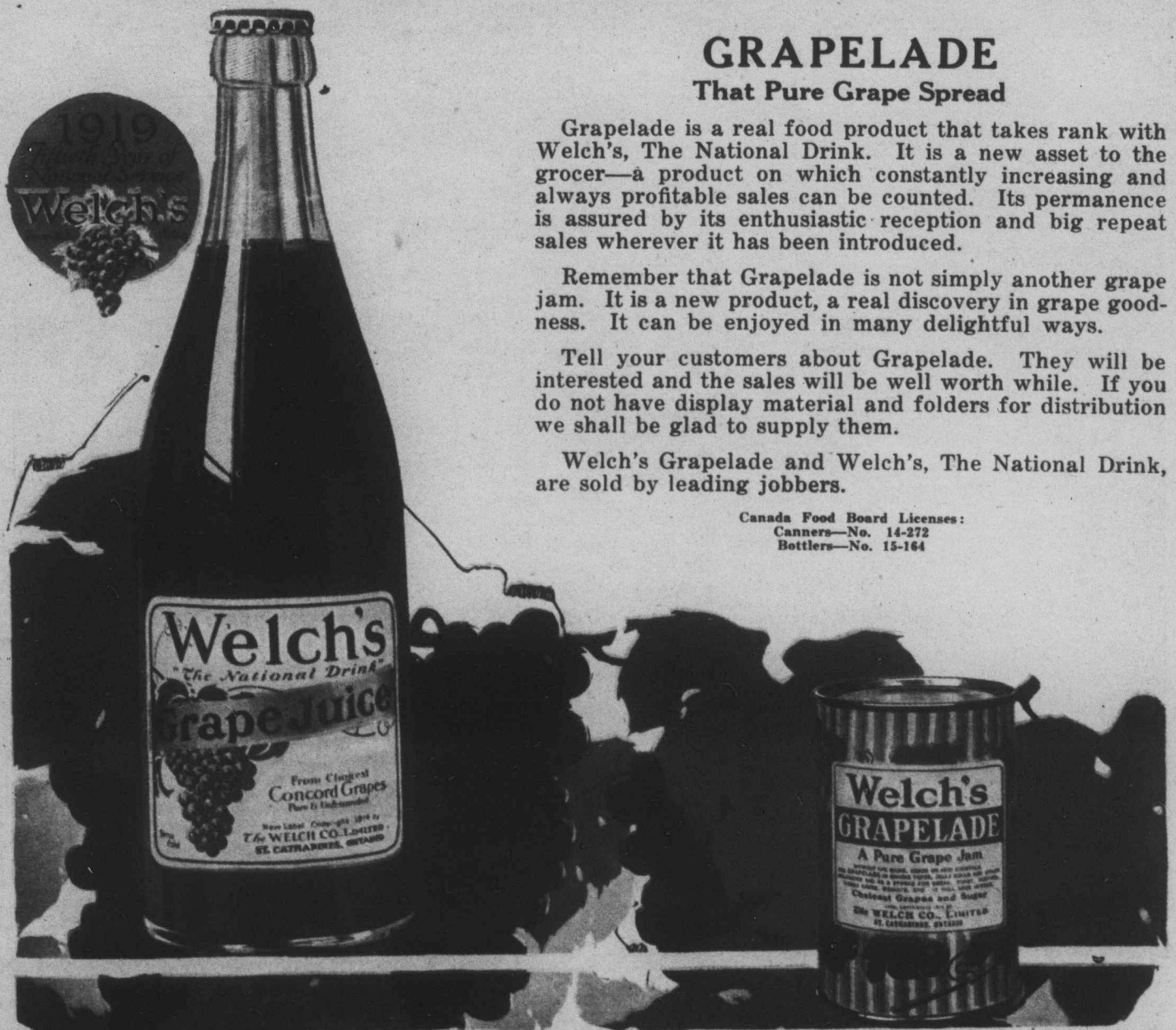
Grapelade is a real food product that takes rank with Welch's, The National Drink. It is a new asset to the grocer—a product on which constantly increasing and always profitable sales can be counted. Its permanence is assured by its enthusiastic reception and big repeat sales wherever it has been introduced.

Remember that Grapelade is not simply another grape jam. It is a new product, a real discovery in grape goodness. It can be enjoyed in many delightful ways.

Tell your customers about Grapelade. They will be interested and the sales will be well worth while. If you do not have display material and folders for distribution we shall be glad to supply them.

Welch's Grapelade and Welch's, The National Drink, are sold by leading jobbers.

Canada Food Board Licenses:
Canners—No. 14-272
Bottlers—No. 15-164



The Welch Co., Limited, St. Catharines, Ontario

CANADIAN GROCER



O-Cedar Mop

Polish

YOUR O-Cedar sales can be greatly increased through **suggestions**. A neatly dressed window or store display is a **suggestion** to the woman who has seen the advertisement. She sees—and buys.

Teach your clerks to **suggest** additional purchases. If your customers want coffee, suggest fancy biscuits. If they ask for soap, **suggest** a wash board, clothes-pins, brushes, O-Cedar Polish and O-Cedar Polish Mop. There is always dusting to do, so every household can use O-Cedar Products to advantage. No matter what your customers buy, they are prospects for O-Cedar, and usually the mere **suggestion** will result in a sale. Try the power of **suggestion**, and watch your sales jump.

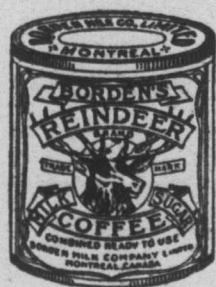
Order from your Jobber.

CHANNELL CHEMICAL COMPANY, LIMITED

369 Sorauren Avenue, TORONTO

Borden's
Reindeer Coffee
and
Reindeer Cocoa

With Milk and Sugar Added in Correct Proportions
JUST ADD BOILING WATER



—two lines that are always popular—two lines that always measure up to that degree of quality which has placed the Borden lines so far above all competitors.

Always show and recommend Borden's Superb Beverages — Reindeer Coffee and Reindeer Cocoa. You will reap big returns.

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver



BOWES

PURE ————— WHOLE
POWDERED EGG

There is a new line which you are going to be asked for repeatedly from now on. We are advertising it extensively, and its merits will soon win the favor of housewives everywhere.

Bowes' Powdered Egg is made from table grade hens' eggs and may be used for anything where eggs are required.

YOU CAN GUARANTEE IT TO THE LIMIT

We guarantee it ourselves and you need not hesitate to give it your strongest recommendations regarding its purity, economy and supreme excellence.

Order From Your Wholesaler
Or Direct

Shirriff's

Scotch Marmalade



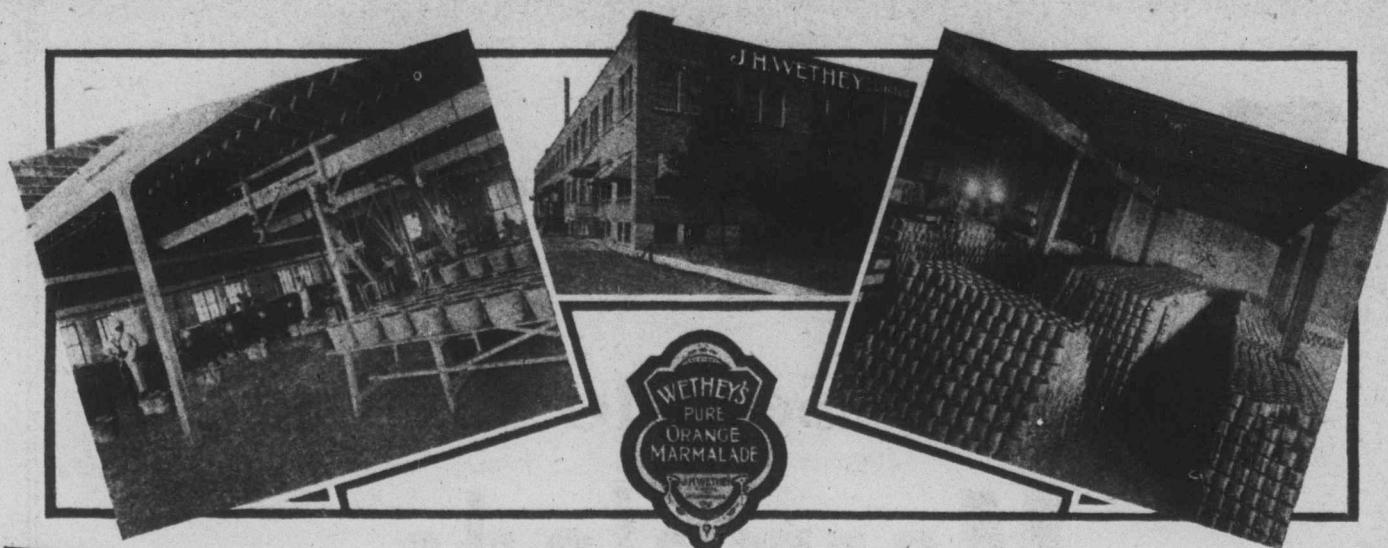
Made from selected Seville Oranges comes well up to the famous Sheriff Standard of Quality. This line is put up in a great variety of containers—a size for every requirement. The sweet, delicious wholesomeness of this popular marmalade is creating a constantly growing demand. Put the Shirriff reputation to the test. Send to-day for a stock of the

New Season's Pack
Now Ready for You

Imperial Extract Company
TORONTO

Agents for Canada: H. F. RITCHIE & CO., Limited, Toronto

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



Showing You the home of WETHEY'S Orange Marmalade

—the factory where this high grade Marmalade is produced.

To the spotless cleanliness observed in every department, to the rigid care exercised in every detail of its manufacture is due the fact that *Wethey's* Orange Marmalade surpasses all others with a deliciousness all its own.

Order from your jobber



Makers also of
Wethey's Famous
Mince Meat

J. H. WETHEY LIMITED
St. Catharines
Ontario

WETHEY'S
MINCE MEAT

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

Furnivall's

Genuine Seville Orange

Marmalade

A feature of the marmalade situation this season is the limited supply of Seville oranges available. However, we have secured sufficient for our requirements and are *now ready to fill orders as they are received.*



The deliciousness of Furnivall's Marmalades makes it a sure winner in every home where people appreciate a marmalade that is uniformly good and always up to a high standard of quality. Show Furnivall's in your displays.

FURNIVALL-NEW, Limited

Hamilton, Canada

Agents:—The City of Ottawa, Quebec and the Lower Provinces: Messrs. Geo. Hodge & Son, Ltd., Montreal, Que. Cape Breton: A. E. Shepherd, Sydney, N.S. Ontario: MacLaren Imperial Cheese Co., Ltd., Toronto, Ont. Manitoba: H. L. Perry Co., Winnipeg, Man.

Every Week with the
EDDY COMPANY
 OF HULL CANADA

Story for Week Dated February 7, 1919.

Being No. 20 in the Series

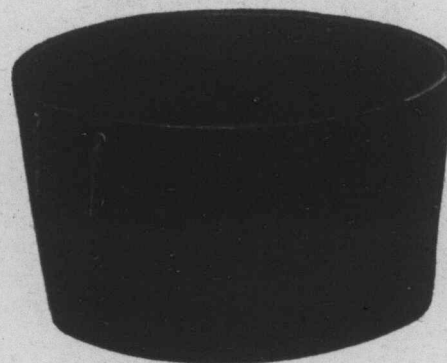
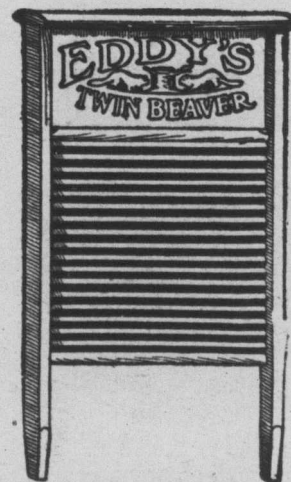
Where The Lumber First
 Enters The Eddy Plant



The logs you see in the picture above are at the last stage of their journey to the Eddy Plant on the way to become pulp and paper. Lumber for match-wood enters the plant by another gateway, though in much the same manner. The logs which are afloat in the basis in the foreground, are poled along till they come transversely towards the steadily moving claws of the slanting conveyor-lift which you can just make out under the big chimney to the left. Once in the grasp of those relentless claws the logs are rushed resistlessly to the big buzz-saws which, revolving furiously in a battery of eight, cut each log into short lengths. On they hurry, tossed from saws to conveyor belts, and in marvelously brief time the wood is becoming pure, perfectly sterilized pulp by processes which will be described in forthcoming articles in this series.



Two of Eddy's Famous
 Fibreware Products



Wash Tub or Babies' Bath Tubs
 4 Sizes

Now Ready for Delivery!

Look for the
"Curling" Brand Label

Our supply is limited. SEVILLE Oranges are scarce, but just now we are filling orders as they come in for

"CURLING" Brand Seville Orange Marmalade

Sending your order in early will ensure your securing your requirements.



And you know the quality of this line—the quality that made the name "Curling" the standard of better marmalade.

The New Season's Pack is well worthy of this standard. The Fruit, the Sugar, the Manufacturing Process—everything as good as care and scientific skill can make it.

Send your order in now for your supply of this customer-pleaser.

St. Williams Preservers, Ltd.

SIMCOE AND ST. WILLIAMS, ONT.

Distributors:

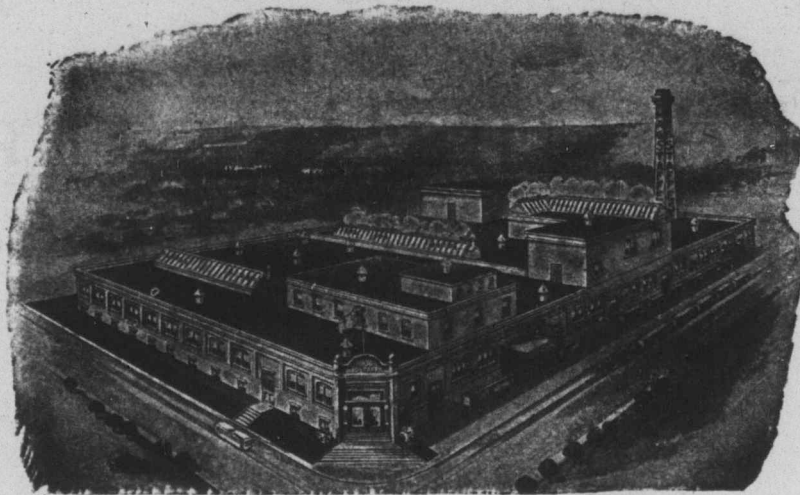
Maclure & Langley, Ltd.

TORONTO

WINNIPEG

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

Prepared
in
Copper
Kettles
Boiled
in
Silver
Pans



Packed
in
Gold
Lined
Pails
and
Glass

THE MOST MODERN AND UP-TO-DATE FRUIT
PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

NEW SEASON'S 1919

CELEBRATED SEVILLE Orange Marmalade

Now Ready for Delivery

Containing all the essential oils that
give such a piquant zest to a Real
Orange Marmalade.

Order from Your Wholesale Grocer

WAGSTAFFE, LIMITED

Pure Fruit Preservers

HAMILTON

CANADA

The Quality that
impels bigger and better
Marmalade sales



STUART'S
ORANGE
MARMALADE

Right now Madam Housewife wants your assistance, for her stock of home-made preserves, jams, etc., is getting low.

Marmalade for breakfast is a good suggestion, but offer her the best you can get, offer her the better quality—STUART'S.

It's made of the finest oranges and the best quality pure cane sugar, and it's made right.

Stuart, Limited
SARNIA, ONT.

Sell Them by the Dozen California Sunkist Lemons

Offer California Sunkist Lemons by the dozen instead of by the dime or quarter's worth. There's a wide variety of uses for lemons in the household—and women will use them when they're handy. So sell lemons by the dozen. Keep women supplied.

Lemons this season are of unusually fine quality. A steady supply is assured as the crop is normal. Your efforts to build up lemon trade will prove profitable throughout the coming year. Please send for our "Dealer's Choice" plan of display material distribution. It will give you new pointers on selling fruit.

Superior Quality—"Honest Pack"

California Sunkist Lemons are increasingly popular because of our continuous national advertising. Through this advertising women are learning to use lemons in many new ways. The large, juicy, waxy-skinned lemons in Sunkist wrappers are favored in American homes.

Top to Bottom Layer— Uniform

The uniform pack and splendid keeping qualities of California Sunkist lemons are to the dealer's advantage. In every Sunkist box you will find the bottom layer of fruit just as perfect as the top layer. This uniformity of quality and size assures a gratifying profit to the dealer.



SUNKIST PRICE CARDS—Send for special assortment of Sunkist Lemon price cards which illustrate, in artistic colors, many uses for lemons and provide a space for inserting the selling price per dozen. They are free.

California Fruit Growers Exchange
Co-operative Organization of 8,500 Growers
Los Angeles, California

FLORIDA GRAPE FRUIT

One of the leaders in the fruit line just now. Quality of our pack is extra fancy, smooth, bright, juicy fruit. Just what our trade demands.

California Navel Oranges

are now at their best—well matured, sweet, juicy and firm. Get your trade to use more by selling them a box or half box.

GOLDEN ORANGE BRAND NAVELS is the brand to build up your trade on. Order to-day. Prices lower.

BANANAS--Our Specialty

Our facilities for handling them are the most modern and up-to-date in the business. Our "standing order" is growing larger every day. Are you on yet? If not, write to-day. You will then be assured of best quality procurable at all times.

APPLES—Extra Fancy Box Apples—all varieties from the Yakima Valley. Prices very reasonable.

California Celery, Cauliflower, Lettuce, Onions, Potatoes, Fresh Haddock, Cod, Halibut, Sea Salmon, Lake Herring, Haddies, Fillets, Ciscoes, Kippers.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

THE FIRM FOR SERVICE

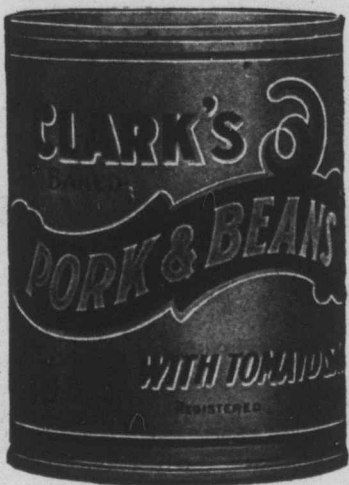
GUELPH

ONTARIO

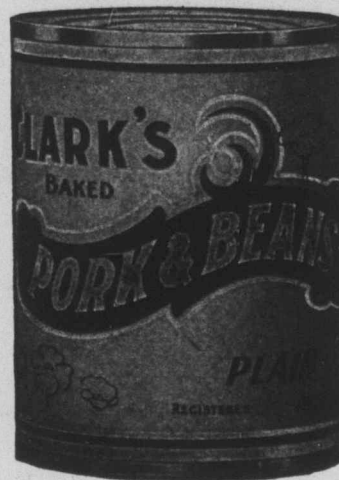
Canada Food Control License Nos. 3-090, 3-204

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

CLARK'S PORK and BEANS



with
Tomato
Plain,
or
Chili
Sauce
are



SURE SELLERS

They don't "linger" on your shelves. Their sale is assured by the Clark QUALITY, the Clark REPUTATION and the CLARK ADVERTISING.

Don't be afraid to BUY NOW. Clark's Pork and Beans are favorites and will sell no matter what conditions prevail.

W. CLARK
LIMITED



MONTREAL

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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

"Always On The Job"

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

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

STORAGE

DISTRIBUTING

FORWARDING

SIX HOUSES IN WESTERN CANADA

W. H. ESCOTT CO., LIMITED

Winnipeg, Man.

W. H. ESCOTT CO., LIMITED

Calgary, Alta.

W. H. ESCOTT CO., LIMITED

Saskatoon, Sask.

W. H. ESCOTT CO., LIMITED, Fort William, Ont.

W. H. ESCOTT CO., LIMITED

Regina, Sask.

W. H. ESCOTT CO., LIMITED

Edmonton, Alta.

WHOLESALE GROCERY BROKERS, MANUFACTURERS AGENTS, IMPORTERS

Consignments Solicited

HEAD OFFICE: 181-183 Bannatyne Ave. East, WINNIPEG

Write Us



We can market your product in the West

Our men are continually in touch with both the Wholesale and Retail Trade—some of them do Retail work exclusively. And in addition to this you will have the prestige of a well established and widely known firm back of your product.

We are agents for Christie's Biscuits
and Robertson's Confectionery

Scott-Bathgate Company, Limited, Winnipeg

Wholesale Grocery Brokers and Manufacturers' Agents

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.
We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.
F. D COCKBURN CO.
WINNIPEG

A. M. Maclure & Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Winnipeg Warehousing Co.
Winnipeg
Prompt and Efficient
SERVICE
Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.
**WAREHOUSING
DISTRIBUTING
STORAGE**

**Wholesale Grocery Brokers,
Commission Merchants**
410 Chamber of Commerce, Winnipeg
Personal attention given to all business entrusted to us.
Correspondence Solicited. Established here 1900.
GEORGE ADAM & CO.

C. H. GRANT CO.
Wholesale Commission Brokers and
Manufacturers' Agents
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

D. J. MacLeod & Co.
Manufacturers' Agents
and Grocery Brokers
EDMONTON, ALTA.
Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
156 LOMBARD STREET - - WINNIPEG, MANITOBA

**Trackage
Storage
Distri-
bution**

Donald H. Bain Co.

WHOLESALE GROCERY COMMISSION AGENTS

A sales force of competent men.
Ample capital—and the reliability that goes with it.
A record of results—and the prestige that follows it.
An energetic, result-getting organization—with satisfied clients to prove it.
Are all at your disposal if WE represent you.
Every branch a business in itself, directed by capable, experienced managers.
All varieties of Food Products.
If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

Canada Food Board License No. 6-450

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

T. M. SIBBALD & SON

GROCERY BROKERS
Agent for KELLOGG'S Toasted Cornflakes
Another Agency Solicited
311 KING ST. E. - TORONTO
Storage and Bonded Warehouses

MACLURE & LANGLEY

Limited
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialists
12 Front Street East - Toronto

W. F. ELLIOT

Importers & Manufacturers' Agents
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. A. LAMBE & CO.

TORONTO
Established 1885
SUGARS FRUITS

W. G. PATRICK & CO.

Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

AN ENGLISH HOUSE

of good standing are wishful to act as Sole Agents for a Canadian Fruit Canning House, packing first-class goods. Buying or on Commission. Quality first consideration. Apply "Progress," Canadian Grocer, 88 Fleet St., London, Eng.

To Manufacturers' Agents

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

The rates are reasonable. For one inch each week for one year the cost is only \$1.60 per insertion. For two inches for the same time the cost is \$3.20 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

FISH

Pickled Lake Superior Herring, in kegs, half-kegs and pails. Trout and whitefish in kegs.

Frozen Georgian Bay Trout and Lake Superior Herring.

We still have a few hundred barrels of Georgian Bay Apples in stock.

We Invite Correspondence

LEMON BROS.
OWEN SOUND, ONT.

Western Provinces Continued

Joseph E. Huxley & Co.

Wholesale Grocery Commission Agents
WINNIPEG CANADA

MacDONALD BROKERAGE CO.

ARE YOU SEEKING REPRESENTATION
IN ANY PART OF CANADA?
Through our complete organization we are in a position to represent some good grocery specialty lines. If interested, address Box 494, Canadian Grocer.

When writing
to advertisers
kindly mention
this paper.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED
*Commission Merchants
Grocers' Specialties*
MONTREAL TORONTO
Canadian Food Control License Nos. 6-236/7/8

THE S. G. BENDON UTILITY CO.
Brokers and Commission Agents
30 St. Francis Xavier St., Montreal
Our Motto: Always at Your Service

JOHN E TURTON
Wholesale Grocery Broker
BOARD OF TRADE BUILDING
MONTREAL

C. B. HART, Reg.
Montreal, P.Q.
*Grocery and Chemical Brokers
Commission Agents*

Paul F. Gauvreau
Wholesale Broker. Flour, Feed, Provisions
84 St. Peter Street, Quebec
On demand will quote Salted Cod Fish, Salted Salmon. Buyer of all kinds of feeds and grains.

J. L. FREEMAN & CO.
Wholesale Grocery Brokers
ROOM 122 BOARD OF TRADE BUILDING - Montreal

MARITIME PROVINCES

GENEST & GENEST, LTD.
COURTIERS—BROKERS
CORN and CORN PRODUCTS—PEAS
*Grain, Flour and Feed—Wholesale Only
Grocers Specialties*
BOARD OF TRADE BLDG., MONTREAL

Schofield & Beer, St. John, N.B.
Manufacturers Agents
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

Mention This Paper When Writing Advertisers.

Just Received!
Hams (5 tons), Sides of Pork with Head and Feet Off (10 tons).
SPECIAL LOW PRICE
Write Us
The Colwell Brokerage Co., Ltd.
St. John, N.B.

Man Left You, Did He?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small condensed advertisement in CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding

a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.

The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our care. Send your advertisement and remittance to

Canadian Grocer Want Ads. 143-153 University Avenue TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS' AND BROKERS' DIRECTORY

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BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

C. T. NELSON
GROCERY BROKER
155 Hibben-Bone Bldg., Victoria, B.C.
in touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Live men calling on retail trade.
Victoria Vancouver

A. T. CLEGHORN
Merchandise BROKER
Stock Exchange Building, 326 Homer St. Vancouver, Canada
Accounts solicited for British Columbia


The Robert Gillespie Co.
Importers and Exporters
323 Homer St., Vancouver
Live Salesmen covering Alberta and B.C.

M. DESBRISAY & CO.
Salmon Cannery and Manufacturers' Agents
VANCOUVER, B.C.
Our organization is equipped to handle any manufacturers' line. Our salesmen get results.

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS


WE CAN HANDLE A FEW
MORE GOOD LINES
May we include yours among the quality products we are now successfully representing in this field? Particulars from
J. L. TORRY & CO.
Importers and Exporters VANCOUVER

LITTLE BROS. LTD., VANCOUVER, B.C.
Established 15 Years. Live Staff of Salesmen. First-Class Storage and Warehouse Facilities.
We can place one or two good specialty lines on the B.C. market. If you want live representation, write us to-day.



ALBATROSS BRAND
TRADE MARK
CLAYOQUOT SOUND CANNING CO. LTD.
SOLE AGENTS
VICTORIA, B.C.

FRESH
BRITISH COLUMBIA



PILCHARD

Your Customers Will Like
**ALBATROSS BRAND
PILCHARD**

It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find Albatross Brand Pilchards a quick-mover and a good money-maker, too.

Clayoquot-Sound Canning Co., Ltd.
J. L. BECKWITH, Agent
VICTORIA - B.C.

Watson's **KIPPERED HERRING**

Smoked: Kippers, Bloaters, Boneless Herring, Herring Chicks. Pickled: Scotch-soured Herring (barrels and half-barrels and pails); Frozen Herring, Fish Paste in glass jars.

Packed by—
WATSON BROS. FISHING & PACKING CO., LTD., VANCOUVER

DODWELL & CO. LTD.

IMPORTERS & EXPORTERS

**VANCOUVER,
B. C.**

IMPORTERS OF

Desiccated Coconut,
Coconut Oil, Rice,
Beans, Preserved Gingers
and other Oriental Lines

HEAD OFFICE :—

Exchange Chambers, St. Mary Axe,
London, E.C., Eng.

BRANCHES AT :—

Hong Kong, Shanghai, Foochow,
and Hankow, China.

Yokohama, Kobe and Tokio, Japan.

Colombo, Ceylon.

New York, N.Y., U.S.A.

Seattle and Tacoma, Wash., U.S.A.

Portland, Ore, U.S.A.

San Francisco, Cal., U.S.A.

Victoria, B.C., Can.



She'll come again for "Wedding Breakfast" Coffee

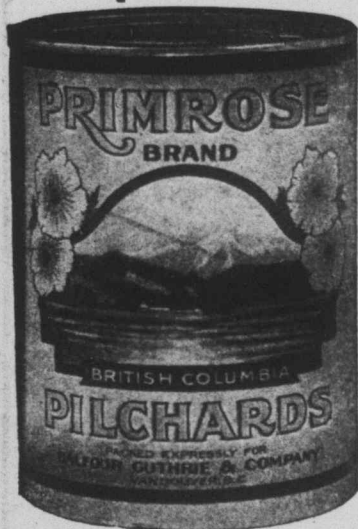
Wedding Breakfast Coffee has every good quality likely to commend it to critical people. It is worth your while to get your customers acquainted with "WEDDING BREAKFAST" Coffee because it is a sure repeater.

We also make Arrow Brand Extracts, Spices, Baking Powder, etc.

Pioneer Coffee and Spice Mills Company
 VICTORIA AND VANCOUVER
 ESTABLISHED 1875

"PRIMROSE"

PILCHARDS



Strictly Prime Quality

Ocean Caught

Packed Only By Hand

Rich in flavor and high in food value

Defiance Packing Co., Ltd.
 Head Office: VANCOUVER B.C.

Canneries at West Vancouver and Port Renfrew, B.C.

Sales Agents: Balfour, Guthrie & Co. Vancouver, B.C.

Salmon Commandeered



SNOW CAP BRAND PILCHARDS

are more delicious than SOCKEYE and are less than half the price.

For Salads and Sandwiches

They are More of a Dainty Than Tuna Fish

"Snow Cap"

is Hand Packed by

Packed in 1 lb. Tins and 1-3 lb. Flats Sold by Your Jobber

The Nootka Packing Co., Ltd.
 NOOTKA, B.C.

Have Her Try B. B. Brand Rye Flour

She'll have an entirely new idea of how good Rye Flour can be once she tries B. B. Brand. B.B. quality has placed Rye Flour in the staple foods class. Rye Flour has a delicious flavor, and is more nutritious than the average wheat flour.

B. B. RYE FLOUR MILLS LTD., WINNIPEG

License Nos: 4-295, 4-075



LET US QUOTE YOU ON ORIENTAL LINES

Isinglass, Electrical Goods, Brushes (all kinds), Camphor Coconut, etc., Mirrors, Lead Pencils, etc. Write or Wire for prices. It means money to you.

R. G. BEDLINGTON, & CO., LIMITED, VANCOUVER

Established 1905

IMPORTERS

EXPORTERS

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.

Canada Food Board License No. 4-517

Sun-Maid Packages in Natural Colors

In order to attract special attention to your store displays of Sun-Maid Raisins, our magazine advertising shows the Sun-Maid Packages in their natural blues and reds.

By displaying Sun-Maid Raisins you get the full benefit of our forceful magazine advertising, which is seen by millions every month.



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

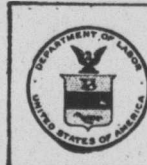
Sun-Maid Raisins

[Buy from your regular jobber]

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 9,000 Growers

FRESNO, CALIFORNIA



ALL TOGETHER

Let's continue production and insure Prosperity.

U. S. Dept. of Labor,
W. B. WILSON,
Secretary.



A Few Bottles of Marsh's

displayed on your sales counter will remind your customers of this wholesome Concord Beverage and a word of recommendation from you will bring you regular sales and lots of good extra profit.

The Marsh Grape Juice Company

NIAGARA FALLS - ONT.

The MacLaren Imperial Cheese Co., Limited
Toronto, Ont.

Ontario Agents:
ROSE & LAFLAMME
Limited, Montreal, Que.

Harry Lauder's Word is as Good as His Bond

He recommends CREAM OF BARLEY as being one of the finest cereals on the market. He is speaking from his own experience, for in Scotland they use more BARLEY than any other cereal grown. He was more than delighted when he knew CREAM OF BARLEY could be **cooked in 3 minutes**; he advises all people to eat CREAM OF BARLEY, and the more you eat the better you will feel. He claims it is the only real cure for indigestion, for the most sensitive stomach can retain it, and the finest thing for the growing child, for their small, weak stomachs cannot retain coarse cereals. The people who are confined in offices and have that mental strain, require Barley. Try CREAM OF BARLEY and be convinced that it is a blood and nerve builder, which you require.

Sold by all Wholesale Grocery Jobbers, so, Mr. Grocer, try one case, for it is a repeater.

Our trade-mark is registered
MANUFACTURED BY

John Mackay Co., Limited

BOWMANVILLE, ONT.

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

Wantmore

PEANUT BUTTER

The Finest Spread
for Bread



A delicious line. Made from selected hand-picked, blanched peanuts. Healthful, nutritious and palatable. Physicians recommend it for children. When you sell a customer one can of WANTMORE Peanut Butter you will sell her many more. Its goodness will keep it repeating and you make a good profit on every sale. Ask your jobber for it, or write direct to us.

R. L. Fowler & Co., Ltd.

Manufacturers

CALGARY

SASKATOON

REGINA

License No. 15-241

WAR CONDITIONS

necessitate the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

POULTRY FOODS, CANARY
AND PARROT MIXTURES

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited
24-25 Fenchurch Street, E.C. 3.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

British Manufacture

GELATINE

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO



Will Clean Up Sales

Wonderful Soap is a Canadian Product manufactured so as to meet the needs of the Canadian housewife.

It is **Safe—Sure—Speedy.**
It can be used for **Bath—Toilet—Laundry or Scrubbing purposes.**

Give us your next soap order and you too will be more than satisfied with the profits from Wonderful Soap.

Guelph Soap Co.
Guelph, Ont.

High Grade Navels

Guaranteed free from
frost.

Fancy Boxed Apples

Domestic Onions

Shelled Almonds

Grapefruit

Peanuts

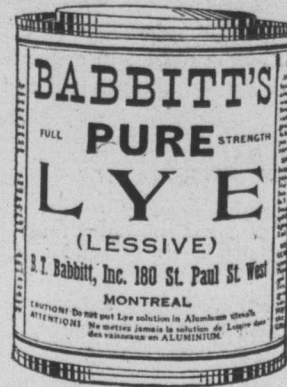
Send in your order
to-day.

McBRIDE BROS.

House of Quality

35 Church Street, Toronto

Canadian Food Control Licenses No. 3-027 and 3-028



Makes a dandy soap— either hard or soft

Full directions on every can. Make a good display of Babbitt's Pure Lye and you'll make good profits.

Canadian Headquarters:

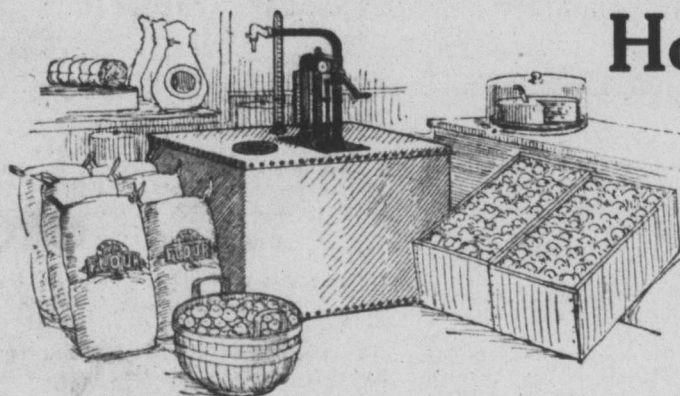
180 St. Paul St. West, Montreal

Canadian Selling Representatives:

Eastern Canada: W. H. Dunn, Ltd., Montreal

Ontario: Dunn-Hortop, Ltd., Toronto

Man., Sask., Alta.: Watson & Truesdale, Winnipeg



A Bowser System eliminates objectionable oil odors. It's a guarantee of security for your other stocks.

How I Sell More Oil

Is your service still handicapped by the old mussy barrel and measure system? Are your profits still eaten up by dripping, splashing and over-filled cans?

A moment's reflection will convince you that the only safe, accurate and profitable way to handle Oil is by the

BOWSER OIL STORAGE SYSTEM

There's no waste with the Bowser—no oil-soaked floors—no contaminated merchandise—no constant fire menace—no loss of time—no inconvenience. The Bowser measures accurately and quickly, direct to the customer's can. It keeps the oil pure and clean and keeps it so indefinitely. This is what the Bowser has done for me.

PARTICULAR GROCER.

Wouldn't you like further information on this?

Ask us. No obligation at all.

S. F. Bowser & Company, Inc., 66-68 Fraser Ave., Toronto

Sales Offices in all Centers

Representatives Everywhere

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

Enquiry Department

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

RESTRICTIONS ON ICE CREAM MANUFACTURE WITHDRAWN

Could you please let me know if the restrictions on the use of sugar and butterfat in the manufacture of ice cream are off?—John W. Mayhew, Renfrew, Ont.

Answer—Yes. These restrictions were repealed by a Canada Food Board order made public Jan. 22.

NEED LICENSE TO CARRY ON FISH BUSINESS STILL

Will it be necessary for us to take out a license to buy and sell fish this year?—J. D. Verge & Sons, Sober Island, N.S.

Answer—Yes. The Food Board has announced that the licensing system will be in force another year. If you have a license you will have to renew it at time of expiring.

SOAP DOES NOT REQUIRE TAX STAMPS

Please advise us whether it is necessary to use revenue stamps on Lifebuoy Soap.—The T. Hocking Co., Dutton, Ont.

Answer—The product does not require a stamp nor do any soaps. Other toilet preparations, however, do require them.

LIFEBUOY SOAP AGAIN

Is it necessary to put a 1c stamp on Lifebuoy Health Soap?—A. D. Elliot, Watford, Ont.

Answer—No. See above.

REGARDING EGGS AND EGG CASES

Can you inform me where I can procure information re "candling" eggs, also receipts for limeing and all other information relative to preserving and caring for same? Also where we could purchase shooks and fillers for cases?—Cotton & Co., Charlottetown, P.E.I.

Answer—The following firms are manufacturers of fillers: Trent Manufacturing Co., Trenton, Ont.; Miller Bros., 20-38 Dowd St., Montreal; A. B. Scott, Niagara Falls, Ont.; Wm. Cane & Sons, Newmarket, Ont. Box Shooks: W. C. Edwards & Co., 6 Sussex St., Ottawa; Boxes, Ltd., Ottawa.

ADDRESS OF MANUFACTURER

Please advise us of the address of the Canada Nut Manufacturing Co., manufacturers of Squirrel Brand Peanut Butter.—H. T. S., Toronto.

Answer—Vancouver, B.C.

MOLASSES AND SYRUP PUMPS

Would you kindly furnish us with the addresses of some firms handling the newest in molasses and syrup pumps?—Geo. Gordon & Co., Cache Bay, Ont.

Answer—These pumps are manufactured by Walter Woods & Co., Hamilton; Enterprise Manufacturing Co., Philadelphia.

INFORMATION ON BEE-KEEPING

Where can we get the best information on bee-keeping?—, Sherbrooke, Que.

Answer—There are a couple of pamphlets published by the Department of Agriculture, Publications Branch, Ottawa, and that may be obtained without cost on application. They are as follows: "Bee-keeping in Canada, Ex. circular 18," and "Bees and How to Keep Them," Bulletin 26, second series. There are also certain publications by the A. I. Root Company, Medina, Ohio, that are probably about what you want. Mr. Root was a pioneer in the industry and has written several books on the subject. He also publishes a little magazine called "Gleanings on Bee Culture."

ADDRESS OF "FUR NEWS"

Please let me know if you handle "The Fur News" or could you give me the address of this publication.—Spadoni Bros., White River, Ont.

Answer—The "Fur News" is published in New York. The subscription price is 50 cents a year. The "Fur News," New York City, is a sufficient address.

MANUAL OF MILLING

Would you kindly advise me of the best manual I could procure on the matter of flour milling, covering the question of actual milling, machinery, costs, etc.? The price of the publication as well as the name

of the publishers would be appreciated.—John Livingstone, Regina, Sask.

Answer—There is a Canadian milling journal—The Canadian Miller and Cereal-ist, published in Montreal, that would probably be of service to you. Other journals that might be of service are: "The North-western Miller," Minneapolis, Minn., \$4.00; "The Operative Miller," Chicago, Ill.; "The Modern Miller," Chicago, Ill. These latter are, I think, \$3.00 a year.

TEMPERANCE BEER

Could you give us the names of some reliable manufacturers of two per cent. beer in the East?—, Regina, Sask.

Answer—There are a very large number of breweries now manufacturing two per cent. beer, among them might be noted the O'Keefe Brewing Co., Gould St., Toronto; Carling Brewing & Malting Co., London, Ont.; John Labatt, Ltd., London, Ont.; Walkerville Brewing Co., Walkerville, Ont.; Reinhardt Salvador Brewing Co., Toronto.

ACCOUNT COLLECTING IN PETERBOROUGH

I have an account in Peterborough, could you tell me of a good collector or collection agency?—J. Gilbert, Kingston, Ont.

Answer—Would suggest that you write either R. R. Hall or Gordon, Widdiefield & O'Brien, of Peterborough, in regard to the account you wish to have collected. We have been given these two names by a reliable authority in Peterborough.

LICENSE NUMBER ON COUNTER CHECKS

Is it necessary to continue putting license number on counter check books, when used as statements? Where is our nearest account collector?—C. C. Thompson, Northbrook, Ont.

Answer—It is still necessary to use license number on counter checks and other stationery. For collection, Malcolm Wright, barrister and notary, Belleville, Ont.

MUSIC WHOLESALE

Could you give me the name of a wholesale music store?—J. E. Rousseau, Five Fingers, N.B.

Answer—Whaley, Royce & Co., Toronto; Anglo-Canadian Music Co., Toronto.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers
INFORMATION WANTED

Date.....191..

Please give me information on the following: Name
Address

Economize By Using Egg-O Baking Powder

Saves time—by making it possible to have several batches on the way at once. You waste no time re-mixing as each will be perfectly leavened in spite of oven waits.

Saves money—because it is the best and most efficient baking powder produced. Better results with less powder.

Saves materials—by always working perfectly. Its double action is a guarantee that every batch will be a good one.



Egg-O is carried in stock by all jobbers

Egg-O Baking Powder Co., Limited
HAMILTON CANADA



Quality **Whittemore's** Variety
Shoe Polishes

The Shine That Lasts

Bostonian Cream. The ideal cleaner for kid and calf. Brown, gray, white, in fact, any other color or shade desired.

Gilt Edge Black Self-shining Dressing. The old reliable dressing for ladies' and children's shoes.

Shuclean. For white kid, calf, buck and Nubuck leather. Will not harden the finest and lightest weight of leather.

Cleanall. The great success for cleaning velvet, silk and satin shoes and slippers, also fabrics.

Quick White. Makes dirty white canvas shoes clean and white. A well-known dressing.

Albo white cake canvas and buck dressing in metal box. 2 sizes.

Nobby Brown Paste Polish for brown leather shoes. **Peerless Oxblood** Paste Polish for red leather shoes.

Ask your jobber's salesman for complete catalogue with prices, or write us at Boston, Mass., U.S.A.

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

American Steel Wool

Cleans, smooths and polishes anything and everything

"My Right Hand in the Home"---The Aluminum Cleanser

There is nothing like

American Steel Wool

for these and countless other uses :

Cleaning, scouring and polishing ALUMINUM, enameled, steel and iron kitchen utensils, cutlery, tile, marble, wooden floors, sinks, stoves, bath tubs, basins and fixtures, bric-a-brac and everything about the home, farm, dairy and shop.

Removing dirt, mud and rust from farming utensils, garden implements and tools; from golf clubs and guns; from autos, bicycles, carts, wagons and trucks. Eliminating old coats of paint, varnish, Japan, shellac, etc., rubbing in first fresh coat; also rounding off and smoothing down wooden surfaces.

Whatever, wherever, the object is that needs to be cleaned, smoothed or polished, American Steel Wool is essential and incomparable.

Six grades and each the best for a special use:

00-0-1-2-3-4

Grade 0 is the ALUMINUM Cleanser

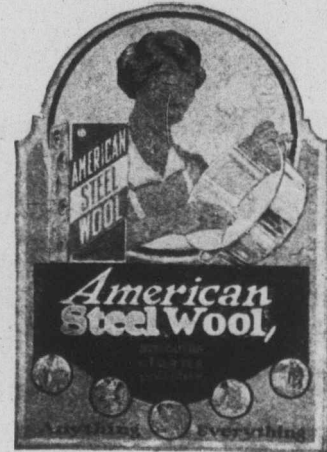
The attractive package contains a "Dictionary of Uses" and "Instructions for Using."

You will make a profitable investment when you stock this line.

Have your jobber supply your requirements.



Original Package
in Red, White and Blue



One important use for
Steel Wool

W. J. Chambers & Co., Sole Agents, 43 Scott St., Toronto

\$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay \$1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.
153 UNIVERSITY AVENUE, TORONTO

Many Things For Grocers To Think About

Grocers have too many other things to do and to think about these days without trying to become tea experts.

The tea business is a business in itself, more so to-day than ever before.

It requires long experience and accurate knowledge of the tea situation all over the world to buy tea safely and advantageously to-day.

It requires the facilities of a large organization of tea buyers, tea tasters, blenders, etc., to select the teas most suitable for the Canadian taste, Canadian waters, etc., and to blend them so as to combine full flavor, richness, strength and economy. And still greater skill to maintain the unvarying Red Rose standard of quality month after month, year in and year out.

Grocers who let our tea experts work for them will be farther ahead than those who try to do the work themselves.

Don't you think so?

T. H. ESTABROOKS CO., LIMITED

Toronto, St. John, Winnipeg, Calgary
Canada Food Board License No. 6-276



KEEN'S

---the all British Blue

When your customers ask you for Blue, give them Keen's Oxford Blue—the Blue they know—the Blue you know is good—the Blue that has a record not excelled by any other.

Then you'll be sure to get their next Blue order.



Magor, Son & Co., Limited

191 St. Paul Street W., Montreal

30 Church St., Toronto

One of these good looking display cards will keep your stock of Keen's moving.



The Sign of Purity and Cleanliness

The McCormick factory and trade-mark are internationally known—the McCormick million-dollar factory is a national institution. It is the home of the famous Jersey Cream Sodas. The McCormick watchwords are PURITY and CLEANLINESS.

All discriminating buyers look for the McCormick trade-mark—because it represents the highest achievement in the biscuit world.

The McCORMICK MFG. CO., LIMITED, London, Canada

Branches: MONTREAL OTTAWA HAMILTON KINGSTON
WINNIPEG CALGARY ST. JOHN, N.B. PORT ARTHUR

Canada Food Board Licenses: 11-003, 14-166.

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

CANADIAN GROCER

VOL. XXXIII.

TORONTO, FEBRUARY 7, 1919.

No. 6

Dealers Push Different Lines of Cocoa

**Individuality of the Retailer
Definitely Shown By the
Sales Sheets of Western
Ontario Grocers —
Different Dealers
Favor Different
Brands**

"DO YOU find that many of your customers ask you over the phone or when they come into the store for a particular brand of cocoa, or do they ask you simply for a tin of cocoa?" was a question asked Fred C. Harp, a Brantford, Ont., grocer, recently.

Mr. Harp replied that a large number of his customers just asked him for a tin of cocoa. Some asked for a special brand.

"What kind do you give them," he was asked, "when they ask for a tin of cocoa?" "I sell them —" he said.

"Why do you specialize on that brand?"

"Because I buy more of that and I sell more of it," he replied, "and I think it is good cocoa."

Similar questions were asked Mr. Hastings of the J. Forde & Co. grocery of Brantford, a short distance from the store of Mr. Harp.

Mr. Hastings pointed out they sold more of — cocoa than any other kind — mentioning another brand from that which Mr. Harp was pushing.

"We believe this cocoa satisfies our customers better than any other kind. We buy more of it, and naturally we sell more of it. We can sell any line of goods we get behind."

Many Merchants, Many Minds

Here are two grocers in Brantford, Ont., a short distance from each other, one of whom sells more of one brand of cocoa, and the other more of another.

J. L. Wyckoff, a grocer on Dundas Street, London, Ont., has the biggest sale in still a third brand of cocoa.

He was asked again similar questions to those above referred to. He pointed out that he believed he could sell any brand he got behind as long as he knew it was good. The reason he sold the particular brand he mentioned more than

This is first of a series of articles giving interviews with some of Canada's progressive retailers showing how they are getting behind certain brands of goods with their selling power. Cocoa is discussed in this article. In future issues tea, shortening, bacon, baking powder, jams, marmalade, condensed milk, etc., etc., will be taken up. This will be an important series for retailers in the grocery trade. Merchants who have been interviewed point out that it is only by showing their individuality in selling, that they get fair and square treatment from those whose goods they buy and sell.

any of the others, was that by buying one brand in larger quantities he could get a better price on it. Many of his customers simply asked him for a tin of cocoa, specifying no brand, and many others had been educated to ask for the brand which he was pushing.

Geo. Reeks, of Reeks & Co., grocers, Talbot street, St. Thomas, Ont., gave similar reasons for pushing the same brand as Mr. Wyckoff.

The experiences with cocoa of the four above-mentioned Western Ontario retailers present again strong evidence of the selling power of the retail dealer.

It may be mentioned here these three brands of cocoa are given fairly extensive publicity in mediums reaching the customers of all these retailers. It is undoubtedly correct that generally speaking, customers of each of the four stores read the same announcements. These announcements undoubtedly have some influence upon their buying.

Yet in face of this we find each of the three first-mentioned retailers pushing sales of different brands of cocoa.

The conclusion to be arrived at is that these grocers are showing a definite individualism in connection with their sell-

**Manufacturers Who Co-operate
With Retailer Secure
the Best Results — The
Aggressive Retailer
Can Sell Any Good
Line That Has
Merit**

ing efforts. Each has come to the conclusion that a certain brand is the best for him to push. This is the brand that gets his first attention; it is the one that he buys most of and sells most of.

Confidence in Judgment of the Merchant

This again shows the influence the progressive merchant has over the buying of his customers. All these retailers have been in business a good many years and their customers have learned to have confidence in their suggestions. By some means or other these retailers have either consciously or unconsciously formed the impression that their best interests lie in pushing the sale of one brand of cocoa.

This article is intended to impress upon the retailer that he has a definite individuality when it comes to selling goods. It is this individuality that keeps customers coming back and back again to the same grocer for their foodstuffs.

Investigations made among retailers as related above, and in other instances, show that it is in the interest of grocers to push the lines which they believe to be the best and where the manufacturer takes the trouble to work in co-operation with the dealer rather than to ignore him. CANADIAN GROCER every week hears manufacturers state that the retail dealer is of little or no consideration in the distribution problem, that he merely passes out the goods demanded, and that he is not a salesman himself. One large Canadian tea packer has frequently stated that he does not care anything about the retailer, that he is simply a slot machine for handing out his particular tea when it is asked for, and that he does not deserve consideration. This, however, is another story, and will be told in another article of this series.

Discounting the Dealer is Discounting Business

Many manufacturers who have no faith in the selling ability and individuality

of the aggressive grocer, are to-day throwing away a great deal of money on fake schemes, when half the amount of money spent in co-operating with the dealer would bring much better returns.

Usually the manufacturer who regards the dealer as a slot machine does not hesitate to cut the retailer's profit to a point that scarcely allows him a cent over and above his total costs. Thousands of Canadian retailers can show that they are not slot machines, and that they can sell the goods they get behind, irrespective of all outside or other influences.

While this article deals especially with cocoa, it demonstrates that the retailer forms impressions himself upon the brand of goods he should sell, and that he acts on these impressions. His invoices and sales sheets prove this.

This conclusion is absolutely correct. If it were not why should we find three retailers in two cities in one part of the country where their customers read the same general mediums, and who are of the same type, pushing the sales of three different brands of cocoa?

CANADIAN GROCER stands firm for

co-operation between the manufacturer and the retailer. Many manufacturers are known to-day who are losing sales to retailers because they are not extending this co-operation and not treating the merchant as an important link in the distribution of their products to the consuming public.

This article will be followed by a number of others showing definite cases where the retailer shows his individualism and selling ability. Watch for the remainder of these articles.

Outlook for Marmalade Considered Fair

Winning of War Has Not Increased Supplies of Bitter Oranges—Italian and Spanish Hard to Get—Canadian Outlook Doubtful—Large Percentage Waste—San Domingo Bitters Coming—Grapefruit Marmalade Selling

THE attitude of many has seemed to be that now the war is won and virtually over, that the troubles of the trade should be over. Goods should be forthcoming in ample quantities, and the poor consumer should not have to pay the high prices which have been reached after a more than four-year war period. The case of bitter oranges in their relation to marmalade is no different from that which must apply in many other lines. Supplies are not easy to get, prices have not sagged, and the outlook is, for the new pack now being preserved, even higher prices.

Italian Bitters Hard to Get

The factors contributing to this condition are many, and whereas now it may even seem absurd to blame them on the war, there is no doubt that conditions arising out of the war are very largely responsible. Bitter oranges, like many other lines, do not grow in a day, but their cultivation and successful marketing depends very largely on almost daily care and attention. The position of the Italian bitter, then, neglected to a large extent through stress of war and the need of men on the fighting line, is not one that is too encouraging.

It is true the active war operations ceased in time to enable more workers to go to the groves to pick, but through inefficient cultivation the crop was not such that their assistance was needed very badly. Then again Great Britain stepped in and took over all the exportable surplus—practically a home market for the Italian interests and worries over transportation nil—John Bull would take care of all the details in that connection.

Canadian Outlook Was Doubtful

Most certainly the outlook for Canadian interests was none too bright, but when the position of Canada's manufactures was explained, and the release of at least some supplies asked, Great Britain complied, and there have been a couple of small shipments come through,

which will help materially in tiding over the coming year.

Spanish Not Much Better

The question arises then: why not secure the Spanish bitters if all this formality and trouble in getting the Italian bitters released? The situation in these is practically a parallel to that which obtains on the Italian product. Great Britain, it is understood, stood ready to take over the exportable surplus of these, and the same difficulties in getting supplies of these occurred. It is understood that one car of these has come through to the Toronto market.

Large Percentage Waste

Outside of manufacturers who are in a position to make almost immediate use of supplies coming in, there are comparatively few bitter oranges brought in to be marketed through the regular channels of trade. The average wastage of Spanish bitters is estimated at about 30 per cent., which is a high figure to be overcome. The keeping qualities of the Italian bitters are said to be somewhat better, but these are not quite so juicy as their neutral neighbor.

What is to Come Unknown

There is still time for further shipments to come from both sources, but that these will come is unknown. As far as can be learned there have been no further supplies released, and it may be that receipts already registered will prove the sum total received. Another two or three weeks will complete the season, and some more accurate statement can be made as to supplies. So far the manufacturers have not fared so badly, and they are in a position to offer very fair quantities of marmalade. How long stocks of marmalade from the present supplies of bitter oranges will last is something the future will determine.

San Domingo Bitters for Consumer

An interesting sidelight on the European bitters is the probability of some San Domingo arrivals at an early date.

Last year, it is understood, there were some Porto Rico and San Domingo bitters reached Canada, and latest reports indicate that a shipment from the latter source is due now. These, as far as can be learned, will be sold through the regular channels of trade to the consumer. It can be seen then that these are not a factor as far as the manufacturer is concerned, only in as far as their use may curtail demand for marmalade from the few who will buy and make up their own. The San Domingo bitter is somewhat larger than the European varieties, but is said to be very juicy.

Lemons a Factor in Cost

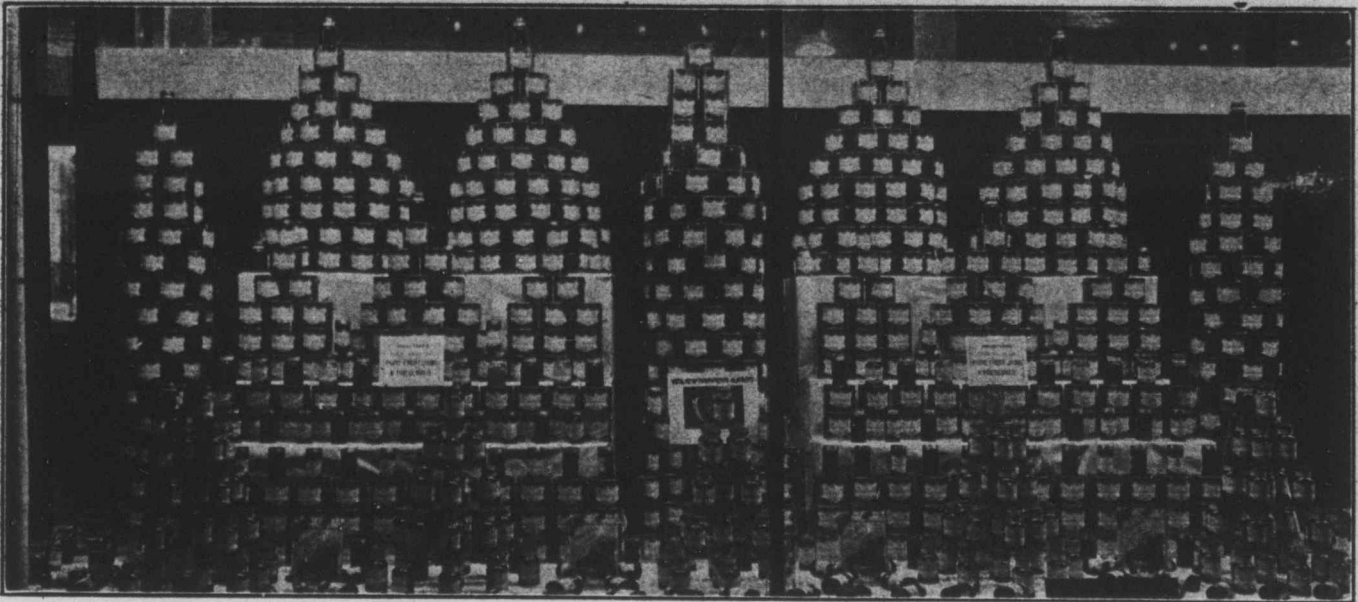
The general scarcity of bitters, however, with their high cost are not the only factors which add to the ultimate consumer's high cost for marmalade. It is understood many manufacturers use a certain amount of lemons with their product to give the right touch as it affects the taste, and the story of lemons is one which is familiar to the trade; they have not contributed in such a way that costs could be reduced on any product of which they are a part. Lemon supplies, however, are plentiful, and this, at least, is a redeeming feature when the talk of scarcity is heard from so many sources.

Grapefruit Marmalade Selling

But there is one other line which is used to some extent—and it is claimed increasingly so—in the manufacture of marmalade. This makes a departure from the orange marmalade altogether, for attention is now directed to grapefruit and its place in the morning meal. Some may say that in its natural state it is best to start off the day, but at least it is being made into marmalade, too.

Grapefruit marmalade is not altogether a new departure, although its sale by no means approximates that of the orange. Difficulties in securing supplies have not been so great, however, and whereas prices have been high, it has

Continued on page 30



An affective window arrangement to aid in marmalade sales.

“Tell Your Customers”—the Secret—

Advertising the One Successful Means of Selling Window Displays—Newspaper Advertising and Just Plain Selling—In Other Words, Telling Your Customers—How Some Grocers Have Used These Means of Selling Marmalade

ROUND about this time of year, with the fruit cellar developing that lean and hungry look, there is bound to be a considerable run on all kinds of canned and preserved fruits, and especially of marmalade. Marmalade oranges will be coming on the market, and will be displayed everywhere. Now it may be that comparatively few customers make marmalade, and it may be that there are comparatively few oranges to make it with, but the suggestion is there all the same, and the suggestion spells marmalade. J. L. Wyckoff, of Wyckoff's Quality Food Shop, Dundas street, London, is a merchant who does not let these opportunities pass him by. When he sees such an opportunity coming, he goes after it, in his own way.

Angling for Business

“We have made it,” he says, “a practice to push one particular brand of marmalade, thereby allowing us to buy in larger quantities and incidentally giving us a greater discount in quantity lots.

When our shipment arrives, usually two or three barrels, we trim our largest window ‘bang up,’ and, of course, use a price card on each size package; also a large card in the background, something like ‘For a tasty, appetizing breakfast. Here and there throughout the display we place fancy baskets of oranges or grape fruit, as the case may be. We also place a jar or can of each size in different places in the shop, readily seen by our customers. Sometimes, if we can spare the space, we devote a table to a display. After our ‘scene is all set,’ we just push, tell everyone about it.

Using a Slicer to Help Sales

Our selling methods for marmalade supplies is very similar to that of mar-

malade, except that we trim our windows with bitter and sweet oranges, grape fruit and lemons, with a background of package sugar, and, of course, the indispensable price and announcement cards. We have six fruit slicers, which we loan gratis to purchasers of fruit; this we have found very profitable, as many people come here to get their marmalade supplies, so that they may have the use of a slicer. Last year, on account of the high prices and scarcity of bitter oranges, the season was rather poor, but previous years our slicers are busy all the time, with a waiting list of ten or more, as long as the season lasts.

The Importance of Making a Noise

Of course, it is needless to say that to make a success of selling any “special,”

it is necessary to make a noise—use the windows, that's what they are for; interior of shop, the newspapers, and, of course, your mouth—tell your customers. Simple, isn't it?”

H. Malcolmson, Chatham, Ont., is another merchant who takes advantage of the opportunity to feature goods at appropriate seasons.

“We find the best way to sell marmalade,” he states, “is by display, more especially by means of window display, backed up all the time by newspaper advertising.

We have also found that where we have a “prospect,” it is often good business to send a letter, giving a list of the marmalades or jams, and we would have a price per dozen.

THESE MARMALADES WILL HELP TO START THE DAY WELL

At breakfast you need some little fillip to the appetite, something to start you off on the day's work, with a cheerful, satisfied feeling. Marmalade, the kind we sell, will provide that very sensation.

Our prices are right, but we are calling attention rather to quality than price. For Instance, Note These Brands:

- | | |
|------------------------|-----------------------------|
| ..Orange Marmalade ..c | ..Grape Fruit Marmalade ..c |
| ..Orange Marmalade ..c | ..Fig Marmalade.....c |
| ..Orange Marmalade ..c | ..Pineapple ..c |
| ..Lemon Marmalade...c | |

BROWN BROS., 100 Main St.

Of course, this would not be in a general way, but in special cases we find it brings us good business."

Making a Special Sale

A. Snyder, 327 Roncesvalles Ave., Toronto, is another grocer who believes in the value of a special drive, backed by window displays, to bring business in this line. At the time of stock-taking, he found that he was considerably more heavily stocked in marmalade than he had supposed, and this in conjunction with the fact that it was a good season to dispose of these goods, gave him the idea of making a special sale on these goods. He arranged window displays of different sized containers, with cards

drawing attention to the marmalade and the price. Inside the window had still its selling force, as the display looked inward as well as outward. In addition, there was a smaller display on the counter, and customers entering the store naturally were interested in the display, and in almost every case enquired regarding the marmalade. As a result of this special effort during the course of the two weeks' sale, there were sold five cases of one size marmalade, five cases of larger size, and three cases of marmalade in large pails. That totals a very appreciable quantity of marmalade to dispose of in two weeks, and it was done by telling the people about it.

Strong Combination of Jam Firms

Crosse and Blackwell, Keillers and Lazenby Come Together— New Factory For Crosse and Blackwell

LONDON, Eng. (Special)—Crosse & Blackwell, Ltd.; Jas. Keiller & Sons, Ltd., and E. Lazenby & Son, Ltd., three large British jam firms, have amalgamated, forming what is considered to be the most powerful amalgamation in the jam business in the world. These three firms have been large manufacturers of jams, marmalades, pickles, confectionery, etc. Frank Blackwell, vice-chairman of the Amalgamation, states that the Crosse & Blackwell people will be removing their factory to a new and larger site where they will secure direct railway and water communication to assist in the development of their export trade.

"The fusion," said Mr. Blackwell, "means the pooling of brains and the pooling of profits. While each firm will retain its individuality and continue to manufacture its specialties, each firm will also profit from the experience, knowledge, and enterprise of the others. It will be a case of new ideas all round. The demand for British jams and pickles and tinned foods has been so great that the difficulty hitherto has been to cope with the orders from certain overseas markets. Under the new arrangement it is not too much to say that there should not be a place in the world where these British food specialties are unobtainable."

No More Licensing For the Trade

Food Board Makes a Sudden Change of Face, and Decides Not to Continue Licensing System—Wholesale and Retail Grocers and Restaurateurs Freed From Restrictive Legislation

RATHER to the surprise of everyone, owing to the fact that a little over a week ago the Canada Food Board had announced its intention of continuing the licensing system for another year, and had even noted some changes in the machinery for renewing these licenses, the licensing system as it affects the grocery trade, both retail and wholesale, is a thing of the past. The order was made public on Jan. 30.

The effect of this new decision is to cancel, as far as these trades are concerned, all the regulations and restrictions bearing upon the storing and marketing of foods. With the licenses withdrawn, the grocer need no longer fear that he is transgressing a law in selling sugar or flour. The regulations are a thing of the past, for all these regulations were dependent on the continuance of the licensing system.

With this new order the licenses at present in effect automatically become void, and no merchant entering into a

new business from this date will be required to obtain a license.

Regulations Actually Withdrawn

The regulations actually withdrawn are Number 17 requiring the wholesale grocer to obtain a license.

No. 21, requiring the retail grocer to obtain a license.

No. 22, requiring the general merchant dealing in grocery and other restricted lines to obtain a license.

No. 46, requiring the obtaining of a license by restaurants.

No. 63, setting the price for B.C. salmon to the Pacific coast fishermen.

While these changes are somewhat unexpected, they will be none the less welcome to the trade that has in many instances found these regulations a very heavy burden without any apparent compensations.

The Canada Food Board, as far as any limitation it can impose on the retail grocer is concerned, is practically a thing of the past.

SUGAR SALES REALLY PROFIT- ABLE

Large Turnover an Item to be Considered in Judging Whether or No a Line is Profitable.

A few days ago CANADIAN GROCER was discussing with Geo. Reeks of Reeks & Co., Talbot Street, St. Thomas, Ont., the question of profit on sugar.

"Do you consider a retailer is making a net profit on sugar if it costs him 18 per cent. on his sales to do business, and he makes a gross profit of 15 per cent. on sales on sugar?"

"Yes," declared Mr. Reeks, "I maintain he would make a profit on sugar under those conditions. Sugar is a line that turns over quickly, probably 20 to 30 times a year, and on this account, shows a good net margin beyond its own sales expense. The volume of turnover in business is an important consideration."

It is stated by an authority that the retailer's sales of sugar average about 5 per cent. of his total turnover during the year.

CANADIAN GROCER would like to hear from other merchants on this point with their ideas and opinions.

PRESIDENT FOR FOURTH TERM.

Charles E. Parsons of Parsons, Brown & Co., wholesale grocers, Toronto, has been re-elected to the presidency of the Commercial Travellers' Mutual Benefit Society. It was felt that Mr. Parsons' energetic interest in the society had been in a large measure responsible for the very satisfactory showing of the society, that has just closed the most successful year in its history. This is the fourth term for Mr. Parsons in this office.

OUTLOOK FOR MARMALADE

Continued from page 28

been possible to meet the requirements of the consuming trade.

As far as can be learned, no particular size is better than another, though it is thought probably a medium size would suit the operations of the manufacturer best. The very large sizes, bought in straight cars, would probably be somewhat cheaper, but the lower cost here might be offset by higher manufacturing operations. Grapefruit has been easier to secure the past couple of years than European bitters, and this has probably been a factor in increasing the sale of marmalade. It is looked upon as a good product and will probably enjoy a steadily improved demand.

Altogether the trade stands to be fairly well supplied with marmalade. It is possible that the higher prices it has been found necessary to name may curtail consumption somewhat, and in this way stocks carry through until another season rolls around. For the next few months at any rate, the morning breakfast need not be without its quota of marmalade.

Walter Paul, Veteran Grocer, Passes

A Pioneer in the Grocery Trade, Not Only in Montreal, But in Canada, He Started Business When Montreal Was a Place of Small Dimensions, and Has Gained a Reputation With His Customers and With the Trade That Anyone Might Envy



The Late WALTER PAUL

FOLLOWING an illness of several months, Walter Paul, a veteran grocer of Montreal, died last Thursday at his home on Park avenue, at the age of eighty-one.

There was probably no retail grocer in the eastern part of Canada who enjoyed a wider acquaintance than did the late Mr. Paul and the news of his demise was received by hundreds of personal friends with the keenest of regret. For, until his illness laid him aside last fall, Mr. Paul was daily at his office desk, where he was a familiar figure for many years.

Mr. Paul came from Scotland, where, in 1838 he was born at Killearn, Stirlingshire. At the age of 25 he sailed for Canada and resided in Quebec city for three years. At the expiration of this time he came to Montreal in 1866 and has been a constant resident since, and during the greater part of this time was definitely connected with the grocery trade.

It was not long before Mr. Paul ventured into business on his own account. From the outset he conducted a straight grocery business, for even though it was largely characteristic of the groceries in this section of the country to handle liquors, this did not appeal to Mr. Paul and he never handled the line. Following this principle through his long business life in Montreal, he built up a unique and extensive business, which has, for the past year, been conducted as "Walter Paul, Limited."

In the course of business evolution in Montreal, Mr. Paul saw many changes. Perhaps no one person connected with

the trade has seen a greater transformation in the methods of doing business, and in the prosperity attendant upon the experience of many who came to be his customers in a large way for a superior and select class of groceries. For, realizing the advantages of selling the better lines, Mr. Paul located where he would be ideally situated to meet this demand.

Mr. Paul's first store was on St. Catherin Street, where now stands the John Murphy departmental store. Moving from here to the corner of St. Catherine and Metcalfe Streets, Mr. Paul's business life was spent here for over thirty years. Rents becoming abnormally high, it was felt that a location in the closely populated residential district would serve his growing trade well, and in accordance with this decision a large store was erected at the corner of University St. and Burnside Place. A branch store had been established at this point some years before, but improvements decided upon and carried out gave the firm a large store, replete with ample facilities for conducting a modern business, cold storage being embodied in the new building and large storage capacity for the extensive stock carried, being otherwise afforded.

Mr. Paul was interested in many varied activities, but more particularly in

AFTER THE WAR

Journal of Commerce, New York

A fall in prices, if it be gradual, is not inconsistent with a continuance of prosperity. It will, in fact, temporarily at least, increase the purchasing power of labor and it is to be hoped that in the long run it will encourage labor to participate in the reconstruction which the ending of hostilities must inevitably bring about as the result of industrial demobilization. Of course, any sudden movement in the form of spectacular declines in prices of commodities would mean financial, mercantile and industrial dislocation. But with widespread co-operation and prudence, bankers are convinced that the readjustment can be accomplished in an orderly manner.

church work. For 40 years he was superintendent of the Sunday School of Knox Presbyterian Church, of which church he was a member. In fact he attended, for a great many years, the annual General Assembly of the Canadian Presbyterian Church, and is said to have not missed one of these historic gatherings for the last twenty-five years. Even last summer he attended the Assembly at London, Ontario. Of church law and policy Mr. Paul was a recognized authority and he was, of course, an elder for many years of the above-named congregation. His retirement from active Sunday School work came only a short time ago when he felt the work too great a tax upon his health.

In addition to the foregoing, Mr. Paul was a justice of the peace, a member of the Montreal Board of Trade, a life member of the Caledonian Society and a governor of the Montreal General Hospital.

So extensive had Mr. Paul's business become, that he has maintained a staff of some thirty employees.

Those surviving comprise, in addition to Mrs. Paul, six sons and two daughters. Three of the boys are now overseas, these being Pte. W. D. Paul, now with the 20th Battalion of Occupation in Germany; Lieut. C. G. Paul, R.A.F.; and Sapper F. S. Paul with the Canadian Engineers. Those resident here are: W. H.; R. H.; and G. A.; while of the daughters, Mrs. L. J. Paterson, resides in Montreal, and Mrs. E. L. Miller in Halifax.

Mr. Paul was laid to rest in Montreal on Saturday afternoon, a very large number of friends assembling to pay their last respects.

MANY CONVICTIONS FOR BREACH OF ADULTERATION ACT

During the past week or so there have been an unusual number of convictions for breaches of the Adulteration Act, more especially in the sales of maple syrup, of a number of merchants in St. Catharines, Niagara Falls, Bridgeburg, Welland, and Dunnville, Ontario. In each of these cases the merchant was fined the minimum penalty and costs, which totalled about \$40 in each instance.

BE SURE THAT HONEY IS PURE

The fact that substitutes for honey are appearing on the market is an item of danger to the merchant handling these lines, unless he uses the utmost care. These goods cannot of course be sold as honey. Honey, according to the food standard is entirely product of the work of bees operating upon the nectar of flowers and other saccharine exudations of plants, and contains not more than twenty-five (25) per cent. of water, not more than eight (8) per cent. of sucrose (cane sugar); not more than twenty-five hundredths (0.25) of one per cent. of ash, and not less than sixty (60) per cent. of invert sugar."

This is the standard that all goods sold as honey must meet, and it is of course impossible for any substitute article to meet these requirements, so that any substitutes sold by the merchant should in no way be sold as honey under pain of a heavy fine.

CANADIAN GROCER

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ESTABLISHED 1886

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 H. T. HUNTER - - - - - Vice-President
 H. V. TYRRELL - - - - - General Manager

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OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Telephone 3449.

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DOES THE GROCER NEED A GUARDIAN?

DURING the past years, under the guidance of the Canada Food Board, the grocer has not been permitted to advertise sales of sugar and flour, so that the two most treasured lines of the cut price merchant, have been sold like other goods, not as something thrown in for good measure.

When once this restriction is withdrawn will the trade go back to that old absurd habit of giving these commodities away, and making up the profit that should be secured on these lines on some other article? It's a bad system this, of bridging a loss on one article over to another, and making the second article bear a double burden, and it is to be hoped that merchants will have convinced themselves of the error of this system and will not return to the practice in the days to come.

DO YOUR SHARE

THE value of a good local newspaper is much greater than many people seem to think. One way the home merchants can help not only to keep it good, but to make it better, is to patronize it and furnish it with ads. A little investigation will convince anyone that the great majority of people are just as much interested in reading attractively written ads. as they are in following the general news. Many merchants do not always appreciate the mighty power the press is in helping to carry on the business of the country and in maintaining its power.

THE MAIL ORDER HOUSE A GREAT TEACHER

THE annual report of Sears, Roebuck & Company shows that the gross sales of this great mail order concern were \$25,000,000 greater than in the previous year, and an increase of more than \$50,000,000 from the sales of 1916. These figures give some indication of the way in which the mail order house is gaining in the favor of the public.

There is a tendency on the part of many merchants to look with fear on these advances and to feel that their days are numbered. As a matter of fact, there is little to fear. The mail order house is unquestionably taking business from some merchants, but the additional turnover is not due to this but largely to the actual cultivation of business. The mail order house is actually making customers, for themselves primarily, of course, but for the live merchant also who is wise enough to adopt progressive methods, and to take advantage of the growing demand that these large organizations are cultivating. The mail order store is the livest teacher that the retail merchant has ever had, and the merchant who heeds the teaching is prosperous. The mail order house casts no shadow on the doorstep of the wide-awake merchant. If he is losing ground it is probably the merchant himself who is to blame.

A PAROCHIAL VIEWPOINT

A LETTER writer in the *Ottawa Journal* makes the statement that the fact that so much Canadian bacon has gone overseas is the reason for high prices at home, and urges that the Government's effort to re-establish this market, and in the interval to keep surplus supplies of hogs off the market, is an unwarranted effort to bolster up prices.

That is, unfortunately, an all too prevalent viewpoint. It is correct only in a very small way. If the present supply of hogs were maintained and the outlets curtailed, naturally prices of pork products would decline. But it is to be remembered that pork production has been large only because there has been a large market for bacon product at a fair figure.

It is a parochial viewpoint that would cut off a market to gain a lower cost of goods. Everybody benefits from a healthy export trade. The proof is that Canada could lend out of its own pockets upwards of a billion dollars in Victory bonds. Canada could not have done that fifty years ago, when Canadians, and Canadians only, were eating Canadian hogs, and other products, nor could they have come anywhere near the per capita loan.

It is not only the packers, or the millers, that profit by export business and consequent high prices, it is every single one of us.

Canada Food Board, R.I.P.

Now That Its Days Are Drawing to a Close, Let's Think a Little More Kindly of Mr. Thomson and His Activities—After All No One Was Very Badly Hurt—A Kindly Word For a Much Abused Official

By CANADIAN GROCERS' Representative at Ottawa



H. B. THOMSON

THE Canada Food Board offices are now very different from the scene presented to the visitor when the war was on. The staff has been greatly reduced since the war ended, and now consists of barely sufficient with which to carry on the operations of the Board to their conclusion, which is not far off. The premises of the Board have been moved a few doors west to the Rideau Building, and the offices they are occupying will probably merge gradually into those of the Canadian Trade Commission. This latter body has not got formally to work yet as a body, but H. B. Thomson is giving it his attention, as well as winding up the activities of the Food Board.

It will likely be a considerable time before the food supplies of the world are allowed to run freely in their old channels, trickling down to a small stream here and swelling to a flood there, as was the case in the past. Wherever the German set his foot, he not only stripped the country of its visible supplies, but in passing through he saw to it that where two blades of grass had grown in the past, none should grow in the near future. As a consequence, while we have two crops piled up in the Argentine, three in Australia, and a surplus in India and some other countries. Roumania, Servia, Russia, Poland, and other countries are in extremities; France, Belgium, and Italy are only a degree better; even in Holland, which war has not actually touched, had to adopt a rationing plan in December, a month after the war ended. It will take a considerable time to get production back to normal in Europe, and during that time a careful watch, at least, must be maintained on the food supply of the world.

No Job for a Nervous Man

It would be a hard and an ungrateful thing if the Canada Food Board should go out of being unwept, unhonored, and unsung. It has been the target for more criticism than, and as much abuse as, any public institution ever created in Canada. If there is a vulnerable point in the long armor of H. B. Thomson, the chairman, some of the winged arrows of wrath sent against him must have found lodgment. The things that have been done to that man—mostly over the

telephone, or by mail—by irate producers and frenzied consumers would make the average man shrink, both mentally and physically, away below normal; Thomson seems to have been designed by nature for a food controller, with a large margin of shrinkage allowed. It is not a job for a man with a nervous disposition. Judging by some of the letters sent into the Board, and some of the remarks made upon its operations, little children robbed of their full daily complement of sugar, or restricted in their morning supply of bacon, as they dip their ration of "substitute" bread in their high-priced milk, couple the names of Thomson and the Kaiser when they lip their evening prayers.

We are a very democratic people in Canada, and therefore impatient of control. Until this war came, the only restriction put on personal liberty in Canada was that, theoretically, each man's liberty should stop only where the next man's began. Having respect to his digestion, he could eat whatever he could get the money to buy. When food control was announced, it got off to a bad start. The average man took it as meaning not rationing of supplies, but control of prices; and when he found it meant that he would have to eat less, and pay more for it, a roar started, which is still reverberating mildly from the Atlantic to the Pacific. It is true, profits were limited in essential articles. The producers knew it, and the consumers would not believe it, which is the reason why both classes used to attack the Food Board from their respective angles.

Appeasing an Outraged Stomach

The prejudice which existed against food control was of the sort which did not wish to be removed. It was a scapegoat's job. Somebody had to be damned for the indignities, mild though they were, which were inflicted on the national stomach. What restaurant boarder, as he took in hand his morning ration of sugar, which, in its white envelope, looked like an attenuated Siedlitz powder, and debated with himself whether he should use it on his porridge or his coffee, did not change the prescribed before meat to a heartfelt "Damn the Food Controller!" Some irrationality over rations might be permitted to the Democrat at the breakfast table, having his morning hate, but it is somewhat surprising that it should penetrate to the cloistered quiet of the editorial sanctum. Better things might be expected, for example, than those we find in a recent editorial in the Toronto "Telegram," under the caption: "The Folded Hands of the Food Board." This article inti-

mates that while the United States Food Administration controlled profiteering efficiently, the Canada Food Board did not. The statement was also made that the Canada Food Board did not impose penalties for infractions of the food regulations. The writer in the "Telegram" cites in support of his case the price of turkey in the City of Baltimore. The absurdity of the illustration, which is the only one given, suggests the value of an inquiry which should show just what was the effect of food control on the table of the average family in Canada and the United States, respectively.

Comparing Food Prices Both Sides of the Border

Statistics compiled by the Labor Departments of each country in September, 1918, for 60 cities in Canada and 40 cities in the United States, show the following comparative costs for the weekly budget of the average family:

	Canada 60 Cities	United States 40 Cities
Bread, 15 lbs.	\$1.170	\$1.485
Flour, 10 lbs.680	.680
Butter, 3 lbs.	1.486	1.776
Milk, 6 qts.744	(Imperial) 1.029
Cheese, 2 lbs.643	.720
Eggs, 2 doz.	1.065	1.172
Bacon, 1 lb.511	.562
Beef, 4 lbs.	1.363	1.426
Pork chops, 1 lb.403	.461
Potatoes, 2 pecks.707	(Imperial) .702
Beans, 1 lb.369	.169
Rice, 2 lbs.238	.274
Tea, 1/2 lb.303	.332
Coffee, 1/4 lb.114	.076
Sugar, 4 lbs.472	.354
Lard, 2 lbs.740	.672
Prunes, 1 lb.183	.174
	\$10.991	\$12.094

In the above comparisons, five items out of the seventeen are slightly lower in the United States than in Canada—lard, coffee, potatoes, sugar, and prunes. Of the other items, ten are lower in Canada than in the United States, and two are the same price. At present, potatoes are selling in Canada at from \$1.40 to \$1.70 a bag, wholesale, and at \$2.25 to \$2.37 in New York. Coffee, sugar and prunes are naturally lower in the United States than in Canada, as we are farther from the source of supply. The United States is one of the world's greatest producers of lard. Acknowledging the "Telegram's" turkey, the balance is still decidedly in favor of the consumer in Canada. It is submitted that, with the possible exception of one day in the year in either country, turkey is not a necessity of life.

In the case of such necessities as dairy products and bread, the Canadian consumer was in a more favorable position than his neighbor across the line. Restrictions were placed on the export of butter, which prevented it shooting up to the high prices prevailing in the world

(Continued on page 45)

Simple Book-keeping for Merchants

How to Start a Ledger—Double Entry System Enables Perfect Check to be Kept —
Explanation of Entries From Journal Into Ledger

By C. J. MORRIS

(Continued from last week)

IN order to understand the explanation given below of the method of posting the entries in the Journal to the Ledger, it will be necessary for the reader to have before him the Journal for the four days as given in last week's article.

This Journal comprises a record of every transaction in the store which is connected with money. It does not matter whether money is paid out or received at the time or not, the transaction must be entered in this book.

Now it is clear that should we wish at any time to find out how much Mrs. Jones owes us, or how much we owe Anderson & Co., or how much we have paid out for general expenses, we could do so from this book if we took the trouble to go through it and pick out every item having to do with Mrs. Jones or Anderson & Co., but this process would take us far too much time. We therefore make use of another book, called a Ledger, in which we make up, in alphabetical order, accounts for all the persons with whom we do business. In these accounts we enter up each item from the Journal as we go along, so that when we wish to know, for instance, how much Mrs. Jones owes us we simply turn to the account in the Ledger allotted to Mrs. Jones and we there find all transactions we have had with her already entered at the one place, and we can therefore at once tell how much is due from her.

Retain Present Account Systems

It is possible that some readers who may wish to start a system on the lines here described may already have in use one of the various account systems by which customers' accounts are kept. Our system will in no way interfere with any of these account systems, which may be continued simultaneously with, and may be made part of, the one we are discussing.

Whereas the Journal was ruled with a single cash column the Ledger must be ruled with two. In the left hand, or Debtor column, we enter a record of everything the person in whose name the account stands receives from us and is indebted to us for, and in the right hand, or Creditor column, we enter a record of whatever we receive and are indebted to him for.

For instance, take Entry No. 1 in the Journal. Mrs. Jones receives some goods from us and is indebted to us for these in the sum of \$560. We therefore open an account for Mrs. Jones (see p. 5 in our Ledger) and enter Mrs. Jones as Dr. to Goods for that amount. Later on when she pays us \$10 (see entry No. 33) she is our creditor for that amount, and we therefore enter on the right hand side of her account, "Creditor By Cash, \$10." The letters Dr. and Cr. are placed over

				Page 1
Dr.		MR. BLACK,	90 Upper St.	Cr.
Jan. 2	To goods	\$ 5.55	Jan. 4 By cash	\$10.00
" 4	" "	8.30	By balance	3.85
		\$13.85		

				Page 2
Dr.		MR. BROWN,	135 North St.	Cr.
Jan. 1	To goods	\$7.20	By goods	\$1.40
" 2	" "	1.70	By balance	7.50
		\$8.90		

				Page 3
Dr.		H. T. EDWARDS, 77 Main St.		Cr.
Jan. 3	To goods	\$7.40	Jan. 4 By cash	\$5.00
			By balance	2.40
		\$7.40		

				Page 4
Dr.		MRS. GREEN,	37 King St.	Cr.
Jan. 2	To goods	\$4.30	By balance	\$4.30

				Page 5
Dr.		MRS. JONES,	24 Main St.	Cr.
Jan. 1	To goods	\$5.60	Jan. 3 By cash on acc.	\$10.00
" 1	" "	.75	By balance	5.70
" 2	" "	9.35		
		\$15.70		

				Page 6
Dr.		J. W. ROBINSON, 89 Western Ave.		Cr.
Jan. 2	To goods	\$9.30	Jan. 2 By cash	\$8.00
			By balance	1.30
		\$9.30		

				Page 7
Dr.		MRS. ROBINSON, 41 South St.		Cr.
Jan. 1	To goods	\$ 8.32	Jan. 4 By cash	\$ 8.32
" 4	" "	9.38	By balance	9.38
		\$17.70		

				Page 8
Dr.		E. W. SMITH,	54 High St.	Cr.
Jan. 1	To goods	\$3.40	Jan. 2 By Cash	\$3.40
" 3	" "	3.59	By balance	3.59
		\$6.99		

				Page 9
Dr.		MRS. WHITE,	89 Queen St.	Cr.
Jan. 2	To goods	\$11.15	Jan. 3 By Cash	\$11.00
" 4	" "	17.63	By P. & L. (disc't)	.15
			By balance	17.63
		\$28.78		

				Page 50
Dr.		DAILY CASH SALES ACC.		Cr.
Jan. 1	To goods	\$ 52.90	By cash	\$ 52.90
" 2	" "	73.90	" "	73.90
" 3	" "	64.79	" "	64.79
" 4	" "	83.70	" "	83.70
		\$275.29		

		Page 201	
Dr.	ANDERSON & CO.		Cr.
Jan. 2	To bank	\$56.16	Jan. 1 By goods
"	" P. & L. (disc't)	1.74	" "
"	" balance	37.10	
		\$95.00	\$95.00

		Page 202	
Dr.	GREEN & SON		Cr.
	To balance	\$20.65	Jan. 1 By goods
			\$20.65

		Page 203	
Dr.	HOLDEN BROS., LTD.		Cr.
Jan. 4	To bank	\$50.00	Jan. 2 By goods
	To balance	24.00	
		\$74.00	\$74.00

		Page 204	
Dr.	UNIVERSAL SUPPLY CO.		Cr.
	To balance	\$22.30	Jan. 3 By goods
			\$22.30

		Page 301	
Dr.	BANK ACCOUNT		Cr.
	To balance	\$200.00	
Jan. 2	To cash	52.90	Jan. 2 By Anderson & Co. ...
" 3	" "	85.30	" 3 By cash
" 4	" "	85.79	" 3 By self drawing acc. ...
			" By Holden Bros.
			" By balance
		\$423.99	\$423.99

		Page 302	
Dr.	CASH ACCOUNT		Cr.
	To balance on hand ...	\$100.00	
Jan. 1	To daily cash sales ..	52.90	Jan. 1 By sundry trade ex's... \$ 2.75
	" J. W. Robinson	8.00	" By sundry trade ex's... 7.50
	" E. W. Smith	3.40	" By petty cash
	" Daily cash sales ..	73.90	" By sundry trade ex's... 1.50
	" Bank	50.00	" 2 By bank
	" Mrs. Jones	10.00	" 2 Sundry trade ex's. ... 3.80
	" Mrs. White	11.00	" By P. & L. (short. in till) .35
	" Daily cash sales ..	64.79	" 3 By bank
	" P. & L. (over in till) .35		" 4 By bank
" 4	" Mrs. Black	10.00	" By balance
" 4	" H. T. Edwards ...	5.00	
	" Mrs. Robinson ...	8.32	
	" Daily cash sales ...	83.70	
		\$481.36	\$481.36

		Page 304	
Dr.	GOODS ACCOUNT		Cr.
	To balance on hand... \$2,000.00		
Jan. 1	To Anderson & Co. ...	57.90	Jan. 1 By Mrs. Jones
" 1	" Green & Son ...	20.65	" E. W. Smith
" 2	" Mrs. Brown	1.40	" Mrs. Brown
" 2	" Holden Bros. Ltd. ...	74.00	" Mrs. Robinson ...
" 3	" Anderson & Co. ...	37.10	" Mrs. Jones
" 3	" Universal S'ply Co. ...	22.30	" 1 " daily cash sales ..
			" 2 " J. W. Robinson ..
			" 2 " Mrs. Brown
			" 2 " Mrs. Jones
			" 2 " Mrs. Green
			" 2 " Mrs. White
			" 2 " Mrs. Black
			" 2 " daily cash sales ..
			" 3 " E. W. Smith ...
			" 3 " H. T. Edwards ...
			" 3 " daily cash sales ..
			" 4 " Mrs. Black
			" Mrs. White
			" Mrs. Robinson ...
			" daily cash sales ..
			" balance
		\$2,213.35	\$2,213.35

the left and right hand columns respectively to signify Debtor and Creditor.

Double Entry System

This system, as it has been so far explained, would enable us to find out at any time how we stood with our customers and our creditors, but it would not enable us to check up our books so that we could be absolutely certain that all our entries had been correctly made and that no omission or mistake had occurred. To enable us so to check up our accounts a system called Double Entry has been devised by which every item is entered twice. If Mrs. Jones receives goods from us our stock of goods is decreased to an amount equivalent to their value; if she pays us cash our stock of cash is increased by the sum she pays. We therefore open various impersonal accounts, such as Goods Account, Cash Account, etc., and when Mrs. Jones receives goods from us we not only debit her with the goods but we make a corresponding entry on the opposite side in the Goods Account, and Credit Goods by Mrs. Jones with the same amount. Similarly when Mrs. Jones pays us money we not only credit her with the amount but we debit our Cash Account with a like sum. It will perhaps be easier to understand this method if we regard Goods and Cash as actual persons. Mr. Goods supplies merchandise to Mrs. Jones for which the latter is a Debtor and Mr. Goods is a Creditor. Then Mrs. Jones hands Mr. Cash some money, in which case Mrs. Jones is the creditor and Mr. Cash is indebted to her. Thus every item in the Journal will be entered twice—once on the debit side and once on the credit side. This being the case, it is clear that when we come to balance the various accounts the total of the various debit balances must agree with the total of the various credit balances. If these balances do not agree we know there must be something wrong with our bookkeeping and that an error has crept in somewhere, in which case we have to check over each separate entry until we find the mistake.

How to Start Ledger

We have already dealt fully with item No. 1 and we now take item No. 2—Goods received from Anderson & Co. Parenthetically it may here be mentioned that as a rule a merchant will prefer to have two Ledgers—one for goods bought and another for goods sold; for a business of any size this is preferable. But on the assumption that ours is only a small business we are only using one Ledger, in which pages 1 to 200 are allotted to our customers, pages 201 to 300 to the merchants from whom we buy, and 301 onwards to the impersonal accounts above referred to. We now open an account for Anderson & Co. on page 201 and credit them "by Goods" with \$57.90, and we turn to the Goods account, already opened on page 304, when we were dealing with Mrs. Jones' item, and enter therein on the Dr. side, "To Anderson & Co." \$57.90. Item No. 3 is freight paid on Ander-

son's goods. This, strictly speaking, is part of the cost of the goods and in a large business would be so treated, but for convenience and simplicity's sake we will treat it as a Trade Expense. We therefore open a Sundry Trade Expenses account on p. 307 and enter the amount Dr. to Cash, while we credit the Cash account which we now open on p. 302 with the equivalent amount.

Item No. 4 for Telephone is also a Sundry Trade Expense and is treated in precisely the same manner as Item No. 3.

Petty Cash.

Nos. 5, 6 and 7 call for no comment. No. 8 shows the method of taking out a lump sum for small expenses which will be entered in the small memorandum book for petty cash, instead of making a separate entry in the Cash account and Sundry Trade Expenses account for every few cents we may be called on to expend. This \$5 is treated as a single Sundry Trade Expense and ordered as were items 3 and 4.

At the end of the day we total up our cash sales and enter the amount in the Journal.

Here it must be observed that for bookkeeping purposes there are two transactions. First the sale of the goods and secondly the receipt of cash, and if we treat each transaction as we do the sales to credit customers we shall require two entries for each. We therefore open a Cash Sales account; from this we have received \$52.90 which has been added to our cash and we therefore debit the Cash account with that sum, at the same time crediting Mr. Cash Sales with a like amount. That settles the Cash part of the transaction. Now for the Goods part. Mr. Goods has handed over to Mr. Cash Sales goods to the value of \$52.90, and he is therefore credited with their value, while a similar sum is debited to Mr. Cash Sales. This item of \$52.90 is thus entered four times.

Pay Daily Receipts into Bank

With reference to item No. 13, too great emphasis cannot be laid upon the desirability of paying into the bank each day the total cash takings of every kind of the previous day, without any deduction whatever. You need not necessarily pay in the actual cash. If you happen to have expended part or all of it draw a cheque for the amount you have spent and pay that in as cash. If it is not convenient to make a journey to the bank every day make out a separate slip for each day and pay them all in when you do go. This daily amount must include not only the amount taken for cash sales, but also any cheques or cash received from your credit customers.

In this way you will have an incontrovertible record of your takings which will be invaluable to you if at any time you should wish to dispose of your business.

We now open a Bank account, which will be a check on our pass book, and enter therein \$52.90 on the Dr. side "To Cash," at the same time we credit the

	Page 305
Dr. PRIVATE DRAWING ACC.	Cr.
Jan. 3 To bank \$25.00	Balance \$25.00

	Page 306
Dr. PROFIT AND LOSS ACC.	Cr.
Jan. 2 To cash (short. in till) .. \$.35	Jan. 2 By Anderson & Co. \$1.74
" Mrs. White15	" over in till35
" balance 1.59	
<u>\$2.09</u>	<u>\$2.09</u>

	Page 307
Dr. SUNDRY TRADE EXPENSES	Cr.
Jan. 1 To cash for freight	
(Anderson) \$ 2.75	
" cash for telephone .. 7.50	
" 1 " cash for petty cash 5.00	
" 2 " cash for price cards 1.50	
" cash for string, etc. 3.80	
<u>\$20.55</u>	By balance \$20.55
	<u>\$20.55</u>

	Page 308
Dr. CAPITAL ACCOUNT	Cr.
	By fixtures, etc. \$ 500.00
	" cash on hand 100.00
	" cash at bank ... 200.00
	" stock 2,000.00
To balance \$2,800.00	
<u>\$2,800.00</u>	<u>\$2,800.00</u>

Cash account with an equivalent amount taken from it.

Our next customer is J. W. Robinson, who orders some goods to be sent and leaves us \$8 to be placed to his credit. We therefore open an account for him on page 6, debit him with \$9.30, value of goods, and credit him with \$8, cash paid. Remember that each of these items has to have a corresponding entry elsewhere; thus we credit Goods account with \$9.30 and debit Cash account with \$8.

Returned Goods

Entry No. 16 shows that some goods sent in error to Mrs. Brown have been returned, and in their place we send other goods to the value of \$1.70, those returned being valued at \$1.40. We therefore turn up Mrs. Brown's account on page 2, credit her with \$1.40 for goods returned and debit her with \$1.70, goods sent. At the same time we debit Goods account with the \$1.40 for goods retaken into stock and debit it with the \$1.70 for fresh goods supplied.

Discounts

In entry No. 24 we have the item of discounts. To deal with this and with sundry unavoidable losses or incidental gains, we open a Profit and Loss account on page 306. We then debit Anderson's on page 201 with the amount of our cheque and also make them debtor to Profit and Loss for the amount of discount; at the same time we credit the bank account with the amount of the cheque and Profit and Loss account with the \$1.74.

On balancing up our cash for the day we find we are 35c short which we cannot account for. We therefore credit

Cash with this amount by profit and loss and debit Profit and Loss with the same amount.

Entry 28. Here it will be seen we pay into bank the full amount of cash takings together with the amounts received from J. W. Robinson and E. W. Smith.

Entry 29. Requiring more money for change, we draw \$50, crediting Bank account and debiting Cash account.

Entry 30. The correct method here would be for the proprietor to pay himself a salary, which would be one of the legitimate expenses of the business. However, we will for the present open a Drawing account on page 305 and will deal with the matter when we come to make up a Profit and Loss account.

Entry 35. Here it is, we, who allow the discount, and the entries in Profit and Loss and Cash are therefore now on the contrary sides to those on which they were entered in dealing with entry 24. Entry 39. The cause of our deficit of 35c yesterday has been discovered and entries are made similar to those of yesterday but on opposite sides of the Ledger accounts. The remaining entries are similar to those which have already been dealt with.

In the next article we shall show how to balance the Ledger and prove that all entries have been accurately made.

(To be continued)

OATS THE LARGEST GRAIN CROP

The largest grain crop in bushels grown in Canada last year was oats, of which the total crop was 456,733,900 bushels, harvested from 14,790,336 acres, as shown by the preliminary estimate of the Dominion Statistics Bureau.

CURRENT NEWS OF THE WEEK

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

Maritime

James Smith, of Smith Brothers, groceries and fruits, Sussex, N.B., is dead.

Quebec

J. N. McIntosh, of Ottawa, was a visitor to Montreal this week.

W. E. McConnell, representative of the Interprovincial Flour Mills, Strome, L. G. Plourd, representing Jos. Dufresne, of Joliette, was in Montreal.

P. Furois, representing the Canada Food Board at Quebec, was in Montreal this week.

Albert Cawthorne, with D. Hatton Co., is covering his western territory in Northern Ontario and Manitoba.

Duff T. Williamson, of the Canada Starch Co., Toronto office, was in Montreal this week for several days.

Wallace J. Baker, sales representative for the Canada Feed Manufacturing Co. in Quebec and Ontario, was a Montreal visitor this week.

J. O. Frigon, Champlain, has sold his stock. The English Bottled Confectionery Co., has been registered with the Deed offices in Montreal.

Ontario

Edgar House, grocer, Hamilton, has sold out.

Summer Bros., London, have sold to J. A. Williams.

Roy M. Teall, grocer, Ingersoll, has sold to Milo Young.

J. B. Heritage, London, has sold to John Tack, Crumlin.

E. Felske, grocer, Arnprior, has sold out to Chas. Wagoutlass.

Leo. Parent, grocer, Windsor, has sold to Mailloux & Parent.

W. Miskelly Merrickville, has been succeeded by F. W. Blanchard.

Cowie & Moore, Ottawa, have sold their grocery business to Mrs. F. Cook.

D. McKerracher, general merchant, Fall Brook, has been succeeded by Wesley Walroth.

Geo. W. McCullough, of McCullough & Marshall, grocer and provision merchants of Brampton, Ont., was married on Jan. 7 at Buffalo to Ella May Tennant, daughter of Mrs. F. N. Tennant of Brampton.

Mr. McCullough, who for many years past has been associated with St. Paul's Church, was recently a guest of honor with his bride at a gathering of several classes of the church, at which Mr. and Mrs. McCullough were presented with a very handsome lamp. Mr. McCullough's many friends will wish him and his bride the very best of fortunes.

G. B. MacCallum, Toronto manager Thomas J. Lipton, tea, etc., left Wednesday night for Winnipeg. Mr. MacCallum expects to be away a week or ten days, as details in connection with

the Western policy of the company are, it is understood, to come in for full consideration.

A. H. Hackett, manager of the Swift Canadian Company plant at Chatham, Ont., has joined the staff of the F. W. Fearman Co., Hamilton.

J. T. Wallace, who conducts a grocery store in Brantford, Ont., is critically ill with pneumonia. "Pte. "Jack" Wallace, who was one of the first to enlist from Winnipeg with the infantry is home from the front, after spending three years in France. He came through without a scratch and is now temporarily in charge of his father's store. Before enlisting, Mr. Wallace was buyer for Richards & Brown, wholesale grocers, of Winnipeg.

Western

Baum & Co., Winnipeg, have been succeeded by David Pecker.

A. S. Brandon, Drake, Sask., has been succeeded by A. Liebovitch.

T. C. Hodges, Keeler, Sask., has been succeeded by M. M. Hanna.

The Gould Supply Co., Foam Lake, Sask., has sold to Fiterman Bros.

The Hechter Trading Co., Winnipegosis, Man., have dissolved partnership.

Frank Roberts & Son, general merchants, Onoway, Alta., have sold to Jas. Gair.

J. M. McLean & Co., general merchants, Unity, Sask., have dissolved partnership.

W. G. Murphy & Co., general merchants, Carberry, Man., have registered a partnership.

Stillman & Morganstein, general merchants, Whitemouth, have registered a partnership.

S. Whittaker, general merchant, Briercrest, Sask., is opening a branch store at Hearne, Sask.

W. C. McLaren, general manager; J. A. Morris, sales manager, and A. P. Hayter, travelling representative, of Blackwoods, Ltd., were in Regina recently.

Construction of the new Coca-Cola plant to be erected at Moose Jaw will be commenced shortly. Tenders will be called early next month, it is expected, for a \$12,000 brick and concrete building.

H. W. Ritchie, has taken over the general store at Beverley, Sask., in the Swift Current district. He purchased Mr. Hughes' interests in the store when in Winnipeg recently. Mr. Ritchie is a war veteran.

Friends of Pte. C. C. Jones, who was operated on some time ago in a Winnipeg hospital for rupture, will be pleased to hear that he is on the road to recovery. He will cover Winnipeg South later on for Blackwoods, Limited, Winnipeg.

That Saskatchewan export trade in

butter is on the increase is indicated by the report for 1918, which shows butter exported to the value of \$1,215,000 or an increase of \$330,000 over 1917. The production of butter for export totalled 97 cars or about 2,764,500 pounds.

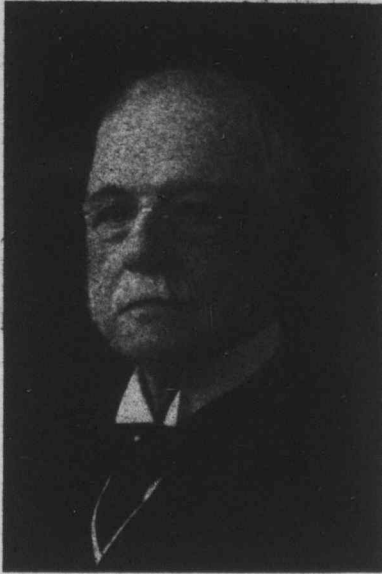
The big warehouse located at Regina, corner of Rose Street and Dewdney Avenue, formerly occupied by the MacLean Grocery Co., Ltd., and the Lloyd Fruit Co., Ltd., has been purchased by the Amherst Central Shoe Co., Ltd., for \$60,000. It will be the largest warehouse used entirely by the shoe trade in Western Canada.

The brokerage firm of Tomlinson & O'Brien, Winnipeg, Man., will in future be conducted under the name of Tomlinson & Son. J. J. Tomlinson is continuing in the commission business and his son, C. L. Tomlinson, who has just recently been discharged from the United States Army, and now returned from Camp Grant, U.S.A., will also be a member of the firm. Thomas L. O'Brien has taken over full control of the Crown Candy Co., previously operated by the partnership, and is conducting it under his own name.

Prince Albert for the north and Moose Jaw for the south have been chosen as Saskatchewan centres for the Government-aided stockyards to be built and operated by the Saskatchewan Co-operative Creameries, Limited, in conjunction with their creamery and cold storage plants. This is the first step toward the encouragement of the livestock industry in Saskatchewan and is the outcome of the suggestion of the Saskatchewan Livestock Commission, appointed to look into the livestock situation and recommend steps to encourage the industry in the province. In view of the fact that the Creameries company already have part of the plant necessary for the growth of the livestock industry, they have been intrusted with the development of the stockyards and abattoirs. Details will be announced shortly.

APPOINTED GENERAL FOOD INSPECTOR

H. J. Dager, Toronto, has recently been appointed General Food Inspector for the Province of Ontario, and will cover the whole province in the future. The Administration of the Inspection of Foods has been changed from the Inland Revenue Department to the Department of Commerce. This, it is expected, will give a more effective system of operation, and it is intended to carry on the supervision and inspection of food to a greater extent, and the Food Adulteration Act will be more rigidly enforced in the future than it has been in the past.



CHARLES CHAPUT
President of Chaput, Fils & Cie, Montreal, who
has been in the present business for
61 years

**PRESIDENT OF L. CHAPUT, FILS &
CIE HONORED BY STAFF**
Celebration of 77th Birthday of Head of
Firm and His 61 Years in
Business.

Charles Chaput, president of L. Chaput, Fils & Cie, Limitee, wholesale grocers of Montreal, was the guest of honor at a recent banquet given by his directors and employees, to celebrate his 77th birthday and also his 61 years in business.

The function was held in the store. The packing room, gaily decorated with flags, had been transformed for the occasion and was large enough to accommodate 200 people, the whole staff. An orchestra had been provided and opened the function by playing "God Save the King," and "O Canada."

At the head table sat Chas. Chaput, with his eldest son, Rev. Father Chaput, S.J., and Armand Chaput, Ferd. Prud'homme, Emile Chaput, Bruno Trudel, Omer Loiseau, Wilfrid Deziel, directors, and Jos. Normandeau who had recently left the firm after 40 years of service.

An excellent portrait of himself, painted by J. C. Franchere, was presented to Mr. Chaput by F. Prud'homme, on behalf of the directors and employees.

Speeches of congratulations and good wishes were made by Rev. Father Chaput, Messrs. F. Prud'homme, A. Chaput, E. Chaput, B. Trudel, O. Loiseau, J. W. Deziel, directors, and also by some of the old employees, J. A. Leboeuf, M. Dieumegard, S. Leveille, A. Geoffrion and E. Gendron.

Mr. Chaput's remarks were most interesting, as they covered a period dating as far back as 1832 and up to 1918. His father, Leandre Chaput, at the age of 14, left his native village, l'Assomption, Que., in 1832, and came to Montreal. He got a position in a store owned by a Mr. Gobetta, and then was clerk at Mr. Phillips' general store. In 1842 he started in business for himself, opening a small grocery store under the name

L. Chaput, and to-day, after 76 years, the firm still keeps his name.

Reference was made to E. St. Denis, L. N. St-Arnaud and L. E. Geoffrion, former partners. Their energetic efforts and honest devotion had contributed to give to the firm its standing amongst the business community of Canada. Mr. Chaput hoped his house would live long with the same principles and ideals handed down from his father. Under these principles, his partners and himself had carried on, and he was glad to hand them over to his sons and grandsons.

As Mr. Chaput had spoken mostly of his father, the other speakers paid a tribute to the activities of the president of the concern. His wonderful vitality permitted him to attend business like a young man, and his keen sense of justice in knowing and respecting the rights and opinions of others made him like the father of this large family.

The entente cordiale was illustrated in a happy manner when T. C. Savage and M. J. Legge, travellers, were called to answer the toast proposed to the English speaking representatives of L. Chaput, Fils & Cie, Limitee. Both referred to the very fair treatment they had always received from the firm they represented.

CHANGE AT BLACKWOODS, LTD
J. A. Morris Appointed Sales Manager—
Business in Future Will Be Done
Through Jobbers.

An appointment of unusual interest to the trade of Western Canada is that of J. A. Morris to the position of sales manager for Blackwoods, Limited, Winnipeg. Mr. Morris is an Eastern man, but all his business experience has been in the West, chiefly in Washington, California and British Columbia prior to going with Blackwoods, Ltd.

Twenty-two years ago Mr. Morris took a position with Benham & Griffiths, wholesale grocers, Spokane, as traveller and purchasing agent for fruits and vegetables. One of his trips in the latter capacity took him to California, where he came in contact with Harris Bros. & Co., wholesale grocers, and accepted a position with them as salesman, covering California. He stayed with them for five years.

In 1902, Mr. Morris went East, and was married. Then followed a period of wide mercantile experience in Western Canada, and in 1917, when W. C. MacLaren took over the management of Blackwoods, Limited, Mr. Morris joined the firm as salesman, covering the whole of Saskatchewan and part of Alberta.

Recently he was called off the road to become sales manager. Since he took hold of this position Blackwoods, Ltd., have adopted a new policy, namely to direct their business through the jobber, yet detailing the country with travellers. They are manufacturers of such lines as baking powder, extracts, sauces, pickles, vinegar, liqueurs, fountain syrups, temperance drinks of all kinds, and are packers of Heather Blend tea.



J. A. MORRIS
Sales Manager for Blackwoods, Ltd., Winnipeg.

**AN OFFICER OF THE ORDER OF
THE BRITISH EMPIRE**
Geo. T. Milne, British Trade Commissioner to Canada and Newfoundland,
is Honored

The name of George Torrance Milne, British Trade Commissioner-General in Canada and Newfoundland, is included in a recent list of Officers of the Order of the Empire (civil division) in recognition of services rendered during the war period.

Previous to his recent appointment to Montreal, Mr. Milne was British Trade Commissioner in Australia for five years. He has also resided in various parts of South America. He is a medallist of the Royal Society of Arts, London, and a Fellow of the Royal Geographical Society.

**New Goods
Department**

Blackwoods, Limited, Winnipeg, have come on the market with a package tea which they point out will suit the new supply of water expected shortly in Winnipeg. Winnipeg in the past, as every traveller knows, has used hard water, but in a short time, after spending an enormous sum of money, a supply of soft



water will arrive from Shoal Lake. The firm states that the new blend of tea, known as Heather Blend, will go just as well with the other waters of Western Canada, as with Winnipeg water.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

P RIMARY markets on coffee are again attracting attention by their very strong tone, which has resulted in advances of from 1c to 1½c per pound. European business is, it is indicated, developing to a greater extent following the substantial reduction in ocean freight rates, but the present movement bids fair to give the producers the difference, in the prices they are asking for coffee.

Stocks in first hands are virtually exhausted, and coffee in transit for Canada is a comparatively small factor. Roasters are still very well supplied, but it looks as though prices here must go to higher levels before long unless a decided reaction sets in at primary points. Coffee to-day is selling on the local markets at figures below replacement values, and this is a condition which cannot continue for very long. Higher prices in the next few weeks can, it is felt, be expected.

MONTREAL—Grocery markets are not characterized by a great deal of change. The conditions are on the quiet side, coincident with the season, and declines made are those for vinegar, biscuits, starches, corn syrups, rolled oats and winter wheat flour. Maple sugar has also been placed on a somewhat wider price range.

There has been some outside enquiry for prunes and export is developing for this line. Coffees are firm and steady, as are teas, and the bean market is somewhat stagnant, without change. The nut market is without feature.

TORONTO—Further declines have been recorded in white beans, and it is hard to determine just what the market is

to-day. Even lower levels would not come as any surprise, but just how much further they will go is a question.

The result of this movement to lower levels may mean a reduction in the price of canned baked beans at an early date also. Some quarters are quoting a slightly easier price on tomatoes, but other lines seem to be holding their own fairly well.

A car of dates is due on the local market this week, the first to arrive since the end of last September. Prices will range at around present levels, it is thought. Tanglefoot has registered an advance, and sulphur has declined.

Prices on corn syrup have declined, bulk goods coming down ½c per pound, and package goods 25c per case. Cornstarch and laundry starch are also easier, the decline amounting to ½c per pound all around.

Potatoes show decided weakness, the continued mild weather permitting almost constant marketing by the farmers, with a consequent lowering of prices in view of the heavy receipts.

Cereals remain in an uncertain position as yet, and the market is decidedly in favor of the buyer. However, sales are being made to cover immediate requirements only, and movement is not heavy.

Pork products have sagged again slightly this week, both fresh cuts and some lines of cured meats reaching lower levels. Fresh beef, on the contrary, has strengthened and even higher prices do not seem so far away.

Business shows improvement for the week, and some wholesalers report January sales for 1919 ahead of those of one year ago.

QUEBEC MARKETS

MONTREAL, Feb. 5.—The markets are very quiet this week, and changes are not as many as usual. There is a general tendency to buy in smaller quantities, and in this respect the condition of several weeks past still obtain.

*Vinegar, Starches,
Biscuits Lower*

Montreal.

VARIOUS LINES.—Declines have been made this week for vinegar. This figures 4½c per gallon on the various

varieties and the basis runs from 15½c to 25½c per gallon according to quality. Starches of various grades and makes are down ½c per pound, this applying to corn and laundry grades. Various biscuits are about 2c per pound lower.

*Sugar is Held;
Better Deliveries*

Montreal.

SUGAR.—There is a better movement of raw sugars to the refiners and no dearth of stocks is now reported. The outlook is for a steadier basis as from the standpoint of delivery, and the jobbing trade is able to take care of dealers' requirements promptly. No changes of price have been made.

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 96
Acadia Sugar Refinery, extra granulated	9 95
St. Lawrence Sugar Refinery	9 95
Canada Sugar Refinery	9 95

Dominion Sugar Co., Ltd., crystal granulated	9 95
Icing, barrels	10 15-10 30
Icing (25-lb. boxes)	10 55-10 70
Icing (50-lb. boxes)	10 35-10 50
Do., 1-lb.	11 05
Yellow, No. 1.	9 75-9 55
Yellow, No. 2 (Golden)	9 45-9 55
Yellow, No. 3	9 35-9 45
Powdered, barrels	10 05-10 20
Powdered, 50s	10 15-10 50
Powdered, 25s	10 35-10 60
Cubes and Dice (asst tea), 100-lb. bxs	10 55-10 65
Do., 50-lb. boxes	10 65-10 75
Do., 25-lb. boxes	18 85-10 95
Do., 2-lb. pack.	11 95-12 05
Paris lumps, barrels	10 55
Paris lumps (100 lbs.)	10 65
Paris lumps (50-lb. boxes)	10 75
Paris lumps (25-lb. boxes)	10 95
Paris lumps (cartons, 5-lb.)	11 70
Do., (cartons, 2-lb.)	12 45
Crystal diamonds, barrels	10 55
Crystal diamonds (boxes 100 lbs.)	10 65
Crystal diamonds (50-lb. boxes)	10 75
Crystal diamonds (25-lb. boxes)	10 95

Canned Goods May Go Higher

Montreal.
CANNED GOODS.—There is a considerable enquiry for canned goods, and some jobbers expect that there will be a scarcity of some lines ere long. In fact there is a suggestion that prices will be higher. Quite a change has come about in the matter of sales, the consumer being a better user from year to year, and this has resulted in a steadier sale all the season around.

"Clover Leaf," 1/2-lb. flats	2 45
Sovereign, 1-lb. flats	4 62 1/2
Do., 1/2-lb. flats	2 30
1 lb. talls, cases 4 doz., per doz.	4 50
1/2 flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	2 05
Do., 1/2-lb. flat	1 20
Pinks, 1-lb. flat	2 25
Pinks, 1-lb. talls	2 65
Pale, 1/2-lb., doz.	1 37 1/2
Pinks, 1/2-lb., doz.	1 62 1/2
Cohoes, 1-lb. talls	4 35
Cohoes, 1-lb. flats	2 25
Herrings (tomato sauce), doz.	2 25
Haddies (lunch) (1/2-lb.)	1 00
Red Springs, 1-lb. talls	4 00
Red Springs, 1/2 lb.	2 45
White Springs (1s)	2 30
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Pilchards, 1-lb. talls	1 90
Whale Steak, 1-lb. flat	1 90
Canadian sardines (case)	6 75
Norwegian sardines, per case of 100 (1/4s)	22 00
Lobsters, 1/4-lb., doz.	2 25
Do., 1/2-lb. tins, doz.	3 60
Do., 1-lb. talls	6 90
Do., 1/2-lb., doz.	6 00
Do., 1-lb. flats	7 00
Sardines (Amer. Norweg'n style)	14 50
Sardines—Canadian brands (as to quality), case	6 40
Sardines, French	32 00
Scallops, 1-lb., doz.	3 25
Scotch Snack, No. 1, dz., Montreal	2 50
Do., Eastern trade	2 65
Do., Winnipeg and Western	2 85

Scotch Snack, No. 2, doz.	4 50
Shrimps, No. 1	2 25
Crabs, No. 1 (cs 4 doz.)	6 75
Canned Vegetables and Fruits—	
Asparagus (Amer.) mammoth green, doz.	4 00
Tomatoes, 1s	0 95
Tomatoes, 2s	1 25
Tomatoes, 3s	1 85
Tomatoes, U.S. pack, 2s	1 40
Tomatoes, 2 1/2s	1 90
Tomatoes, gallons	6 00
Peas, standards	1 45
Peas, early June	1 57 1/2
Peas, extra fine, 2s	2 35
Do., fancy, 20 oz.	1 57 1/2
Specialties	Per gal.
Olive oil (pure), 1 gal. tins	7 50
Do., 1/4 gal. tins	8 00
Do., 5 gal. tins	7 00
Tomato Paste, 100 tins (case)	32 00
Do., 200 tins (case)	33 00
Do., 12-10 lbs.	39 00
Salad oil (bbls, 50 gals.), gal.	2 50
Olives (in bbls, 49 wine gals.), gal.	1 35
Olives, Queen, gal.	1 45

Corn Syrup Down 1/2c; Molasses Quieter

Montreal.
MOLASSES, SYRUPS.—A decline of 1/2c per gallon has been made effective for corn syrups: On case goods a lower price is also quoted, 25c per case being deducted from quotations prevailing heretofore. Molasses is steady on the decline of last week, but there is only a limited movement.

Corn Syrup—	
Barrels, about 700 lbs.	0 06 3/4
Half bbls.	0 07
Kegs	0 07 1/4
2-lb. tins, 2 doz. in case, case	4 55
5-lb. tins, 1 doz. in case, case	5 15
10-lb. tins, 1/2 doz. in case, case	5 85
20-lb. tins, 1/4 doz. in case, case	5 80
2-gal. 25-lb. pails, each	2 00
3-gal. 38 1/2-lb. pails, each	3 15
5-gal. 65-lb. pails, each	5 25
White Corn Syrup—	
2-lb. tins, 2 doz. in case, case	5 05
5-lb. tins, 1 doz. in case, case	5 65
10-lb. tins, 1/2 doz. in case, case	5 35
20-lb. tins, 1/4 doz. in case, case	5 30
Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case	7 00
Barrels, per 100 lbs.	9 75
Half barrels, per 100 lbs.	10 00
Glucose, 5-lb. cans (case)	4 80

Barbadoes Molasses—	Island of Montreal
Punchons	1 05
Barrels	1 08
Half barrels	1 10
For outside territories prices range about 3c lower.	

Rices Distributed, But Market Quiet

Montreal.
RICE, TAPIOCA.—There has been but little of new moment in the rice situation this week. Distribution in some parts of the continent has been fairly

active but in a local way the selling has been of a routine order. Stocks are ample and prices more favorable generally, but without definite change. The same is true of tapioca.

Ice Drips—Japan (per 100 lbs.)	11 25
Carolina	12 50
Siam, No. 2	9 00
Siam (fancy)	10 50
Rangoon "B"	8 70
Rangoon CC	8 40
Mandarin	10 00
Pakling	8 60
Tapioca, per lb. (seed)	0 13
Tapioca (Pearl)	0 18
Tapioca (flake)	0 12 1/2

Nuts Held in Fair Supply

Montreal.
NUTS.—There is not a great deal of movement in nuts, more than is usual at this time of the year. Demand for and consumption of peanuts is steady and supplies are good. The basis is fairly steady but slight readjustments, some of them to lower levels, are anticipated in some quarters. These will, it is thought, be very gradual.

Almonds (Tara), per lb.	0 28	0 32
Almonds (shelled)	0 50	0 55
Almonds (Jordan)	0 70	0 70
Brazil nuts (new)	0 25	0 30
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 20	0 25
Filberts, Barcelona	0 24	0 25
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Extra large	0 20	0 24
Large	0 16	0 20
Medium	0 14	0 16
Shelled, No. 1 Spanish	0 16 1/2	0 17
Salted Spanish, per lb.	0 23	0 24
Shelled, No. 1 Virginia	0 19 1/2	0 20 1/2
Do., No. 2	0 14	0 14
Peanuts (salted)—		
Fancy wholes, per lb.	0 40	
Fancy splits, per lb.	0 35	
Salted Spanish, per lb.	0 25	0 27
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, large, No. 2, polished	0 28	0 32
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 60	
Walnuts (Grenoble)	0 29	0 35
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 80-0 85-0 95	
Walnuts (Spanish)	0 30	0 33

Note—Jobbers sometimes make an added charge to above prices for broken lots.

Prune Enquiries May Hold Markets

Montreal.
DRIED FRUITS.—Enquiries are coming to the jobbers for prunes and one large wholesaler stated that he could have disposed of his holdings at a much more favorable basis than present prices in the regular selling markets. With

FLASHES FROM THE WEEK'S MARKETS

Dromedary dates and Excelsior dates are due to arrive in Toronto this week. Prices hold at about same levels previously ruling. This is first car to come since September 30, 1918.

Corn starch and laundry starch declined 1/2c per pound this week.

Molasses in bulk registered a drop of about 10c per gallon from previous levels.

The arrival of some bitter oranges means the morning

breakfast need not be without its marmalade.

Beans came down another notch this week. The break has been quite substantial.

Corn syrup is easier, bulk supplies being down 1/2c per pound, and packages 25c per case.

Tanglefoot has registered an advance, the new price being \$5.50.

A smaller cake of Lenox soap, 120 to the case, is being offered to the trade at \$4.95 per case.

space gradually becoming available for overseas shipment it is expected that there will be a steadier market. This will apply in a general way to dried fruits.

Apricots		
Choice	0 26	0 23
Slabs	0 24½	0 25
Fancy		0 30
Apples (evaporated)	0 16	0 18
Peaches (fancy)	0 21	0 23
Faced		0 19
Choice	0 20	0 24
Extra choice	0 21	0 24
12 oz., per pkge.	0 16	0 18
Pears	0 24	0 25
Drained Peels (old)		
Citron	0 46	
Lemon	0 40	
Orange	0 41	0 43
Drained Peels (new)		
Lemon	0 40	0 41
Orange	0 42	0 43
Citron	0 47	0 48
Cut mixed (1-lb. cartons), doz.	4 10	4 80
In 36 ls. case		12 75
Cut, 10-lb. boxes (lb.)		0 48
Raisins		
Malaga, table box of 22 lbs., 3-crown cluster, \$5.50; 4-crown cluster, \$6.50-\$6.75; 5-crown, \$7.50; 6-crown cluster, \$7.00-\$8.75.		
Muscatsels, loose, 2-crown	0 14	
Muscatsels, loose, 3-crown, lb.	0 15	
Malaga Raisins (5½-lb. bxs), 3 cr.	1 75	
Do., 4 cr.	2 00	
Do., 5 cr.	2 25	
Do., 6 cr.	2 75	
Cal. seedless, cartons, 16 oz.	0 14½	0 15½
Fancy seeded, 16 oz. pkgs.	0 14	0 16
Choice seeded, 16 oz. pkgs.	0 13	0 17
Choice seeded, 12 oz.	0 10½	
Valencias, selected	0 11½	
Valencias, 4-crown layers	0 11½	
Sultanas (bleached) 50-lb. boxes	0 16½	0 20
Currents, old pack., 15 oz.	0 29	0 31
12 oz.	0 23	0 24
50-lb. boxes, loose		0 28
Cartons		0 32
15 oz. pkgs.	0 28	0 24
80 lb. Ainslia		0 28
12 oz.		0 26
Do., new		0 32
Cal. currents (loose)	0 18	0 22
Cal. "Kurrants," 15 oz. pkge	0 20	0 22
Dates, Excelsior, per case (36-10s)	7 50	7 92
Do., Dromedary (36-10 oz.)	8 00-8 50	8 64
Packages only, Excelsior		0 20
Packages only	0 19	0 20
Do., Dromedary		0 22
Figs (new), 100 to case		11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs (mats)	0 16	0 18
Figs, Fancy Cal. White (Choice)		1 75
Pkgs. 16 oz. (10 pkgs.)		1 45
Pkgs. 10 oz. (12 pkgs.)		2 60
Pkgs. 8 oz. (20 pkgs.)		3 40
Pkgs. 6 oz. (50 pkgs.)		5 00
Pkgs. 4 oz. (70 pkgs.)		0 13
Muscatsels, 4-crown, lb.		0 13
Prunes		
Santa Clara	0 80-0 90	0 15
California, 40-50s	0 19	0 25
50-lb. boxes, 80-90s		0 14½
90-100s	0 13	0 14
20-30s		0 25
30-40s		0 20
25-lb. cases, 50-60s	0 18	0 20
60-70s	0 16	0 17
70-80s	0 15	0 16
80-90s	0 14	0 15½
90-100s	0 13	
100-120s	0 10½	
Oregon, 30-40s		
60-60s	0 18½	
60-70s	0 17½	
70-80s	0 16½	

Beans Seem Hopeless As a Big Seller

Montreal.
BEANS.—While there are no quotable changes this week, the future of the market for beans seems to be very unpromising. Dealers are content with the hand-to-mouth buying characteristic of their purchases lately. Those who may be inclined to buy in anything like large lots are sure to secure a favorable buying price.

Beans—
 Canadian, hand-picked, bush. . . 5 50 5 70
 British Columbia 6 00 6 60

Brown Beans	6 00	6 00
Japanese	6 50	7 00
Yellow Eyes	7 00	7 50
Rangoon beans, per bushel	6 00	6 50
Lima, per lb.	0 17	0 19
Kidney beans	7 50	8 00
Peas, white soup, per bushel	4 00	4 50
Peas, split, new crop, per lb.	0 06½	0 07
Peas (blue)	0 09	0 10
Barley (pot), per bag 98 lbs.		6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

All Spices Hold; Sales Limited

Montreal.
SPICES.—The local market is really quiet and yet there is no indication of a revision of prices at present. Importing costs are high and even at the somewhat high prices obtaining in the Canadian market it is pointed out that these are less than present importing figures would permit were the same brought in to-day.

	5 and 10-lb. boxes
Allspice	0 20 0 22
Cassa (pure)	0 35 0 37
Orange Pekoes	0 75 0 77
Cloves	0 95 1 00
Cream of tartar	0 30 0 40
Ginger	
Ginger (Cochin or Jamaica)	0 30
Mace	0 80 1 00
Mixed spice	0 30 0 32
Nutmegs	0 45 0 50
Pepper, black	0 42 0 45
Pepper, white	0 48 0 50
Pepper (Cayenne)	0 35 0 37
Pickling spice	0 25 0 27
Paprika	0 65 0 70
Turmeric	0 28 0 30
Tartaric acid, per lb. (crystals or powdered)	1 30
Cardamon seed, per lb., bulk	2 00
Carraway, Dutch, nominal	0 80 0 90
Cinnamon, China, lb.	0 30
Cinnamon, per lb.	0 85
Mustard seed, bulk	0 35 0 40
Celery seed, bulk (nominal)	0 85 0 90
Shredded cocconut, in pails	0 21 0 23
Pimento, whole	0 20 0 22

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Maple Sugar 30-35c; Honey Steady

Montreal.
HONEY, MAPLE PRODUCTS.—There is a slightly wider range for maple sugar, but the market is steady and still firm, supplies being limited. There is no changed basis for syrup. Honey is still in fair supply and the market is steadily active and maintained.

Maple Syrup		
10-lb. cans, 6 in case, per case	\$15 10	
5-lb. cans, 12 in case, per case	17 10	
2½-lb. cans, 24 in case, per case	18 50	
Maple Sugar (nominal)	0 30	0 35
Honey, Clover		
Comb (fancy)	0 30	
Comb (No. 1)	0 28	
In tins, 60 lbs.	0 26	
30-lb. pails	0 27	
10-lb. pails	0 28	
5-lb. pails	0 28	
Honey—Buckwheat, tins or bbls.	0 23	

Coffee Market Held; Sales Not Heavy

Montreal.
COFFEE.—The market is steady, and on recent news from Brazil it would seem that prices will be firm. The possibilities of business developing in a big way from abroad have firmed the feeling in the Brazilian market, and if shipping is available high coffee may be looked for. There is not a great deal of change in cocoa, but the movement is steady and the basis firm.

Coffee, Roasted—		
Bogotas, lb.	0 38	0 41
Jamaica, lb.	0 31	0 34
Maracaibo, lb.	0 33½	0 36
Mocha (types)	0 37	0 41
Mexican, lb.	0 37	0 39
Rio, lb.	0 30	0 32
Santos, Bourbon, lb.	0 34	0 36
Santos, lb.	0 33	0 35
Cocoa—		
Bulk cocoa, 200-lb. bbls. (lb.)	0 24	
Do., 100-lb. bbls. (lb.)	0 25	
Do., 50-lb. cans (lb.)	0 26	

Import Prices Firm On Best Teas

Montreal.
TEAS.—There is evidence that best grades of teas will hold steady and firm. This is generally conceded by many importers and the reduction of ocean rates would, it is stated, be made up by the greater firmness of price in the primary markets. Sales are now developing.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 51	0 54
Orange Pekoes	0 55	0 57
Japan Teas—		
Choice	0 65	0 70
Early Picking	0 53	0 58
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Inferior grades of broken teas may be had from jobbers on request at favorable prices.		
Orange Pekoes	0 46	0 49

Winter Wheat Flour Scored a Decline

Montreal.
FLOUR AND FEED.—A decline of 40c a barrel was made in some quarters on winter wheat flours, and others have even made a larger decline than this in their prices. As for spring wheat grades, there is no change. The selling is limited and the export cut off makes it difficult for the mills to operate on any but a limited basis. Bran and Shorts are not so plentiful, and prices are firmly maintained. The fine weather has probably been responsible for these feeds holding out as long as they have.

Wheat Flours—		
Mixed car lots on track		11 25
Straight car lots on track (minimum 50,000 lbs.), to bakers		11 25
Add 20c for delivery for small lots.		
Shorts, car lots on track		42 25
Bran, per ton, car lots on track		37 25
Crushed oats	52 00	58 00
Barley chop	47 00	55 00
Gluten feed (23% protein)—		
F.O.B. Cardinal		60 00
F.O.B. Ft. William		55 00
Feed oats, per bushel (as to grade)	0 83	0 95

Rolled Oats Easy; Cereals Are Slow

Montreal.
CEREALS.—There is a softer feeling in rolled oats and prices are likely to go lower if the grain market declines further. There is little selling and this makes some holders anxious to liquidate their holdings. Rolled wheat in packages is again coming on the market and is being offered at \$5.80 to \$6 per case according to size.

8-lb. pkgs., doz.	2 90
6-lb. pkgs., doz.	5 70
Cornmeal, Gold Dust	5 40 6 00
Cornmeal	5 50 4 50
Barley, pearl	5 50 6 25
Barley, pot, 98 lbs.	3 90 4 25
Barley (roasted)	7 50
Buckwheat flour, 98 lbs.	7 00 7 25

(As to grade)

Cornflour, white	5 00	5 10
Rice flour	8 75	9 00
Hominy grits, 98 lbs.	5 75	6 50
Hominy, pearl, 98 lbs.	6 75	7 00
Graham flour		5 75
Oatmeal (standard-granulated and fine)	4 90	5 25
Oatmeal (packages) fine cut		5 70
Peas, Canadian, boiling, bush	4 00	5 50
Split peas (per 100 lbs.)	6 50	7 00
Rollod oats, 90-lb. bags	4 25	4 60
Rollod oats (family pack.), case	5 00	5 50
Rollod oats (small size), case	1 90	2 00
Rollod wheat (100-lb. bbls.)	7 10	8 00
Rollod Wheat—		
Packages, 36 in case		6 00
Packages, 20 in case (family pack.)		5 80
Rye flour (Can.), 98 lbs.	5 75	6 05
Tapioca flour, lb.	0 15	0 16
Montreal.		

**Mushrooms Up;
Celery Lower**

Montreal.

VEGETABLES.—There is an easier tendency on imported celery and a reduction of fifty cents per case is made on California this week. There may be a further decline. Mushrooms are up, and the tomato market also is higher to the extent of \$2 per case.

Artichokes (bag)	2 25
Beans, new string (American) basket	5 00
Beets, bag	0 75
Brussels Sprouts, quart	0 20
Brussels Sprouts (doz.)	1 00
Cucumbers, Boston (doz.)	6 00
Cauliflower (imported), doz.	2 50
Cabbage, bbl.	1 50
Carrots, bag	0 75
Celery (Montreal), doz.	1 00
Celery, California (6-7 doz.)	13 00
Horseradish, lb.	0 20
Lettuce (curly), box (3-4 doz.)	2 50
Lettuce, Boston, box	4 00
Leeks	3 50
Mint	0 60
Mushrooms, lb.	1 25
Basket (about 3 lbs.)	3 00
Onions, Can., bag (75 lbs.)	1 50
No. 1 Yellow (75 lbs.)	1 50
No. 1 Red (75 lbs.), crate	1 50
Onions, Spring (Imported), doz.	0 40
Oyster Plant	0 50

Parsnips, bag	1 50
Parsley (Canadian)	0 50
Potatoes, Montreal new (90-lb. bag)	1 60
Potatoes (New Brunswick), bag	1 90
Potatoes (sweet), hamper	3 50
Romane	0 50
Spinach, box	1 00
Spinach, bbls.	4 00
Turnips, per bag, Montreal	1 50
Turnips, Quebec	1 75
Tomatoes (hothouse), lb.	0 40
Tomatoes, crates	10 00
Watercress (Can.)	0 50

**Best Apples \$10;
Oranges Lower**

Montreal.

FRUITS.—The market is characterized this week by a lower basis for oranges, which have declined 50c to \$1 per case. Grapefruit is up a little, and apples are very high, the better grades selling at \$10 per barrel. There is not a great deal of trading.

Apples—

Baldwins, No. 1	8 00	10 00
Blenheims	5 00	5 50
Greenings	8 00	10 00
McIntosh Reds (best)	8 50	10 00
Gravensteins, No. 1	4 50	5 50
Spys	8 00	10 00
Russets		8 00
Kings, No. 1	8 00	10 00
Do., No. 2		8 00
Wagners		8 00
Apples (in boxes)	3 50	3 75
Bananas (fancy large), bunch	4 50	4 90
Cranberries, bbl.	20 00	25 00
Do., gal.	1 00	1 25

Grapes—

Spanish Almeria, keg (heavy)	9 00
Do., (med.)	7 50
Emperor, keg	7 50
Grapefruit (fancy Porto Rico)	5 50
Lemons (fancy new Malagas)	6 00
Lemons (California)	5 25
Pears, Cal., eating, small box	4 00
Pears, California (110 size)	5 50
Oranges, Porto Rico	4 50
Oranges, Florida	5 00
Oranges, Calif. (200 size)	6 00
Oranges, Calif. (100-126)	5 50
Oranges (Mexican)	5 00

Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis; 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies 19/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.

Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.

Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 19/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 70c. Yellows same as above.

**Tanglefoot Higher;
Sulphur Lower**

Toronto.

TANGLEFOOT, SULPHUR. — New prices have been named on Tanglefoot, which provides an advance. The new quotations now being made to the trade are at \$5.50.

There has been a decline in the price of sulphur, full bags, now selling at 3½c per pound and smaller quantities 4c per pound.

Lenox Soap is now being packed 120 to a case, but a smaller cake, and selling at \$4.95 per case. Price on Lenox soap 100's is being quoted in at least one quarter at \$5.25 per box, f.o.b., Toronto.

**Salted Peanuts
Register Decline**

Toronto.

SALTED PEANUTS, PEANUT BUTTER.—Lower prices have been named on the Squirrel Brand Salted Peanuts, the 5 cent packages, whole, skins on, 30 packages to the box, 30 boxes to the case, 90 cents per box; Blanched, 30 packages to the box, and 30 boxes to the case, \$1.05 per box; Bulk, whole skins case, \$2.80 per box; Blanched, halves, 10 pounds to the box, 8 boxes to the case, \$3.10 per box.

A revision was noted in Squirrel Brand peanut butter last week, and these have been changed again and the following figures are the correct ones prevailing: 1 pound \$3.60 per dozen; 5 pound \$17.10; and 15 pound pails 26c per pound.

**Molasses Declines;
Corn Syrups Too**

Toronto.

MOLASSES, SYRUPS.—Lower prices are again in effect on bulk molasses. Quotations on what is known as the West India and New Orleans molasses are being made at 44c per gallon in full barrels and 46c per gallon in half barrels. This represents a decline of about 10 cents per gallon.

There has also been a decline in corn syrup and the quotations which are now ruling on the Crown Brand are as follows: 2 lb. tins, 2 dozen in a case, \$4.55 per case; 5 lb. tins, 1 dozen in a case, \$5.15; 10 lb. tins, ½ dozen in a case, \$4.85; 20 lb. tins, ¼ dozen in a case, \$4.80. In barrels of about 700 lbs. the price is 6¼c per pound; half barrels, 7c, and quarter barrels 7¼c. Prices named on the Lily White Corn Syrup are as follows: 2 lb. tins, 2 dozen in a case, per case, \$5.05; 5 lb. tins, 1 dozen in a case, \$5.65; 10 lb. tins, ½ dozen in a case, \$5.35; 20 lb. tins, ¼ dozen in a case, \$5.30.

ONTARIO MARKETS

TORONTO, Feb. 5.—Markets generally show little change. Some reductions have been made this week, bulk molasses sagging about 10c per gallon, and further reductions being made in the price of beans. A decline in laundry and cornstarch and corn syrups has occurred, bulk being down ½c per lb. and packages 25c per case. Tanglefoot has registered an advance, while lower prices rule on sulphur. Primary markets on coffee show increasing strength, but no change locally has been made in the general list. A car of dates is due to reach the local trade this week.

Some wholesalers report an increased business for January, 1919, over January, 1918, and a much better feeling as to the general outlook prevails.

**Sugar Moving
Quite Satisfactorily**

Toronto.

SUGAR.—There is a very fair volume of business being done and some refineries report an increase for the month of January, 1919, over the same period in 1918. This may be due to the fact that supplies are more plentiful, but it is nevertheless true, and whereas the tendency is not to buy in big quantities, the sorting business which is coming through is very satisfactory. Manufac-

turers have been bigger factors in the use of sugar during the past month than they were one year ago and this is a condition which may well prevail during the entire year. The outlook is considered very bright as regards supplies and the refiners are very keen on developing new business. Prices show no change for the week, remaining as follows:

Atlantic, extra granulated	\$10 27
St. Lawrence, extra granulated	10 27
Acadia Sugar Refinery, extra granulated	10 27
Can. Sugar Refinery, extra granulated	10 27
Dom. Sugar Refinery, extra granulated	10 27

Corn Syrups—		
Barrels, about 700 lbs., yellow, per lb.		\$0 06½
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cases, 2-lb. tins, white, 2 doz. in case	5 05	
Cases, 5-lb. tins, white, 1 doz. in case	5 65	
Cases, 10-lb. tins, white, ½ doz. in case	5 85	
Cases, 2-lb. tins, yellow, 2 doz. in case	4 55	
Cases, 5-lb. tins, yellow, 1 doz. in case	5 15	
Cases, 10-lb. tins, yellow, ½ dz. in case	4 85	
Cane Syrups—		
Barrels and half barrels, lb.	0 08	
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cases, 2-lb. tins, 2 doz. in case	7 00	
Molasses—		
Fancy, Barbadoes, barrels	1 05	1 10
Choice Barbadoes, barrels	0 95	1 00
West India, bbls., gal.		0 44
West India, No. 10, kegs		6 50
West India, No. 5, kegs		3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes		4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes		6 75
Tins, 5-lb., 1 doz. to case, Barbadoes		5 30
Tins, 10-lb., ½ doz. to case, Barbadoes		5 20
Tins, 2-lb., baking grade, case 2 doz.		5 50
Tins, 3-lb., baking grade, case of 2 doz.		7 40
Tins, 5-lb., baking grade, case of 1 doz.		
Tins, 10-lb., baking grade, case of ½ doz.		
West Indies, 1½s, 48s		6 95

Tomatoes Easier; Salmon Moving

Toronto.
CANNED GOODS.—It is understood that arrangements have been completed whereby some export of salmon has been arranged for. It is understood that the shipment to be moved consists of Pinks, and Chums and represents quite a substantial allotment. A little shading on the price of canned tomatoes is noted this week, the 2½'s A group, being quoted at \$1.75 per dozen. Reports as to stocks are rather conflicting, some sources intimating that there is a very good stock of canned vegetables, whereas others again are of the opinion that there are none too many available. In regard to canned fruit, there does not seem to be a surplus of any particular grade of these, and the market seems to be holding quite firm on all lines. Business is considered very fair and there seems to be some chance that some little export business may be done.

The marked decline in the price of white beans may be the forerunner of a similar move in baked beans.

Salmon—		
Sockeye, 1s. doz.	4 00	4 50
Sockeye, ½s. doz.	2 40	2 50
Alaska reds, 1s. doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s. doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s. doz.	1 35	1 50
Cohoos, ½-lb. tins	1 35	1 90
Cohoos, 1-lb. tins	3 45	3 75
Red Springs, 1-lb. talls	3 65	3 95
White Springs, 1s. dozen	2 30	2 35
Lobsters, ¼-lb. doz.		3 75
Whale Steak, 1s flat, doz.	1 75	1 90
Pilehards, 1-lb. talls, doz.	1 90	2 15
Canned Vegetables—		
Beets, 2s.	1 90	2 30
Tomatoes, 2½s		1 75
Peas, standard	1 50	1 95
Peas, early June	1 67½	2 25
Beans, golden wax, doz.	2 00	2 10
Asparagus tips, doz.	3 42½	3 45
Asparagus butts	2 00	2 02½
Corn, 2s, doz.	2 40	2 60
Pumpkins, 2½s		

Spinach, 2s, doz.		1 90
Do., 2½s, doz.	2 52½	2 55
Do., 10s, doz.	7 55	7 57½
Succotash, 2s, doz.	2 80	2 85
Pineapples, sliced, 2s, doz.	3 20	3 50
Do., shredded, 2s, doz.	3 00	3 02½
Rhubarb, preserved, 2s, doz.	2 07½	2 10
Do., preserved, 2½s, doz.	2 65	2 67½
Do., standard, 10s, doz.	4 50	4 52½
Peaches, 2s		2 87½
Pears, 2s	2 35	2 87½
Plums, Lombard, 2s	1 97½	2 22½
Plums, Green Gage	2 17½	2 37½
Raspberries, 2s, H.S.		4 50
Strawberries, 2s, H.S.		4 50
Blueberries, 2s	2 10	2 35
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Jams—		
Apricot, 4s, each		0 84
Black currants, 16 oz., doz.	3 40	3 90
Do., 4s, each		0 98
Gooseberry, 4s, each		0 84
Peach, 4s, each		0 82
Red currants, 16 oz., doz.		3 45
Raspberries, 16 oz., doz.	3 40	4 25
Do., 4s, each		0 98
Strawberries, 16 oz., doz.	3 90	4 25
Do., 4s, each	1 08	1 10

Car Dates Due This Week

Toronto.
DRIED FRUITS.—A car of Dromedary and Excelsior dates is due to arrive this week. This is the first car which has been received here since about the 30th of September last, and it is understood that the entire shipment has been placed. As far as can be learned, prices will range at about present levels.

Apples, evaporated, Ontario	0 16½	0 17
Apricots, unpitted		0 16¾
Do., fancy, 25s		0 30
Do., choice, 25s	0 23	0 27
Do., standard, 25s	0 22½	0 26
Candied Peels, American—		
Lemon		0 43½
Orange		0 45½
Citron		0 53
Currants—		
Grecian, per lb.	0 26	0 28
Australians, re-cleaned, lb.		0 30
Cherries, 2s	2 75	2 90
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.		
Malagas, lb.		
Comadre figs, mats, lb.	0 13	0 14
Cal., 4 oz. pkgs., 70s, case		5 00
Cal., 8 oz., 20s, case		3 25
Cal., 10 oz., 12s, case		2 25
Prunes—		
30-40s, per lb.		0 18
40-50s, per lb.		0 19
50-60s, per lb.	0 16½	0 18
60-70s, per lb.	0 16	0 17
70-80s, per lb.	0 14½	0 16
80-90s, per lb.	0 13½	0 14½
90-100s, per lb.	0 11¾	0 12¼
100-120s, per lb.	0 09¾	0 10½
Peaches—		
Standard, 25-lb. box, peeled		0 24
Choice, 25-lb. box, peeled		0 25
Fancy, 25-lb. boxes		0 22
Practically peeled, 25-lb. boxes		0 22¼
Extra choice, 25-lb. box, peeled		0 26
Raisins—		
California bleached, lb.	0 17	0 18
Extra fancy sulphur bleached, 25s		0 17
Seedless, 15 oz. packets	0 14½	0 14½
Seeded, fancy, 1-lb. packets	0 15½	0 16
Seeded, 15 oz. packets	0 14	0 15
Seedless, Thompson's, 25s	0 14	0 16
Seedless, Thompson's	0 15	0 16
Do., Bakers, Thompson's	0 16	0 17¼
Do., Bakers, Thompson's, 50s	0 15	0 16
1 Crown Muscatels, 25s		0 13

Tea Moves Well; Stocks Dwindling

Toronto.
TEAS.—There does not seem to very much tea coming into the country and reports would indicate that this condition has existed for some months now. This being the case, this would lead to the belief that stocks are being cleared up

fairly well, and indications are that in another two or three months, under conditions such as have prevailed during the past six months, tea may be somewhat scarce. In the meantime there is a very fair demand reported and the better grades are finding favor in buyer's eyes with little difficulty in placing. There have been no price changes reported, and the following gives a fair range of the basis to-day:

Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 50	0 50
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans		0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., Seconds	0 50	0 55
Do., sifted	0 50	0 62

Coffee at Primary Points Advancing

Toronto.
COFFEE.—Primary points record advances during the week of about 1c per pound and coffee is very strong even at figures reached. European business is now being developed following the substantial lowering of ocean freight rates and producers are showing prices up. It is understood that stocks in first hands are practically exhausted and coffee afloat for Canada does not represent a very substantial amount. Roasters are still fairly well supplied. Rideau Hall coffee is being quoted at an advanced figure of 50c per pound in 1 lb. tins and 52c in ½ lb. tins.

Coffee—		
Java, Private Estate		0 45
Java, Old Government, lb.	0 38	0 40
Bogotas, lb.	0 37	0 38
Guatemala, lb.	0 36	0 37
Maracaibo, lb.	0 34	0 35
Mexican, lb.	0 38	0 39
Jamaica, lb.	0 33	0 34
Blue Mountain Jamaica		0 48
Mocha, lb.	0 38	0 39
Mocha, Arabian, lb.		0 40
Rio, lb.	0 27	0 32
Santos, lb.	0 32	0 33
Santos, Bourbon, lb.	0 34	0 36
Ceylon, Plantation, lb.	0 38	0 39
Chicory, lb.	0 30	0 33
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 20	0 24

Little Change in Spices Locally

Toronto.
SPICES.—There has been practically no change in the market on spices locally. Primary points are showing strength and it is indicated present basis here does not represent replacement value in many lines. Business shows some improvement and a little more activity is looked for from now on.

Allspice	0 18	0 25
Cassia	0 33	0 45
Cinnamon	0 45	0 60
Cayenne	0 30	0 35
Cloves	0 65	0 80
Ginger	0 30	0 45
Herbs—		
sage, thyme, parsley, mint, savory, Marjoram	0 40	0 70
Pastry	0 28	0 40
Pickling spice	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 42	0 44
Peppers, white	0 49	0 53
Paprika, lb.	0 60	0 60
Nutmegs, select, whole, 100s	0 45	0 65
Do., 80s		0 95
Do., 64s	0 60	0 65
Mustard seed, whole	0 40	0 45

Celery seed, whole	0 75
Coriander, whole	0 25
Carraway seed, whole	0 70
Tumeric	0 30
Cream of Tartar—	
French, pure	0 90
American high test	1 00
2-oz. packages, doz.	2 00
4-oz. packages, doz.	3 50
8 oz. tins, doz.	6 75
Tartarine, barrels, lb.	0 21
Do., 8 oz., doz.	1 75
Do., 16 oz., doz.	3 25

Do., Mujin, No. 1	10 50
Do., Pakling	10 00
Tapioca, per lb.	0 14 1/2
White Sago	0 14 1/2

Gallon tins, Imperial, per gal.	2 25
5-gallon tins, Imperial, per tin	10 50
Barrels, 25 or 40 Imp. gals., gal.	2 00

All Lines Nuts Showing Strength

Toronto.

NUTS.—There is no easing away in the situation in regard to nuts. Primary points reveal very high quotations and even the United States markets are on a higher basis than those in Canada. Walnuts are firm and filberts have shown additional advances amounting to about 2 to 3c per pound. Supplies coming through are not plentiful by any means and those which have arrived are being absorbed quite readily.

Almonds, Tarragonas, lb.	0 28	0 32
Butternuts, Canadian, lb.	0 08	0 08
Walnuts, California, lb.	0 40	0 42
Walnuts, Grenobles, lb.	0 33	0 35
Walnuts, Bordeaux, lb.	0 34	0 35
Filberts, lb.	0 19	0 20
Pecans, lb.	0 30	0 30
Cocanuts, Jamaica, sack	7 50	
Peanuts, Jumbo, roasted	0 20	0 21
Brazil nuts, lb.	0 30	0 32
Shelled—		
Almonds, lb.	0 45	0 50
Filberts, lb.	0 38	0 45
Walnuts, lb.	0 78	0 80
Peanuts, Spanish, lb.	0 16	0 17
Do., Chinese, 30-32 to oz.	0 14	0 15
Brazil nuts, lb.	0 30	0 35

Further Declines Recorded in Beans

Toronto.

BEANS.—If it is possible to determine a market on beans, it is certainly an easier one. However, there are several prices ruling and what the end will be is hard to figure out at the present time. Prices have sagged still further in some quarters this week and this applies all along the line. There is very little demand and orders are being met from ample stocks.

Ontario, 1-lb. to 2-lb. pickers, bu.	\$ 4 50
Do., hand-picked	5 00
Japanese Kotonashi, per bush.	5 50
Rangoons, per bushel	3 75
Limas, per pound	0 14 1/2

Rice Stocks Being Cleaned Up

Toronto.

PRICES.—The tendency to clean-up on stocks is still manifest and this has resulted in prices being shaded somewhat all along the lines. There are indications that stocks in the hands of wholesalers are by no means heavy and the assortment which some are offering is decidedly narrow. The price on Chinese X X has stiffened in some quarters to 9 cents, but the figure of 8 3/4c is still available. The range of prices prevailing on other grades is shown herewith:

Texas, fancy, per 100 lbs.	12 50	13 00
Blue Rose Texas, per 100 lbs.	12 50	
Honduras, fancy, per 100 lbs.	13 00	13 50
Siam, fancy, per 100 lbs.	10 50	11 00
Siam, second, per 100 lbs.	10 00	11 00
Japans, fancy, per 100 lbs.	11 00	12 00
Japans, second, per 100 lbs.	10 00	11 00
Chinese XX, per 100 lbs.	8 75	9 00
Do., Simiu	11 00	

Lower Prices on Starch Named

Toronto.

PACKAGE GOODS.—Lower prices have been issued this week on Laundry Starch and Culinary Starch and the new figures which are being offered to the trade are appended herewith: Laundry Starches—40 lbs. Canada Laundry Starch, 9 1/4c per lb.; 40 lbs. Canada and Acme White Gloss, 1 lb. package, 9 3/4c; 48 lbs. No. 1 White or Blue Starch, 3 lb. cartons, 10 1/4c; 100 lbs. Kegs No. 1 White Starch, 9 3/4c; 200 lbs. Bbls. No. 1 White Starch, 9 3/4c; 30 lbs. Edwardsburg Silver Gloss, 1 lb. chromo package, 11 1/4c; 48 lbs. Silver Gloss Starch, in 6 lb. tin canisters, 12 3/4c; 36 lbs. Silver Gloss Starch in 6 lb. draw lid boxes, 12 3/4c; 100 lbs. kegs Silver Gloss, large crystals, 10 3/4c Culinary Starch—40 lbs. Benson's Celebrated Prepared Corn, 1 lb., per lb., 11 1/4c; 40 lbs. Canada Pure or Challenge Corn Starch, 1 lb., per lb., 10 1/4c; 40 lbs. Casco Refined Potato Flour, 1 lb. pkgs., per lb., 20c; (20 lb. boxes 1/4c higher, except Potato Flour). There have been few changes noted in other lines although Roman Meal Ready, cases of 40 packages, is quoted at \$4.70 per case, an advance.

PACKAGE GOODS

Rolled Oats, 20s round, case	\$5 60
Do., Do., 20s square, case	5 60
Do., Do., 36s, case	4 00
Do., Do., 18s, case	2 00
Corn Flakes, 36s, case	4 00
Shredded Wheat, 36s, regular, case	4 50
Porridge wheat, 36s, regular, case	6 00
Do., Do., 20s, family, case	5 80
Cooker Package Peas, 36s, case	4 35
Wheat Flakes, 24s	5 20
Cornstarch, No. 1, lb. cartons	0 11 1/4
Do., No. 2, lb. cartons	0 10 1/4
Laundry Starch, in 1-lb. cartons	0 11 1/4
Do., Do., in 6-lb. tin canisters	0 12 3/4
Do., Do., in 6-lb. wood boxes	0 12 3/4
Potato Flour, in 1-lb. pkgs.	0 20

Honey Quiet; Maple Syrup Dull

Toronto.

HONEY, MAPLE SYRUP.—There have been no factors of particular interest developed in the situation in regard to honey. The sale is very light and there is no indication of any improvement in this respect.

There have been some reports come through already that Maple Syrup is being made and same is being sold at around \$3.00 per gallon. However, as yet there has been no heavy run, and it is somewhat early to figure out what the basis of quoting for the present season will be. There is little demand at the present time, and no new feature of particular interest to the trade.

Honey—		
Clover, 2 1/2-lb. tins	0 29	0 30
5-lb. tins	0 28	0 29
10-lb. tins	0 28	0 29
60-lb. tins	0 26	0 27
Buckwheat, 60-lb. tin, lb.	0 23	0 23
Comb, No. 1, fancy, doz.	3 75	4 25
Do., No. 2, doz.	3 00	3 00
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	15 10	
No. 2, 5-lb. tins, 12 to case	17 10	
No. 3, 2 1/2-lb. tins, 24 to case	18 50	
No. 3, 32-oz. bottles, 24 to case	16 70	

Oranges Easier; Bananas Active

Toronto.

FRUITS.—Lower prices prevail locally on oranges this week, prices showing a decline of about 25c a case all around. These are in good supply and a good movement from California points is reported. The future on oranges seems rather speculative. The continued mild weather may mean a larger percentage of waste and the frost may work out to be a factor against good keeping qualities, this resulting in an earlier wind-up to the season than usual. Some blood oranges are reported on the way and it is indicated these usually come along towards the end of the navel crop. New York auctions seem to have veered around to a better demand for the large sizes and prices on these show a slightly firmer tendency. Bananas are in active demand and locally prices have stiffened about 1/2c to 1c per pound. Grapefruit supplies are largely Cuban through New York it is now said. The farmers are bringing in quite a large number of apples which serves to keep prices locally somewhat in check. There is a good outside demand and markets are firmer at other points than they are here. Lemons are in good supply. A lot of business was done at New York last month but prices are not in yet according to latest reports. A shipment of California pears, Winter Belles and Eastern Beurries has arrived on this market, selling at \$5.50.

Apples—			
Do., B.C., McIntosh Reds, box	3 00		
Do., B.C. Jonathans, box	3 25		
Do., Rome Beauty, box	3 25	3 75	
Do., Winesaps, box	3 75	4 00	
Do., Spys, box	2 25	3 25	
Do., Greenings, box	2 15	2 25	
Do., Baldwins, box	2 15	2 25	
Do., in Barrels. No. 1 No. 2 No. 3			
Greenings	7 00	6 50	5 00
Baldwins	7 00	6 50	5 00
Spys	8 00	7 00	6 00
Bananas, per lb.	0 06 1/2	0 07	
Grapes—			
Do., Malagas, bbl.	13 00	14 00	
Grapefruit—			
Florida, 46s		5 50	
Do., 54s		5 00	5 75
Do., 64s		5 25	6 00
Do., 70s, 80s, 96s, 126s			6 00
Oranges—			
California navels, 100s		4 75	
Do., 126s		5 00	
Do., 150s		5 00	5 25
Do., 176s		5 25	5 50
Do., 200s, 216s, 250s			5 50
Do., 288s, 324s			4 50
Lemons, Cal., case	4 00	5 00	
Pears, Cal.		5 50	

Potatoes Weak; Spanish Onions Due

Toronto.

VEGETABLES.—Continued weakness marks the situation in potatoes. Weather conditions have permitted almost constant marketing of these by the farmers with the result that there are lots of potatoes and the prices have sagged substantially. It is reported that a shipment of Spanish onions is expected in New York, quantity and price unknown as yet, but this would indicate that restrictions against import of these

had been lifted. There are none destined to this market only as they may be bought through New York interests. It is understood the last cars of California celery for some time to come are now on the way in. Cauliflower is in fair supply and prices range around \$3.50 crate. Parsley, parsnips and turnips are being quoted at slightly lower levels.

Cabbage, Can., bbl.	\$1 75	
Do., Cal., crates	2 75	
Carrots, bag	0 75	
Cauliflower, California, case	3 50	
Celery—		
Do., California, 6 to 9 doz. to case, case	11 00	12 50
Cucumbers, doz.		
Endives, dozen	0 85	
Lettuce, head		
Do., Do., Florida, large hampers	7 00	
Do., leaf, dozen	0 30	0 35
Onions, Can. Yellow, 100-lb. bag	2 00	2 25
Do., green Shalots, doz.	1 00	
Parsley, jumbo bunches, doz.	0 65	0 75
Parsnips, bag	0 85	
Peppers, green, dozen	1 00	
Potatoes, sweet kiln dried, hamper	3 25	
Potatoes, Ontario, bag	1 15	1 25
Do., N.B., Delawares, bag	1 75	
Spinach, Louisiana, bush, hamp's	3 00	
Turnips, bag	0 65	0 75

Little Buying Interest in Flour

Toronto. FLOUR.—There is little buying interest manifested by the trade, only immediate consuming requirements being contracted for. The majority of the mills are still closed and no export orders have been placed as yet. There is some hope expressed that these may be forthcoming at an early date, but whether soon enough to begin milling operations this month is a question.

FLOUR
Government Standard, 74% Extraction.

Manitoba Wheat Flour, in carload shipments, on track, bbl.	\$11 25
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Mill Feed Outlook Unchanged

Toronto. MILL FEEDS.—There are no factors in the situation which carry any new features attached to them. Stocks are being pretty well cleaned up, but with the reductions made in coarse grains, these latter can be fed without entailing material difference in cost.

	In carlots, track
Bran, per ton	\$37 00
Shorts, per ton	42 00

Market on Cereals Still Unsettled

Toronto. CEREALS.—The market is still unsettled, and it is hard to determine values. The grain markets still fluctuate daily, and as far as rolled oats are concerned, nearly any price can be named by the buyer and secure acceptance from some source. There is no indication that the marked price-cutting reported as going on is stimulating business, rather does the reverse seem to be true. The trade are only taking delivery of good for immediate use.

	Single Bag Lots	F.o.b. Toronto
Barley, pearl, 98s	\$6 00	\$6 25
Barley, pot, 98s	4 50	4 75
Barley Flour, 98s	5 50	6 00
Buckwheat Flour, 98s	7 25	8 00

Cornmeal, Golden, 98s	4 75	
Do., fancy yellow, 98s	4 25	
Corn flour, white, bbl.	9 80	10 35
Do., Government standard, bbl.	9 35	10 16
Hominy grits, 98s	5 50	6 60
Hominy, pearl, 98s	5 25	6 10
Oatmeal, 98s	4 85	5 50
Oat Flour	5 50	6 20
Roiled Oats, 90s	4 25	4 75
Roiled wheat, 100-lb. bbl.	6 50	7 00
Rice Flour, per 100 lbs.	9 00	12 00
Rye Flour, 98s	6 50	7 25
Peas, split, lb.	0 06½	0 07¼
Blue peas, lb.	0 11	0 15
Linseed Meal, 98s	8 50	8 75

Above prices give range of quotations to the retail trade.

CANADA FOOD BOARD

(Continued from page 33)

market. One of the most severe privations in Europe was the scarcity of fats; it seems to have had much to do with the final collapse of Germany internally—speaking both of the country and of the people. The Food Board aimed to keep an adequate supply in Canada at a controlled price, exporting such surplus as was available to enable Great Britain to maintain its pitiable ration of two ounces a week.

Where the Food Board Put Down Its Foot

In the case of milk, the Board had to fix the spread between producer and consumer so as to both prevent profiteering and see that production was not discouraged. High milk would have been bad, but scarce milk, or no milk at all in many cases, would have been a national menace. The Board had the children particularly in mind. The amount allowed to the condensing plants was also strictly controlled. The Board has had to consistently refuse requests of importers in the United States, where the price is still higher than in Canada. In New York City, for example, the price is twenty cents a quart, and they are having great difficulty in getting supplies.

Cheese was kept to a lower price here than in the States, and the same is true of bread. In Great Britain the price was as low as, or lower than here, but the Government paid the difference between the peace price and the war price out of the national exchequer.

So far as the question of punishing those who disobeyed the food regulations is concerned, it is sufficient to point out that the enforcement of food and all other laws remained in the hands of the authorities in Canada constituted for that purpose. The Board could and did call for investigations and prosecutions on evidence secured, and penalties were imposed in hundreds of cases in all provinces.

The Most Unpopular Job

Food control was an experiment; the position of the Controller was the most unpopular public office ever undertaken by any man in Canada, with more kicks than half-pence for the reward. Mr. Hanna undertook it first, and had to bear the first burst of the storm which arose. Just what was the psychological stress which caused him to resign, it is impossible to say; perhaps it was that

canard which went from one end of Canada to the other, to the effect that he had eaten a Lucullian repast at a price of twelve dollars, in a dining car. This, at a time when dining on the European plan, as they were then doing it in Europe, consisted largely in that gastronomic crown of sorrows, which the poet says is "remembering happier days," was enough to enrage any patron of a public eating house, whom the imposition of meat restrictions had cheated out of his God-given right of getting hardening of the arteries. It might be said in extenuation, however, that there is not the slightest evidence that Mr. Hanna ever did it. Mr. Hanna served his country well and went his way.

He was followed by H. B. Thomson. Thomson is from County Down, Ireland.

A Man to Fight With by Telephone

He left there twenty-five years ago, but when he says "County Down," there is a lingering affection in the utterance, which makes you wonder if he would not like to be there at present. He would be a whale of a man in a "ruction." Once or twice, excitable individuals have stopped writing letters or talking over the telephone when they wanted to enjoy the national sport of abusing the Food Board, and have come along in person to take a round or two out of it. The sight of Thomson sort of discourages the idea; you would not know just where to begin on him. He is about six feet five inches tall, and built as if hewn out of the solid rock; but besides that, he is entirely unexcitable, and so fair in his way of putting a situation that it would be hard for even one of the Western dairymen, who were among the Board's bitterest critics, to let the milk of human kindness in him stay curdled after talking matters over.

It was, naturally, not anticipated that food control would be a popular measure, but it was expected that it should be fairly conducted. Perhaps the best proof of its success in this respect is to be found in the fact that some of those commercial interests which formerly came to the Controller to curse, are said to be now returning to pray that, as Trade Commissioner, he shall look after their interests abroad.

CANADA'S TOBACCO PRODUCTION IMPROVING

According to estimate of the tobacco crop of 1918 compiled by the Dominion Bureau of Statistics, the total yield of tobacco in Ontario and Quebec for the season of 1918, was 14,232,000 pounds, grown on 13,403 acres. Of this crop Ontario produced 6,500,000 pounds on 6,500 acres, and Quebec grew 7,732,000 pounds on 6,903 acres, an average of 1,000 pounds per acre in Ontario and 1,120 pounds in Quebec. The total yield of the Ontario and Quebec tobacco fields in 1917 was 8,495,000 pounds, of which Ontario grew 3,495,000 pounds and Quebec 5,000,000 pounds.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Feb. 4.—There has been an 8c drop in fresh eggs to 60c, and the market is easy at the figure. Butter is unchanged, the last shipment being 15,000 boxes en route from New Zealand. Pork down 3c. The apple shortage is serious, quotations ranging from \$3 to \$4 per box, dealers having to import from Australia. Local hothouse rhubarb is selling at 20c. California head lettuce firm at \$8 per crate.

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Feb. 4.—Quite a few declines are recorded this week. Blue Ribbon tea 6c; Red Rose 4c on greer label, 2c on blue label. Corn syrups 25c per case. Laundry and corn starches ½c per pound, celluloid starch, 20c. Case rolled oats 30c. Cooked hams 1c, side bacon 1½c, smoked hams 1c. Rice, tapioca and barley quoted at slightly less in some quarters, and best quality white beans can be bought for 10c a pound. Molasses is quoted about 20c per case less than last week. Golden West lye has advanced 50c per case.

Beans, Kootenashi	12 00	
Beans, Calif. Lima, med.	0 15½	
Beans, B.C.	10 00	
Flour, 98s, per bbl.	10 50	
Rye flour, 49s, per bbl.	11 20	
Cornmeal, 24s, per bbl.	11 00	
Rollled oats, 80s	3 80	3 90
Rice, Siam, cwt.	9 25	10 00
Rice, China mat., No. 1	4 80	
Do., No. 2	4 10	
Tapioca, lb.	0 12	0 12½
Sago, lb.	0 12	0 12½
Sugar, pure cane, granulated, cwt.	11 02	
Cheese, No. 1, Ontario, large	0 28½	0 30
Butter, creamery, lb.	0 50	
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case	17 60	
Compound, 3s	14 70	
Eggs, new-laid, case	21 00	
Eggs, No. 1 storage, case		
Eggs, fresh, Washington, case	21 00	
Candied peel, lemon, lb.	0 34½	
Do., orange, lb.	0 36½	
Do., citron, lb.	0 39½	
Tomatoes, 2½s, stand. case, spot.	3 75	4 25
Tomatoes, 2s	2 90	
Corn, 2s, case	4 80	5 00
Peas, 2s, standard case	3 40	3 50
Apples, gala., Ontario, case	2 85	
Strawberries, 2s, Ontario, case	8 10	8 75
Raspberries, 2s, Ontario, case	8 40	8 75
Cherries, 2s, red, pitted	6 40	
Apples, evaporated, 50s, lb.	0 18	
25s, lb.	0 18½	
Apricots, evaporated, lb.	0 26	0 29
Peaches, evaporated, lb.	0 18	0 20
Peaches, 2s, Ontario, case	4 75	
Salmon, pink, tall, case	9 00	10 25

Salmon, Sockeye, tall, case	16 50	16 75
Do., halves	18 50	19 00
Potatoes, per ton	33 00	36 00
Oranges, navels	5 50	7 00
Oranges, Florida		
Lemons, case	6 50	7 00
Grapefruit	6 00	7 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Feb. 4.—The market is quiet but the trade reports business as good as last year this time. Nearly all market changes reported this week show a decline in price. Fresh eggs are quoted at 65c. Blue Ribbon tea has declined 6c a pound, and is quoted at 54c. Starch shows ½c decline, and syrup is lower by 25c a case. With confectionery manufacturers on 100 per cent. sugar basis again, wholesalers look for reduction in price of bulk Candy Kids. Favorite marshmallow stock will soon be on the market again. Cocoa and baking chocolate advanced 6c to 10c per pound following advance in coffee prices. Ovida cigars have advanced \$2.50 per 1,000 for boxes of 50 and \$5 for boxes of 25.

Beans, small white Japans, bu.	5 60	
Beans, Lima, per lb.	0 14	
Flour, standard, 98s	5 45	
Rollled oats, bails	4 35	
Rice, Siam, cwt.	8 75	
Sago, lb.	0 12	
Tapioca, lb.	0 13	
Sugar, pure cane, gran., cwt.	10 99	
Cheese, No. 1, Ontario, large	0 30	
Butter, creamery	0 53	
Lard, pure, 3s, per case	18 75	
Bacon, lb.	0 47	
Eggs, new-laid	0 65	
Eggs, storage	0 65	
Pineapples, case	5 75	
Tomatoes, 3s, standard case	4 25	
Corn, 2s, standard case	4 85	
Peas, 2s, standard case	3 45	
Apples, gal., Ontario	2 85	
Apples, evaporated, per lb.	0 18½	
Strawberries, 2s, Ont., case	8 50	
Raspberries, 2s, Ont., case	8 70	
Peaches, 2s, Ontario, case	5 50	
Plums, 2s, case	4 00	
Salmon, finest Sockeye, tall, case		
Salmon, pink, tall, case	10 25	
Pork, American clear, per bbl.	41 00	
Onions, ton	59 00	
Potatoes, bushel	1 15	
Apples, Washington, box	2 90	3 00
Pears, Washington, box	4 00	
Grapefruit	6 00	8 00
Cranberries, bbl.	15 00	
Florida oranges	6 50	
California oranges	10 00	12 00
Pineapples	5 75	
Cranberries, bbl.	15 00	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Feb. 4.—Starches show a ½c reduction through the whole list

this week. Corn syrups are also lower, while some lines of soaps have advanced to offset loss owing to reduced profits from by-products. Breakfast bacon easier, and is quoted at 36c to 38c. Pure lard is lower and is quoted 31½c. Few potatoes are coming on the market and the tendency is upward, \$3.25 to \$3.50. California oranges \$6 to \$7. Grapefruit \$7 to \$7.50. Molasses 97c to \$1.02. Evaporated apricots 18½c to 19½c.

ST. JOHN, N.B.:

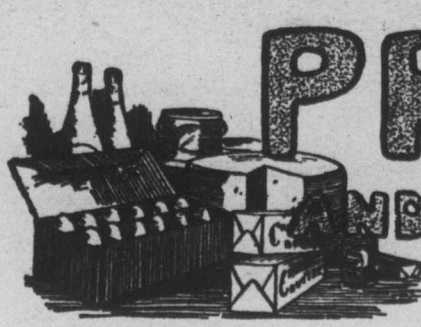
Flour, No. 1 patents, bbls., Man.	12 65	
Cornmeal, gran., bags	6 50	6 75
Cornmeal, ordinary, bags	3 50	3 60
Rice, Siam, per 100	9 00	9 10
Molasses	0 97	1 02
Sugar—		
Standard, granulated	10 25	10 30
No. 1, yellow	9 75	9 80
Cheese, N.B., twins	0 29	0 30
Eggs, fresh, doz.		0 60
Eggs, case	0 53	0 55
Breakfast bacon	0 36	0 38
Butter, creamery, per lb.	0 50	0 52
Butter, dairy, per lb.	0 45	0 48
Butter, tub	0 42	0 45
Margarine	0 38	0 35
Lard, pure, lb.		0 31½
Lard, compound	0 27½	0 28
American clear pork	56 00	60 00
Beef, corned, 1s		4 99
Tomatoes, 3s, standard, case		4 40
Raspberries, 2s, Ont., case		8 80
Peaches, 2s, standard case		6 00
Corn, 2s, standard case		4 90
Peas, standard case		3 30
Apples, gal., N.B., doz.		4 00
Strawberries, 2s, Ont., case		8 20
Salmon, Red, spring, cases		
Pinks	11 00	11 50
Cohoos	14 50	15 00
Chums		8 50
Evaporated apples, per lb.	0 16½	0 17
Peaches, per lb.		
Apricots, per lb.	0 18½	0 19½
Potatoes—		
Natives, per bbl.	3 25	3 50
Onions, Can., 75-lb. bags	1 75	2 00
Lemons, Cal.	6 50	7 00
Oranges, Cal., case	6 00	7 00
Oranges, Florida	7 00	7 50
Grapefruit, case	7 00	7 50
Bananas, per lb.	0 09	0 10
Apples, N.S.	2 00	7 00

CONSUMERS' ASSOCIATION AGAIN

The Industrial Commissioner of Windsor, Ont., has received from A. W. Kennedy, Gorefield, Sask., a complaint against the Consumers' Association, in which it is claimed that the promises of the concern were not fulfilled. The matter is being looked into.

FALLING OFF IN CANNED MEAT EXPORTS.

The canned meat exports from Canada increased from 8,070,047 pounds valued at \$2,105,663 in 1916 to 15,857,811 pounds worth \$4,178,835 in 1917, but decreased to 6,706,576 pounds valued at \$2,223,470 last year, as shown by a summary of Canadian trade for the last three years, issued by the Dominion Bureau of Statistics.



PRODUCE AND PROVISIONS

Salesmanship Essential in Meat Business

The Only Way to Success is in Being Master of Your Own Business—To Let it Run Itself is to Let it Run Into Losses — A Full Knowledge Necessary at All Times

MORE and more the grocer is tending to enlarge his activities in these days, as more and more he feels the tendency of other branches of trade to cut into lines that were formerly peculiarly his own.

W. N. S. Hunter, who conducts a modernly equipped store on an aggressive plan in the far western section of the city of Hamilton, could not be said to have enlarged his activities, but when he opened his new store some five or six years ago he certainly forecast the general trend of events by determining to cater to as many of the needs of the community he served as was possible, so he started out with a fully-equipped meat department as well as a grocery store.

Mr. Hunter is therefore not in a position to judge as to whether or not the combination of these two departments is an effective argument in building business. He is, however, able to state that these two departments can be run together and can be run successfully, so that each department will show a definite profit.

Need of a Rigid Separation of Departments

To make sure that there is no mistake in this particular point, the two departments are kept rigidly separate. A system of bookkeeping that enables him to keep a constant supervision over the business in each department, that makes it possible to see almost at a glance what stock is on hand, what the total sales for the day or the week have been, and how these sales compare with those of other given periods, has been adopted, and in this way he has his finger always on the pulse of the business.

While such supervision is of the highest importance in the grocery business it is far more so when it comes to a meat department, and if you bulk the two businesses together there is no way of telling where the leaks may be, and one department will be placed in the position of having to make up the deficiencies of the other, with the result of course that neither prospers very much, and the merchant may be compelled to sorrowfully consider a business that appeared

to be going well, but which, unfortunately, showed no element of profit at the end of the year.

Make Each Department Stand on Its Own Feet

As a matter of fact Mr. Hunter, judging from his own experience, states that the only way to make such a combination a success, is to make each department stand on its own feet. And when it is a matter of making a meat department stand on its own feet it requires a very considerable amount of care.

"I devote a good part of my attention to this department," stated Mr. Hunter, "because I believe that it pays me to do so. There are not the loopholes for loss in the grocery business that there are in the other department, and with a good system of books it is possible to keep a pretty fair tab on how things are going in that department, but the meat department certainly needs constant care, and it is that element of care which determines whether or not the department will be a success. At the present time we figure that our meat department is the better half of our business. Of course we sell butter, eggs, cheese and vegetables in this department because they can be most successfully handled with the refrigerator equipment we have in this department. That, of course, helps to bring up the average."

Salesmanship the Big Element

It is not only a matter of turnover, however, that the meat business stands at the head. Given reasonable care, and good salesmanship, it certainly can be made a paying venture. To make it so, however, salesmanship is the big element, while the little matter of being the master of your own business is of no small importance. When I first started this business I had a good butcher in charge who was apparently doing a good business, and the customers all liked him. It was not for some little time that I realized that he was not much good to me. He worked well and was thoroughly competent, but he wasn't a salesman. He sold exactly what the customer asked for.

Sold Only What Was Asked For

We might for instance be piled high with mutton and be running fine on beef, but if a customer came in and asked for a roast of beef, he always just sold what he was asked for without ever calling the customer's attention to the mutton. We were always sold out on the good cuts, and we were always overloaded with the poorer. Moreover, we were always stocked up with too much cut meat because he was an obliging chap, and was willing to cut up several joints to find one that suited the customer. Unquestionably he suited the customer, but he didn't make money.

Please the Customer But Protect Yourself

'Now our experience, since then, has been that we can please the customer and yet protect ourselves against unnecessary loss.

"We have, for instance, given up the practice of cutting up joints indiscriminately to please the customer."

A customer entered the store and asked for some pork chops. Mr. Hunter picked up a loin and showed her both ends offering her chops off either end. Without hesitation she chose one end.

When she had gone, Mr. Hunter referred to the sale.

"Now," he said, "formerly that customer would probably have refused either of those cuts and would have asked for chops from the centre of the loin, and we would have given them to her, and we would have had a loin in two pieces, with four ends to shrink and discolor instead of two. We have made it a policy not to cut meats like that any more, and we have found our customers eminently reasonable and willing to see our viewpoint."

"Suppose that the customer will not accept either of the cuts offered, how will you avoid offending her?" Mr. Hunter was asked.

"If she won't accept the chops that are available we will suggest another cut of meat, drawing some good cuts to her attention. The chances are that she will readily accept the suggestion and will leave the store well satisfied. Even if

she should not, however, it is a good policy to pursue, for only so can you protect yourself against a serious element of loss, and only so can such a business be handled successfully. As I have said, we have adopted this policy, and have made it a hard and fast rule, and our customers, knowing that we are doing our best to serve them satisfactorily, and to conduct our business successfully, are more than ready to meet us half way.

Salesman Can Make the Sale

"If you let the customer decide the sale you can't possibly make the business a success. Nowhere else is there such an opportunity for real salesmanship. Customers mainly enter the store in an undecided frame of mind. They may have an idea of what they want, but it is not, as a rule a set idea, and it is the part of the salesman to sell the goods that need selling. With a good salesman the stock will be kept turning over regularly, with satisfaction to everyone, and the need for trimming, that causes such a heavy loss in many butcher businesses is largely eliminated. That is the reason that a good salesman is absolutely essential to success and why he is cheap at almost any price, and why it is necessary that there should be a

close oversight of the business so that the buyer may not handicap the salesman by overloading on undesirable cuts.

"With this kind of selling I believe that the meat business can be made a success anywhere, and it is naturally an encouraging element to business to have these various household needs under one roof. Moreover, it distributes the overhead charges over a larger field.

Distributing Charges

"We charge delivery against the departments in proportion to the amount of parcels carried, yet it is doubtful if the two departments entail a larger delivery service than if we were only operating a grocery store. It is the same with all other charges. We send out a circular to a thousand homes in the neighborhood and find it an effective business getter. It features the two departments equally and is charged against each. Now the costs for such aids would not be materially changed if we had only one department. Therefore it is my belief that the combination of these two businesses is the ideal arrangement, and, given reasonable care and understanding, I believe that such a combination should always be a success."

What is the Future of Poultry?

Large Receipts of Fresh-killed Stock Unfavorable to Rapid Movement of Storage Supplies—Demands For Beef Now Being Felt

HIGH prices for poultry prevailed during the past few months and indications are that supplies have been coming along in large quantities for some time past. It was indicated two or three weeks before Christmas that a falling off in arrivals, with the exception of geese and turkeys, generally prevailed, but the entire month of December saw heavy receipts pouring in day after day, and the stocks put away into storage have been very heavy.

Supplies Arriving Unusually Large

The first week or two of the new year has been rated as a time when arrivals might generally be expected to be very good. They were, but even to-day the supplies coming to hand are practically equal to the demand, and this is the time when storage stocks should be moving into consumption rapidly. This they are not doing, and there are to-day large accumulations of frozen stock with the demand being met very largely by fresh arrivals. Should February witness a continuation of big receipts, two of the best consuming months for frozen stocks will have passed, with sales from storage on a pretty small scale.

Demands for Beef Now Evident

Another factor has entered into the situation, too. Practically all restrictions have been removed from hotels and restaurants as regards the table they shall set, and butchers report that last

week there was a remarkable increase in their trade on beef to these sources, while sales of poultry showed a corresponding decrease.

There is no doubt but that the high prices of poultry have curtailed the demand to an appreciable extent and dealers are loaded up with high-priced stocks, which are not so easy to move under present unsettled conditions. The consumer feels that lower prices all the way around should prevail, and the fact that this stock has been stored in the time of plenty to take care of his needs when a scarcity should develop, does not enter into his calculations very largely.

Future Somewhat Uncertain

The future of poultry then would seem somewhat uncertain. It does not seem possible that much more will be arriving for some weeks, and in this case present holdings may be materially reduced. That is what dealers expect at any rate, but there is no doubt shipment of frozen stock to outside points has been affected by the mild weather, and conditions as a whole have been unfavorable to a satisfactory volume of business being transacted.

A. G. Esplen, of Arkwright, Ont., has sold his store and business to L. W. Scarrow of Keady, Mr. Scarrow to take possession in March.

STRATFORD MERCHANT DIES SUDDENLY

Joseph J. Walsh, one of the oldest and best known citizens of Stratford, Ont., passed suddenly away early Monday morning at the family residence, 265 St. David street. Death came with startling suddenness, the deceased being in his usual health up to six o'clock Sunday evening. He suffered a severe stroke during the night, to which he succumbed. He was 63 years of age. It came as a great shock to those who had seen him in apparently good health the day before.

Mr. Walsh was identified with the city of Stratford for thirty-seven years, coming here when twenty-six years old. With his brother Edward he purchased the grocery and liquor business of the late James Corcoran, which the brothers have since conducted. A man of strong personality, he held the respect of the many who knew him both in this city and in other parts of the province. Edward Walsh, the other partner in the business, is ill at the present time.

WELLAND ONTARIO, MERCHANT MOVES

Some uncertainty has been occasioned by a notice appearing in CANADIAN GROCER several weeks ago to the effect that Fred. G. Bradley had taken over the Welland, Ontario, store formerly occupied by Wm. McQuitty.

Mr. McQuitty moved from that stand in September, having purchased the grocery department of the R. Morwood Co., Welland, one of the oldest established grocery businesses in the city, the business having been established by the late Richard Morwood about sixty years ago. Mr. McQuitty notices an encouraging improvement in business since his move.

MANUFACTURER'S AGENT BEREAVED.

Friends of Fred Coward, manufacturers' agent, Spadina Avenue, will regret to hear of his sad loss in the death of his son, William Spencer Coward, which occurred suddenly only a few days after the death of his son's wife. This double bereavement will be a sad blow to Mr. and Mrs. Coward, and their many friends in the trade will join in heartfelt sympathy. The late Mr. Coward, has been travelling for his father for some time past.

GENERAL MERCHANT HELD UP BY ROBBERS

Wearing black masks and carrying loaded revolvers, two men entered the store of William J. O'Shea, general merchant of the Village of Cataragui late last Friday night, and demanded all the money he had in his safe. Mr. O'Shea complied, giving the men about thirty dollars. The two men then ran out of the store and escaped in an auto, which they had in waiting.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Feb. 4.—Eggs have made a precipitate decline this week to 60c for new-laid. This is the result of a better supply in general, and the tendency has also affected the price of storage stock. There is also an easier tendency in the lard market, although the basis is unchanged. Prices are considered as nominal. Butter is steady and firm, although there was a slight feeling of easiness last week, the same firming at the close. Cheese is particularly firm, as the demand is steady and the consumption large, and export has greatly depleted the holdings.

Fish are lower, for frozen and fresh varieties, due to a lack of active buying. Poultry is firm and active; barrel pork is easier and hogs and cattle are unchanged. There may even be a firming of price for cattle, it is stated.

Cattle, Hogs Held; May Go Higher

Montreal.
FRESH MEATS.—The week has ruled rather quietly and there has been no change of price on cattle. Neither have hog prices been changed, the market ruling at \$17 during the week.

There is a possibility of prices for cattle ruling higher in the immediate future. Hogs will probably remain on a somewhat held basis, for while the market is not active, there is a waiting attitude in the hope that export business will again develop.

Hogs, Dressed—			
Abattoir killed, small	\$23 00	\$23 50	
Sows	18 00	18 50	
Hogs (country dressed)	18 00	20 00	
Hogs, live		17 00	
Fresh Pork—			
Leg of pork		0 30	
Loins	0 33	0 35	
Tenderloin, lb.	0 42	0 44	
Spare ribs	0 20		
Trimmed shoulders	0 24	0 24½	
Fresh Beef—			
<i>(Steers and Heifers)</i>			
\$0 20	\$0 26	\$0 18	\$0 23
0 14	0 18	0 14	0 16
0 28	0 35	0 25	0 28
0 20	0 26	0 20	0 24
0 15	0 17	0 14	0 16
0 22	0 26	0 17	0 22
Calves (as to grade)		0 27	0 26
Lamb—fresh killed	0 26	0 28	
Do., frozen	0 26	0 27	
Sheep		0 20	

Fat Pork Down, Bacon is Held

Montreal.
CURED MEATS.—A lower range for fat pork in barrels is effective; this is the result of a slow trade and a desire to liquidate supplies. There is a spread of about \$2 per barrel. Bacon has been somewhat steadier through the week and the basis has been held without change.

Hams—			
Medium, smoked, per lb.			
(Weights) 10-16 lbs.		0 36	
16-20 lbs.		0 36	
20-35 lbs.		0 34	
Bacon—			
Plain	0 43	0 44	
Boneless, per lb.	0 46	0 47	
Bacon—			
Breakfast, per lb. (as to qual.)	0 38	0 45	
Roll, per lb.	0 33½	0 34½	
Dry Salt Meats—			
Long clear bacon, ton lots	0 28	0 28½	
Long clear bacon, small lots	0 28½	0 29	
Fat backs, lb.	0 29½	0 30	

Barrel Pork—			
Canadian short cut (bbl.)	52 00	54 00	
Clear fat backs (bbl.)	56 00	58 00	
Short cut clear pork (bbl.)	50 00	52 00	
Heavy mess pork (bbl.)		49 00	
Bean pork (bbl.)		47 00	

Steady Position on Cooked Meats

Montreal.
COOKED MEATS.—There is a steady demand for cooked meats and the basis is not at all changed. Retail selling of these lines has improved in some quarters, and the outlook promises seasonable business in a general way.

COOKED MEATS			
Head cheese		0 15	
Meat loaf with macaroni and cheese, lb.		0 29	
Choice jellied ox tongue		0 48	
Ham and tongue, lb.		0 32	
Veal and tongue		0 25	
Hams, roast	0 51	0 55	
Shoulders, roast	0 46	0 52	
Shoulders, boiled		0 44	

Open Lard Price, is Quite Active

Montreal.
LARD.—So active has the competition been among the sellers of lard that the market was declared "open" in one quarter, nominal prices being quoted here and there, and a weaker and more unsettled basis prevailing than for a long time. Under the better price basis there has been a lot of lard sold, the lower range of quotations stimulating many to buy lard in preference to the other substitutes.

Lard, Pure—			
Tierces, 400 lbs., per lb.	\$0 27	\$0 28	
Tubs, 50 lbs.	0 28	0 28½	
Pails, 20 lbs., per lb.	0 28	0 28½	
Bricks, 1 lb., per lb.		0 29	

Shortening Slow But No Change

Montreal.
SHORTENING.—The undertone of the market is naturally easy, with lard the influencing factor. There is little likelihood of a lower basis being reached, some say, with the price of cottonseed oil on a fixed basis. Supplies are satisfactory in this market.

Tierces, 400 lbs., per lb.	0 25½	0 25¾
Tubs, 50 lbs.	0 25¾	0 26
Pails, 20 lbs., per lb.	0 26	0 26¼
Bricks, 1 lb., per lb.	0 27	0 28¼

Best Margarine at 34 Cents

Montreal.
MARGARINE.—The market is very similar to that for kindred products, that is, such as lard and shortening. Demand has been fair with some, others reporting the selling light. For the best grades, 34c is the ruling price, and the range below this covers the market for other qualities.

Margarine—			
Prints, according to quality, lb.	0 32	0 34	
Tubs, according to quality, lb.		0 30	

Butter Weakened But Has Reacted

Montreal.
BUTTER.—The market was influenced last week by the lowering tendencies at Chicago, where the declines totalled considerable. A reaction there later in the week sent the price up another two cents and this had a rallying effect here, so that the price basis has been fully maintained and quotations are held as given last week at 53-54c. In view of the fact that stocks have been greatly depleted through export, there is no feeling here that the market will lower to any extent, for the stocks in sight are small, indeed. Some New Zealand butter came into this market, but the same has gone to Ontario buyers in large measure, CANADIAN GROCER is informed.

Butter—			
Creamery prints (storage)	0 53	0 54	
Creamery solids (storage)	0 52	0 53	
Dairy prints, choice	0 44	0 45	
Dairy, in tubs, choice	0 42	0 43	

Firmer Cheese Prices May be Effected

Montreal.
CHEESE.—The heavy consumptive demand for cheese has had the effect of developing a very firm undertone in this market. If this demand continues, and in view of the fact that receipts are light, and will probably so continue, advances would not come as a great surprise. The January receipts this year were just about one-third of those of last January.

Cheese—			
Large, per lb.		\$0 28½	
Twins, per lb.		0 29	
Triplets, per lb.		0 30	
Stilton, per lb.		0 30	
Fancy, old cheese, per lb.		0 30	

60c For New Laid; Storage Eggs Down

Montreal.
EGGS.—A considerable lowering of egg prices has been accomplished over the week and new laid are now down to 60c. Notwithstanding the fact that

storage eggs are scarcer to a great extent, the price for these has been under the influence of the fresh stock, and prices here, too, have declined. There is a steady demand, which may be stated as heavy, and this will be increased if the prices continue to decline, as they probably will. The suggestion is made that certain of the retailers are holding out now for too much margin.

New laids	\$0 60
Selects	0 53
No. 1	0 50

Steady Selling Holds All Poultry

Montreal.
POULTRY.—A continued heavy demand from consumers has served to maintain a high and held price basis for poultry. Of course, most of the stock is storage, and supplies, while ample, are not considered excessive. Some live poultry has been received and the buyers have been so keen to get this that as much as 38c per pound was paid for hens. This is, perhaps, an outside figure. No actual changes have been made.

	Dressed
Chickens, roast (3-5 lbs.)	\$0 38
Chickens, roast (milk fed)	0 43
Broilers (3-4 lb. pr.)	0 45
DUCKS—	
Brome Lake	0 47
Young Domestic	0 40
Turkeys (old toms), lb.	0 43
Turkeys (young)	0 45
Geese	0 30
Old fowls	0 36
Large	0 32
Small	0 30

Reduction 1c-2c in Fresh, Frozen Fish

Montreal.
FISH.—In a general way there has been an easier feeling in the fresh and frozen fish market. Declines of one to two cents per pound have been made in various lines, haddock, cod, prawns, flounders and lobsters being thus affected. Frozen fish also has been on the easier side owing to a continued mild weather condition, and if this prevails, sales will not be so heavy as they have been. The jobbers expect that the coming of Lent a few weeks hence will make for a better condition in point of sales. Holders are now anxious to make disposition of their stocks.

FRESH FISH		
Haddock	0 09	0 10 ⁰
Steak Cod	0 10	0 12
Market Cod	0 08	0 09
Flounders	0 09	0 10
Prawns	0 20	0 22
Live lobsters	0 65	0 70
FROZEN FISH		
Halibut, large and chicken	0 22	0 23
Halibut, medium	0 23	0 24
Haddock	0 07 ¹ / ₂	0 08
Mackerel	0 16	0 17
Dore	0 15	0 16
Salmon Cohoes, Hd. and Dd.	0 21	0 22
Salmon Cohoes, round	0 17 ¹ / ₂	0 18
Salmon, Qualla, Hd. and Dd.	0 14	0 14
Gaspe Salmon, per lb.	0 24	0 25
Whitefish	0 12	0 15
Whitefish, small	0 12	0 12 ¹ / ₂
Pike, Headless and Dressed	0 12	0 13
Market Cod	0 07 ¹ / ₂	0 08
Sea Herrings	0 17 ¹ / ₂	0 08
Steak Cod	0 09 ¹ / ₂	0 10
Smelts, No. 1, per lb.	0 16	0 17
Smelts, No. 2, per lb.	0 13	0 14
Smelts, extra large	0 24	0 24
Lake Trout	0 18	0 19
Tom Cods, per bbl.	5 00	5 00
Lake Herrings, bag, 100 lbs.	6 00	6 00
Alewires	0 07	0 07 ¹ / ₂

SALTED FISH

Codfish—	
Codfish, large brl., 200 lbs.	\$22 00
Codfish, No. 1, medium, brl., 200 lbs.	20 00
Codfish, No. 2, 200 lb. barrel	18 00
Pollock, No. 1, 200 lb. barrel	15 00
Codfish, strip boneless (30-lb. boxes) lb.	0 20
Codfish (boneless) (24 1-lb. cartons)	0 20
Codfish (Ivory) (2-lb. blocks, 20-lb. bx)	0 18
Pickled Fish—	
Herrings (Scotia) barrel	13 00

Oysters—	
Cape Cod, per barrel	\$15 00
Batouche, per barrel	15 00
Scallops, gallon	4 00
Can No. 1 (Solids)	2 50
Can No. 3 (Solids)	7 25
Can No. 5 (Solids)	12 00
Can No. 1 (Selects)	3 00
Can No. 3 (Selects)	8 40
Sundries—	
Crushed Oysters Shell, 100-lbs.	\$1 60
Paper Oyster Pails, 1/4-lb. per 100	2 25
Paper Oyster Pails, 1/8 per 100	1 75

ONTARIO MARKETS

TORONTO, Feb. 5.—The beef market reveals a firmer tone this week, prices at United States points showing a generally higher scale of figures than that locally, and some considerable movement to the Southern markets is reported. Fresh pork has come in for some further revision, and the tendency is again slightly downward. Lard has eased away 1/2c per pound in some quarters, and a further decline in new-laid eggs is reported. Fresh frozen sea and lake fish have undergone an almost general revision downward, declines ranging from 1/2c to 1 1/2c per pound.

Business shows improvement for the past week, and a more active buying tendency is reported which it is thought will continue throughout the present month and succeeding ones.

Beef in Strong Position; Pork Down

Toronto.
FRESH MEATS.—Beef has shown decided strength during the past few days and good butchers' cattle look to be on the upward trend. The market in the United States is, it is indicated, a good cent over local prices, and there has been some movement to the United States already, one man moving twenty-five cars from the Toronto yards on Monday of this week. There were some low prices on beef quoted towards the end of last week, but generally prices show an advance of about 1 1/2c for the present week. The demand for beef from restaurants and hotels showed a marked increase the past week. There have been some further readjustments made in prices of fresh pork, with declines providing the main features. The consuming demand is very good and outlook considered very fair.

FRESH MEATS

Hogs—	
Dressed, 70-100 lbs., per cwt.	\$25 00
Live, off cars, per cwt.	16 00
Live, fed and watered, per cwt.	16 25
Live, f.o.b., per cwt.	15 00
Fresh Pork—	
Legs of pork	0 28
Loins of pork lb.	0 34
Tenderloins, lb.	0 40
Spare Ribs, lb.	0 18
Picnics, lb.	0 21
New York shoulders, lb.	0 23 ¹ / ₂
Montreal shoulders, lb.	0 24 ¹ / ₂
Boston butts, lb.	0 31
Fresh Beef—From Steers and Heifers—	
Hind quarters, lb.	0 24
Front quarters, lb.	0 17
Ribs, lb.	0 22
Chucks, lb.	0 16
Loins, whole, lb.	0 28
Do., short, lb.	0 32
Hips, lb.	0 20
Cow beef quotations about 2c per lb. below above quotations.	
Calves, lb.	0 26
Lambs, whole, lb.	0 24
Sheep, whole, lb.	0 16
Above prices subject to daily fluctuations of the market.	

Little Change in Provision List

Toronto.
PROVISIONS.—There is little marked change in the provision list this week, though some sources quote a little lower on backs and bacon. There seems to be some improvement in the demand and the present month will, it is expected, show a further revival of business. Range of quotations prevailing to-day are:

Hams—	
Medium	\$0 34
Large, per lb.	0 27
Backs—	
Skinned, rib in	0 44
Boneless, per lb.	0 43
Bacon—	
Breakfast, per lb.	0 35
Roll, per lb.	0 29
Wiltshire (smoked sides), lb.	0 34
Dry Salt Meats—	
Long, clear bacon, av. 50-70 lbs.	0 28
Do., aver. 70-100 lbs.	0 26
Fat backs, 16-20, lb.	0 30
Out of pickle, prices range about 2c per pound below corresponding cuts above.	
Barrel Pork—	
Mess pork, 200 lbs.	42 00
Short cut backs, bbl., 100 lbs.	50 00
Pickled rolls, bbl., 200 lbs.	49 00
Above prices subject to daily fluctuations of the market.	

Lower Prices on Boiled and Roast Hams

Toronto.
COOKED MEATS.—A further lowering of prices on boiled hams and roast hams has been provided for in new figures issued this week. Other items on the list remain unchanged, and a very fair movement to the trade of all items is reported. Range of quotations follows:

COOKED MEATS		
Boiled Hams, lb.	\$0 45	\$0 50
Hams, roast, without dressing, lb.	0 52	0 52
Shoulders, roast, without dressing, per lb.	0 47	0 40
Head Cheese, 6s, lb.	0 16	0 16 ¹ / ₂
Meat Loaf with Macaroni and Cheese, lb.	0 29	0 29

Choice Jellied Ox Tongue, lb.	0 52	0 54
Ham and Tongue, lb.	0 32	0 32
Veal and Tongue, lb.	0 25	0 25
Above prices subject to daily fluctuations of the market.		

Easier Prices

Noted on Lard

Toronto.
LARD.—Somewhat easier prices have been recorded in some quarters on lard, but this is for large orders. The market seems to be quite steady and a better movement the past week is thought to be the forerunner of increased business during the next couple of months.

Lard, tierces, 400 lbs., lb. \$0 27 \$0 27½
 In 60-lb. tubs, ½ higher than tierces, pails ¾ higher than tierces, and 1-lb. prints, 2c higher than tierces.

Position of

Shortening Unchanged

Toronto.
SHORTENING.—With the set price on cottonseed oil there is little chance that any marked changes in quotations on shortening will be made. There is only a fair movement in progress now and supplies are ample to meet the heavier demand expected during the present month. Quotations being made to the trade, tierce basis, per lb., are: Easifirst, 26¼c; Domestic, 26c; Peerless, 25½c; Cotasuet, 25¼c to 25¾c. Range for other brands follows:

Shortening, tierces, 400 lbs., lb. \$0 25½ \$0 26
 In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Moves

on Fair Basis

Toronto.
MARGARINE.—Nothing of great moment has developed in this market this week, but there seems to be a very fair trade in progress. Buying interest seems to be manifesting itself to a little greater extent and the demands of the trade are being met from ample stock. There is no change in quotations listed below.

Margarine—		
1-lb. prints, No. 1	0 34	0 35
Do., No. 2	0 31	0 33
Do., No. 3	0 27	0 28
Solids, 1c per lb. less than prints.		

Butter Holds

Firm, Unchanged

Toronto.
BUTTER.—Prices have held firm and without any change during the week. The demand for both storage and fresh-made creamery continues to be very good, with the supplies of the latter only fair. Dairy butter is coming along a little bit better, and the prices shown below cover the range to-day.

Butter—		
Creamery prints (storage)	0 53	0 54
Creamery solids (storage)	0 52	0 53
Creamery prints (fresh made)	0 55	0 55
Dairy prints, fresh separator lb.	0 48	0 50
Dairy prints, No. 1, lb.	0 46	0 48
Creamery solids (fresh made)	0 54	0 54

Further Declines

in New-Laid Eggs

Toronto.
EGGS.—Supplies continue to show improvement, and as a consequence

prices have declined still further. Today's quotations on new laid in cartons are 63c to 64c per dozen, and with a continued increase in the supply, even lower prices than this may be expected to rule at a very early date. The stocks of storage eggs is becoming pretty well depleted, and business all along the line is considered very fair.

Eggs—		
New-laid, in cartons, doz.	\$0 63	\$0 64
Extras	0 63	0 65
Storage, No. 1, doz.	0 55	0 56
Splits and No. 2, doz.	0 45	0 47

Cheese Firm;

Supplies Light

Toronto.
CHEESE.—There has been no change from the firm tone which rules in the price of cheese. Stocks are light, and the demand continues very good, and there is apparently no immediate tendency towards an easing of the market.

Cheese—		
New, large	0 28½	0 29
Stilton (new)	0 32	0 32
Twins, ¼c lb. higher than large cheese. Trip-lets ½c higher than large cheese.		

Little Change in

Poultry Situation

Toronto.
POULTRY.—Quotations show practically no change during the week, either in the figures being paid or the prices quoted to the retail trade. It is stated that with practically all restrictions now removed on the use of meats, that the demand for poultry has eased off somewhat from the hotels and restaurants. Prices on poultry which are being quoted to the trade are as follows:

Prices paid by commission men at Toronto:			
	Live	Dressed	
Ducks, lb.	\$0 28-\$0 32	\$. . .-\$0 32	
Geese, lb.	0 15-0 20	0 20-0 25	
Turkeys, old, lb.	0 28-0 30	0 35-0 36	
Do., young, lb.	0 32-0 35	0 38-0 40	
Roosters, lb.	0 20	0 25	
Fowl, 4 to 5 lbs., lb.	0 23-0 25	0 25-0 28	
Fowl, over 5 lbs., lb.	0 26-0 28	0 28-0 30	
Fowl, under 4 lbs., lb.	0 17-0 20	0 20-0 23	
Chickens, under 5 lbs., lb.	0 23	0 28	
Chickens, over 5 lbs., lb.	0 25	0 30	
Chickens, over 5 lbs., milk fed, lb.		0 32	
Prices quoted to retail trade:			
	Live	Dressed	
Hens, light	\$0 30	\$0 32	
Do., heavy	0 32	0 34	
Chickens, spring	0 33	0 38	
Ducks	0 35	0 40	
Turkeys	0 45	0 46	
Geese	0 25	0 28	

Lower Prices on

Many Lines Fish

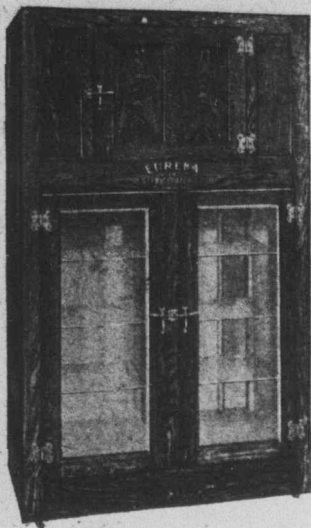
Toronto.
FISH.—Declines have been reported in several lines of fish this week, fresh cod selling down as low as 11c, and haddock from 9 to 10c per pound. Fresh frozen market cod is being quoted at 7½c to 8c per pound, which represents a decline of 1c per pound also. No. 1 smelts at 15c, are lower, and a change in the frozen lake fish has also occurred. New prices which are now named in some quarters on the Lake Superior herrings, are 4½c to 5c per pound; mullets 7c to 8c per pound; pickerel, 14c to 15c per pound; tulibeas, 10c to 10½c per pound, and white fish from 14c to 15c

per pound. The unseasonable weather is having an adverse effect on the demand for fish, and dealers report business within rather narrow channels at the present time. Supplies are available in sufficient quantities, and the outlook as a whole is considered very fair. The range of quotations which are now prevailing are as follows:

FRESH SEA FISH			
Cod Steak, lb.	\$. . .	\$0 11	
Do., market, lb.	0 09	0 10	
Haddock, heads on, lb.	0 09	0 10	
SMOKED FISH			
Haddock, lb.		0 08	
Bloaters, 40 Count, box		2 00	
Cod, smoked, lb.		0 11	
Ciscoes, lb.		0 16	
Haddies, chicken	0 08½	0 09	
Do., fillets, lb.		0 16	
Do., Finnian, lb.		0 14	
Herring, Kippered, box	1 50	2 75	
Shrimps, can		1 75	
FRESH FROZEN SEA FISH			
Cod Steak, lb.	0 09	0 09½	
Do., market, lb.	0 07½	0 08	
Flat Fish, B.C., lb.	0 10	0 10½	
Flounders, lb.	0 08	0 10	
Gaspereau, lb.	0 06	0 07	
Haddock, headless, lb.	0 08	0 10	
Do., heads on, lb.	0 07½	0 08	
Do., small, case, 200 lbs., lb.		0 08	
Halibut, medium, lb.	0 22	0 23	
Do., chicken, lb.	0 21	0 22	
Do., large, lb.	0 21½	0 22	
Herring, lb.	0 07	0 08	
Mackerel, lb.	0 14	0 16	
Salmon, Cohoe, lb.	0 20	0 22	
Do., Qualla, lb.	0 14	0 15	
Do., Red Spring, lb.	0 24	0 25	
Do., Gaspe, lb.	0 24	0 25	
Sme ts. No. 2, lb.	0 10	0 12	
Do., No. 1, lb.		0 15	
Do., Extra, lb.	0 25	0 26	
Tomeods, lb.		0 07	
FROZEN LAKE FISH			
Herrings, Lake Superior	0 04½	0 05	
Mullets, lb.	0 07	0 08	
Pickrel, lb.	0 14	0 15	
Pike, round, lb.	0 09	0 10	
Trout, lb.	0 17	0 18	
Tulibeas, lb.	0 10	0 10½	
Whitefish, lb.	0 14	0 15	
DRY AND PICKLED FISH			
Cod, Acadia Strip, box	6 50	7 00	
Do., Acadia Tablets, 1 lb., 20 to case	3 90	4 00	
Do., Acadia Tablets, 2 lb., 12 to crate		5 25	
Herring, Labrador, bbl.	14 00	14 25	
Do., Do., keg.	7 00	7 25	
Do., Do., No. 4 size		5 60	
Do., Do., No. 2 size		2 90	
Do., Lake, keg	7 25	7 50	
Imperial, 25 lbs., loose, case	3 00	3 50	
Mackerel, salt, 20-lb. kit	4 15	4 50	
Quail on Toast, 24 1-lb. tab'ts, case	4 20	4 32	
Shrimps, headless, No. 1 size, tin	1 60	1 75	
Do., Do., No. 3 size, tin		4 20	
Skinless Fish, 100s, lb.	0 15	0 19	
Sea Trout, keg		12 00	
Whitefish, No. 1, keg	14 50	15 00	
OYSTERS, No. 3 size package (2½ gallons)			
Do., No. 5 size package (4 1-6 gallons)		15 50	
Do., No. 1 size package		3 30	
Shell Oysters, 800 count, bbl.		14 50	
Do., Do., 1,000 count		13 00	

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As shown by figures contained in the last number of the Monthly Bulletin of Agricultural Statistics, issued by the Dominion Bureau of Statistics, the production of sugar beets grown for the manufacture of beet root sugar in Ontario last year was 180,000 tons, grown on 18,000 acres. The value of this production at the average price of \$10.25 per ton was \$1,845,000. In 1917, 23,376,850 pounds of refined beet root sugar was produced in Canada, in factories all of which are located in Ontario.



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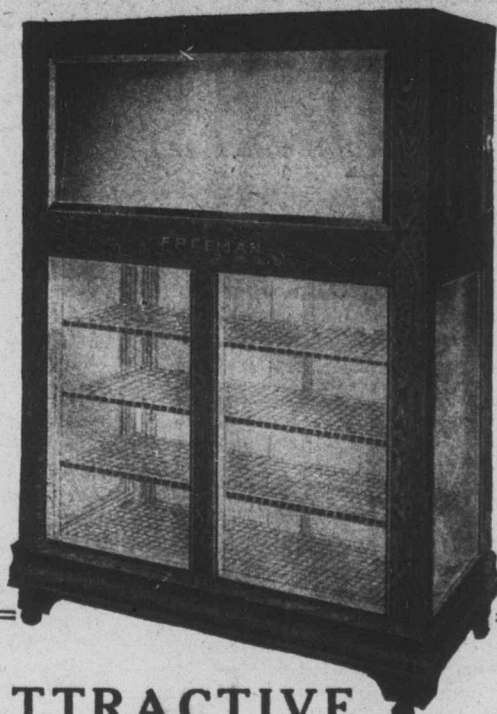
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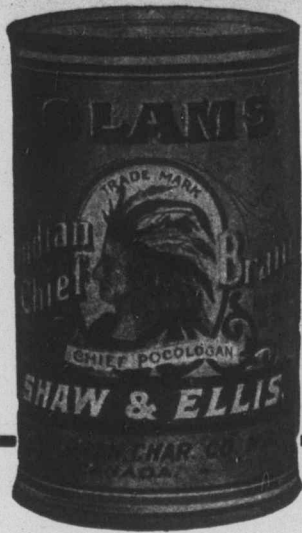
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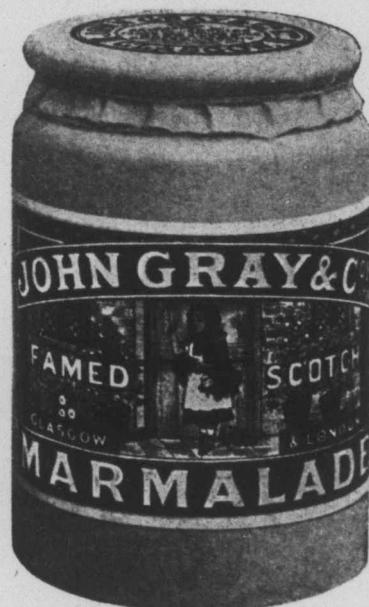
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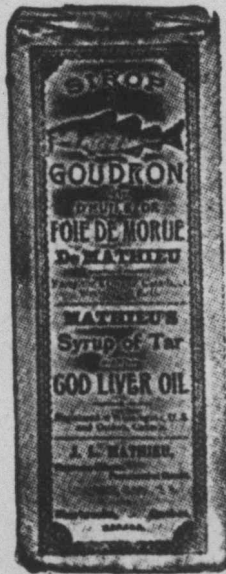
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It may be you want to rent that store; have a business for sale; seek a partner; or perhaps wish to purchase stock in a progressive grocery business. Then again it is likely to be some fixture you want taken off your hands owing to recent improvements.

Do the grocers in all parts of Canada know what you have to offer? They don't?

Then a "*Want Ad*" in *Canadian Grocer* will tell nearly all the progressive business men, together with their staffs, just what an opportunity you have, and in the way that you want them to know.

And the cost is so reasonable, too—2 cents a word for the first insertion, and 1 cent a word for each subsequent issue. 5 cents additional per insertion if answers are to be sent in care of a box number.

Is not that a good service at a low cost? It has accounted for many rapid turn-overs.

Send in yours to-day.

Canadian Grocer
143-153 University Avenue
Toronto

Ceylon and Indian Teas

- ☛ Only small quantities of the fine grades of these Teas have been shipped to the Canadian trade during the past 18 months.
- ☛ Stocks have been very much reduced and present quotations for import are higher than local prices.
- ☛ The market is now at the **LOWEST POINT** and a sharp advance on all fine quality Teas will take place within a short time.
- ☛ The buyer who promptly takes advantage of present conditions will congratulate himself upon a very considerable saving.

Total imports into Canada for eight months :
 1st April to 30th November, 1917—35,116,139 lbs.
 Do., 1918—10,496,633 "

- ☛ We can supply your requirements at the lowest market prices, and behind the purchase stands our business principle of

**SATISFACTION
GUARANTEED**

OR

**RETURN AT
OUR EXPENSE**

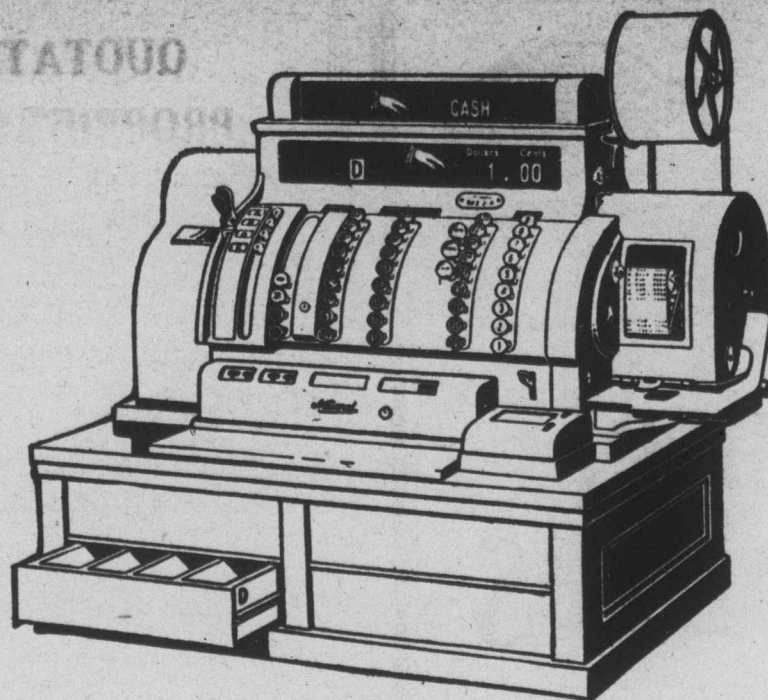
KEARNEY BROS., LIMITED

TEA & COFFEE IMPORTERS

(Established 44 Years)

33 St. Peter Street

MONTREAL



The best store improvement you can make

The best store improvement you can make to-day is to install a modern National Cash Register — because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes.

It will make possible quick, accurate service to customers — the greatest

inducement that any merchant can offer to get and hold trade.

It will give you unequaled protection, that will check every cent of your profits into the bank.

It will give you information that will enable you to control your business.

A modern National Cash Register is a store improvement that will quickly pay for itself out of what it saves.

In the face of increased competition you cannot afford to postpone making this improvement.

The National Cash Register Company, of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

Here's
the
Proof
that



Sunset Soap Dyes

are the dyes for you to carry in stock. These few letters are selected from many written by dealers who are reaping profits every day.

Read what they say:

Steady Seller—No Complaints

"Sunset Soap Dyes have been a steady seller from the day they were placed on sale, and we have not had a complaint during the eight months we have been carrying them."

—A Virginia Merchant.*

Successful, Satisfactory Seller

"We have not given any space to any item in our Toilet Goods department that has proven a more successful, satisfactory seller than the Sunset Soap Dyes."

—A New York Department Store.*

Wonderful Repeaters

"Sunset Soap Dyes are the best that we have ever carried in our store and they are wonderful repeaters."

—A Massachusetts Merchant.*

*Names on Application

Sunset Soap Dyes selling at 15c give you a very attractive profit.

Sunset Soap Dyes are being extensively advertised—you are sure to have calls. Send for a stock now packed in a sales-stimulating container ready to put on your counter and watch the quick turnover.

Liberal profits—No bother—Steady Repeaters.

North American Dye Corporation

New Corporate Name of SUNSET SOAP DYE CO.

NEW ROCHELLE, N.Y. TORONTO, CANADA

Sales Representatives for U.S. and Canada

HAROLD F. RITCHIE & CO., INC.

NEW YORK TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$83.20 PER INCH PER YEAR

JAMS

DOMINION CANNERS, LTD.

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

Screw Vac top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Blackberry	\$ 35
Currant, Black	3 90
Pear	3 25
Peach	3 25
Plum	2 95
Raspberry, Red	3 90
Apricot	3 35
Cherry	3 45
Gooseberry	3 35

CATSUPS—In Glass Bottles

	Per doz.
½ Pts., Aylmer Quality	\$1 90
Pts., Aylmer Quality	2 35
	Per jug.
Gallon Jugs, Aylmer Quality 1 62½	
	Per doz.
Pints, Delhi Epicure	2 70
½ Pints, Red Seal	1 50
Pints, Red Seal	2 00
Qts., Red Seal	2 80

BAKED BEANS WITH PORK

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.85 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 65
Jersey Brand, Hotel, each 24 cans	6 65
Peerless Brand, Hotel, each 24 cans	6 65
St. Charles Brand, Tall, each 48 cans	6 75
Jersey Brand, Tall, each 48 cans	6 75
Peerless Brand, Tall, each 48 cans	6 75
St. Charles Brand, Family, each 48 cans	5 75
Jersey Brand, Family, each 48 cans	5 75
Peerless Brand, Family, each 48 cans	5 75
St. Charles Brand, small, each 48 cans	2 90
Jersey Brand, small, each 48 cans	2 90
Peerless Brand, small, each 48 cans	2 90

CONDENSED COFFEE

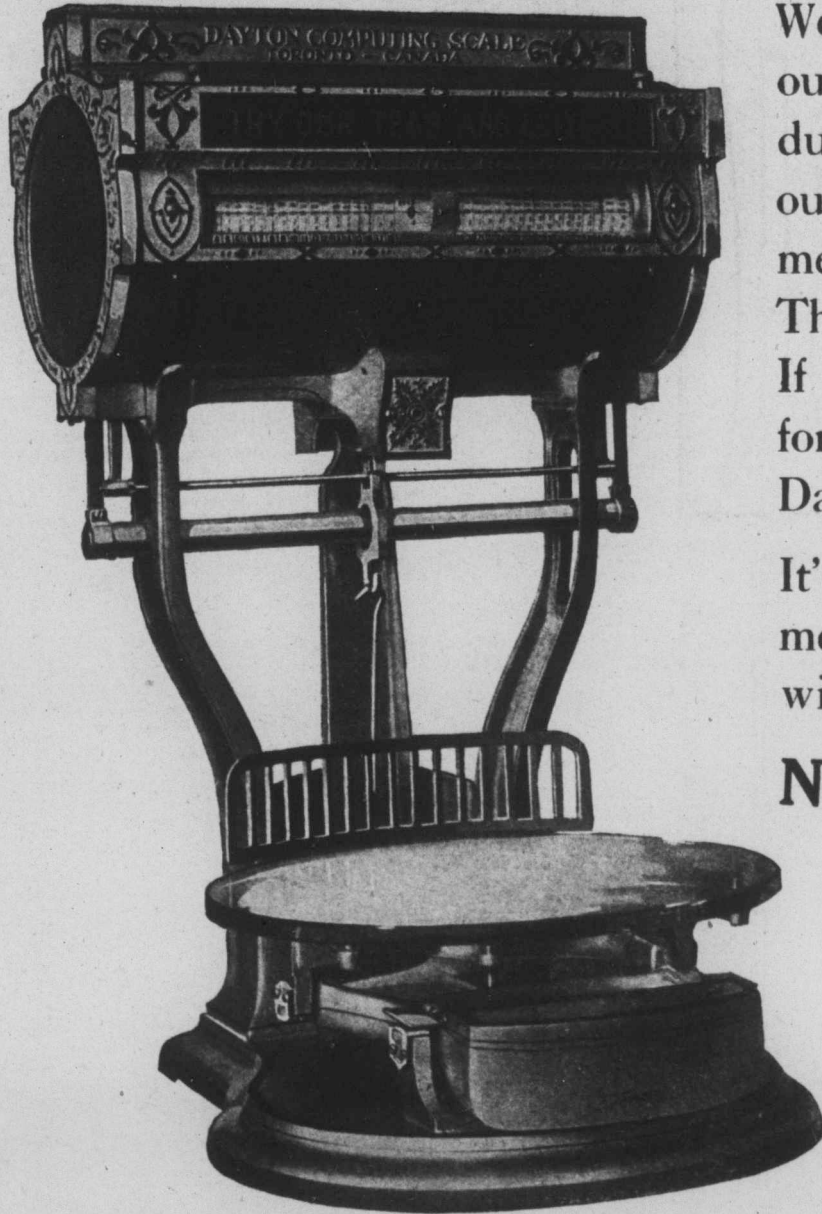
Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, each 48 cans	6 50
Regal Brand, each 24 cans	5 90
Cocoa, Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 50

W. CLARK, LIMITED, MONTREAL.

Compressed Corn Beef—½s, 2s, 90c; 1s, \$4.90; 2s, \$9.25; 6s, \$34.75.	
Lunch Ham—1s, \$7.40; 2s, \$14.50.	
Ready Lunch Beef—1s, \$4.90; 2s, \$9.25; English Brown—½s, \$2.90; 1s, \$4.90; 2s, \$9.90.	
Boneless Pig's Feet—½s, \$2.90; 1s, \$4.95; 2s, \$9.90.	
Ready Lunch Veal Loaf—½s, \$2.45; 1s, \$4.40.	
Ready Lunch, Beef-Ham Loaf—½s, \$2.45; 1s, \$4.45.	
Ready Lunch Beef Loaf—½s, \$2.45; 1s, \$4.45.	
Ready Lunch Asst. Loaves—½s, \$2.50; 1s, \$4.50.	
Geneva Sausage—1s, \$4.40; 2s, \$9.40.	
Roast Beef—½s, \$2.90; 1s, \$4.80; 2s, \$9.25; 6s, \$34.75.	
Roast Mutton—\$7.25; 2s, \$14.50; square cans, \$48.00.	
Roast Mutton—1s, \$7.25; 2s, \$14.50; 6s, \$48.	
Boiled Beef—1s, \$4.80; 2s, \$9.25; 6s, \$34.75.	
Jellied Veal—½s, \$3.25; 1s, \$4.80; 2s, \$9.25.	
Cooked Trips—1s, \$2.90; 2s, \$4.90.	
Stewed Ox Tail—1s, \$2.40; 2s, \$4.40.	
Stewed Kidney—1s, \$4.40; 2s, \$8.40.	
Mince Collops—½s, \$1.90; 1s, \$3.85; 2s, \$6.90.	
Sausage Meat—1s, \$3.90; 2s, \$7.80.	
Corn Beef Hash—½s, \$1.90; 1s, \$3.90; 2s, \$5.90.	
Beef Steak and Onions—½s, \$2.90; 1s, \$4.90; 2s, \$8.90.	
Jellied Hocks—2s, \$9.90; 6s, \$30.00.	
Irish Stew—1s, \$2.90; 2s, \$5.80.	
Cambridge Sausage—1s, \$4.40; 2s, \$8.40.	
Boneless Chicken—½s, \$5.90; 1s, \$9.00.	
Boneless Turkey—½s, \$5.90; 1s, \$9.00.	
Ox Tongue—½s, \$3.90; 1s, \$8.40; 1½s, \$13.40; 2s, \$17.20; 3½s, \$29.70; 6s, \$45.	
Lunch Tongue—½s, \$3.90; 1s, \$6.90; Beef Suet—1s, \$6.40; 2s, \$12.40.	
Mince Meat (Tins)—1s, \$2.90; 2s, \$4.90; 6s, \$12.90.	
Mince Meat (Bulk)—5s, 19c; 10s, 18c; 25s, 17c; 50s, 16c.	
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85. With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.	
Chateau Brand Concentrated Soups—Celery, \$1.25; Consommé \$1.25; Green Peas, \$1.25; Julienne, \$1.25; Mulligatawny, \$1.45; Mutton Broth, \$1.25; Ox Tail, \$1.25; Pea, \$1.25; Scotch Broth, \$1.25; Vegetable, \$1.25; Chicken, \$1.45; Mock Turtle, \$1.45; Tomato, \$1.25; Vermicelli Tomato, \$1.25; Assorted, No. 1, case, \$1.35; Soups and Bouilli, 6s, \$13.25.	
Clark's Pork and Beans, Tom. Sauce, Blue Label—Ind., 90s; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s, tall, \$3.35; 6s, \$12; 12s, \$20. Plain Sauce, Pink Label—Ind 85c; 1s, \$1.15; 1½s, \$1.65; 2s, \$1.95; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.	

5700!

5700 live wire, thoughtful Canadian merchants bought the famous Dayton Scale during 1918.



"If it's a Dayton—it's Right"

The Dayton Computing Scale Company
Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machine Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager

Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines

We are planning to put out at least 1,000 more during 1919, making our output 6,700 or more. The merchants need them. They guard their profits. If you are in the market for a Scale — see the Dayton.

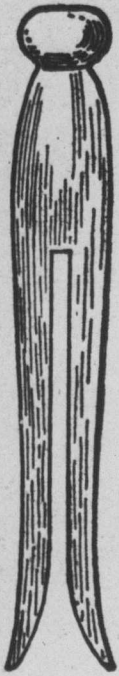
It's the big value investment that no live grocer will be without.

New Systems—
We can help you

We have many valuable suggestions in store management worked out from years of experience with thousands of retailers all over Canada. What is your problem? Probably we can help you. Write us.

We have copies of suggested systems all ready to send you. Would you like to see them? Sent free.

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



There is always a demand for good

Clothes Pins

AGENTS: McFarlane & Field, Hamilton; Boivin & Grenier, Quebec; Delorme & Frere, Montreal; J. H. White, St. John, N.B.; H. D. Marshall, Ottawa; Tomlinson & O'Brien, Winnipeg; Oppenheimer Bros., Vancouver; Harry Horne Co., Toronto.

The Megantic Broom Mfg. Co. LIMITED

Manufacturers of Brooms, Clothes Pins and Cheese Boxes

Lake Megantic, Que.

Push Ocean Blue with confidence, and you will secure the confidence of your customers.

OCEAN BLUE

sells on merit, quality, value.

Order from your Wholesaler.

HARGREAVES BROS. & CO.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. J. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon.—Creeden & Avey, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



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

Chili Sauce (red and gold label)—Ind., 90c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30.
 Vegetarian Baked Beans and Tomato Sauce—2s, \$2.25.
 Sliced Smoked Beef—½s, \$2.40; 1s, \$3.40; 4s, \$24.
 Canadian Boiled Dinner—1s, \$2.40; 2s, \$5.90.
 Army Rations—Beef and Vegetables, 1s, \$3.40; 2s, \$5.90.
 Spaghetti with Tomato Sauce with Cheese—½s, \$1.40; 1s, \$1.90; 3s, \$3.30.
 Tongue, Ham and Veal Pates—½s, \$2.35.
 Ham and Veal Pates—½s, \$2.35.
 Smoked Vienna Style Sausage—½s, \$2.45.
 Pate De Foie—½s, 75c; ¾s, \$1.40.
 Plum Pudding—½s, \$2.40; 1s, \$3.90.
 Potted Beef Ham—¼s, 75c; ½s, \$1.40.
 Beef—¼s, 75c; ½s, \$1.40.
 Potted Tongue—¼s, 75c; ½s, \$1.40.
 Potted Game (Venison)—¼s, 75c; ½s, \$1.40.
 Potted Veal—¼s, 75c; ½s, \$1.40.
 Potted Meats (Assorted)—¼s, 85c; ½s, \$1.45.
 Devilled Beef Ham—¼s, 75c; ½s, \$1.40.
 Beef—¼s, 75c; ½s, \$1.40.
 Devilled Tongue—¼s, 75c; ½s, \$1.40.
 Veal—¼s, 75c; ½s, \$1.40.
 Devilled Meats (Assorted)—¼s, 80c; ½s, \$1.45.
In Glass Goods
 Fluid Beef Cordial—29 oz. bottle, \$19; 10 oz., \$5.
 Ox Tongue—1½s, \$14.50; 2s, \$19.70.
 Lunen Tongue (in glass)—1s, \$9.90.
 Sliced Smoked Beef (in glass)—¼s, \$1.80; ½s, \$2.80; 1s, \$3.90.
 Mincement (in glass)—1s, \$3.25.
 Potted Chicken (in glass)—¼s, \$2.40.
 Ham (in glass)—¼s, \$2.40.
 Tongue (in glass)—¼s, \$2.40.
 Venison (in glass)—¼s, \$2.40.
 Meats, Assorted (in glass)—\$2.45.
 Chicken Breast (in glass)—¼s, \$2.40.
 Tomato Ketchup—8s, \$2.20; 12s, \$2.75; 16s, \$3.40.
 Chili Sauce—10 oz., \$3.25.
 Spaghetti with Tomato Sauce—½s, \$1.40; 1s, \$1.90; 3s, \$3.30.
 Peanut Butter—¼s, \$1.40; ½s, \$1.90; 1s, \$2.30; in pails, 5s, 29c; 12s, 27c; 24s, 26c; 26c, 28c.

COLMAN'S OR ABBEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	\$7 00
D. S. F., ½-lb.	5 30
D. S. F., 1-lb.	10 40
F. D., ¼-lb.	5 30

	Per jar
Durham, 1-lb. jar, each	\$0 00
Durham, 4-lb. jar, each	2 25

Canadian Milk Products, Ltd., Toronto and Montreal.

KLIM

Hotel	\$18 50
Household size	8 25
Small size	6 75
F.o.b. Ontario jobbing points, east of and including Fort William. Freight allowance not to exceed 50c per 100 lbs., to other points, on 5-case lots or more.	

THE CANADA STARCH CO., LTD.

Manufacturers of the Edwardsburg Brands Starches

Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry	.09¼
40 lbs., 1-lb. pkg., Canada White or Aeme Gloss	.09¼
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10¼
100-lb. kegs, No. 1 white	.09¼
200-lb. bbls., No. 1 white	.09¼
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	.11¼
48 lbs., Silver Gloss, in 6-lb. tin canisters	.12¼
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.12¼
100 lbs., kegs, Silver Gloss, large crystals	.10¼
40 lbs., Benson's Enamel, (cold water), per case	3.25
Celluloid, 45 cartons, case	4.40

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	11¼
40 lbs. Canada Pure or Challenge Corn	10¼
20-lb. Caseo Refined Potato Flour, 1-lb. pkgs.	.20
(20-lb. boxes, ¼c higher, except potato flour)	

GELATINE

Cox's Instant Powdered Gelatine (3-qt. size), per doz.	1 50
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
acidulated Gelatine (lemon flavor), 3-qt. size, per doz.	1 85

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND

CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.00
2-lb. tins, 2 doz. in case	4.55
5-lb. tins, 1 doz. in case	5.15
10-lb. tins, ½ doz. in case	4.85
20-lb. tins, ¼ doz. in case	4.80

(Prices in Maritime Provinces 10c per case higher)

Barrels, about 700 lbs.	\$0.06¼
Half bbls., about 350 lbs.	.07
¼ bbls., about 175 lbs.	.07¼
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	\$5.05
5-lb. tins, 1 doz. in case	5.65
10-lb. tins, ½ doz. in case	5.35
20-lb. tins, ¼ doz. in case	5.30
(5, 10 and 20-lb. tins have wire handles)	

INFANTS' FOOD MAGOR, SON & CO., LTD.

Robinson's Patent Barley—Doz 1 lb.	\$4.00
¼ lb.	3.00
Robinson's Patent Groats—1 lb.	\$4.00
¼ lb.	2.00

NUGGET POLISHES

Polish, Black, Tan, Toney Red and Dark Brown	\$1.15
Card Outfits, Black and Tan	4.15
Metal Outfits, Black and Tan	4.35
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH

Black Watch, 10s, lb.	\$1.20
Bobs, 12s	1 00
Currency, 12s	1 00
Stay Bar, 9s, boxes 6 lbs.	1 05
Pay Roll, thick bars, caddies	1 25
Pay Roll, plug, 10s and 6-lb. lbs., ¼ cads., 6 lbs.	1 05
Shamrock, 9s, ¼ cads., 12 boxes, ½ and 1-lb. lunch boxes	1 12
Forest and Stream, time, 9s, 2-lb. cartons	1 44
Forest and Stream, ¼s, ½s, and 1-lb. tins	1 50
Forest and Stream, 1-lb. glass humidors	1 75
Master Workman, 9s, 2-lb. cartons	1 12
Master Workman, bars, 7s 3 lbs.	1 20
3 lbs.	1 12
Derby, 9s, 4-lb. boxes	1 05
Old Virginia, 12s	1 50
Old Kentucky (bars), 8s, boxes, 7 lbs.	1 25

WM. H. DUNN, LTD., Montreal BABBITS

Soap Powder, case 100 pkgs.	\$5 65
Cleanser, case 50 pkgs.	3 10
Cleanser (Kosher), case 50 pkgs.	3 10
Pure Lye, case of 4 doz.	5 95

When you say "Gold Dust," does anyone ever ask, "What is it?"

MADE IN CANADA

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL

Let the GOLD DUST TWINS do your work.

KING GEORGE'S NAVY

CHEWING TOBACCO

The men of your town who look for and appreciate a chewing tobacco that is unquestionably superior will find their anticipations fully met by the splendid texture and flavor of King George's Navy.

No good grocer can afford to omit this popular line from his tobacco stocks.

Rock City Tobacco Co., Ltd.

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

"Wanted—A National Plan"

An article of unusual importance, by Sir George Bury, formerly vice-president of the C.P.R., appears in the February issue of MACLEAN'S. He points out that Canada must more definitely shape her destiny if that destiny is to be as glorious as all Canadians hope. It is a stirring demand for Canadians to get together in the formation of a national plan, accompanied by many practical suggestions from his experience in transcontinental railroad building. An article of national importance.

"Germany From Within To-day"

The funniest thing that he has perhaps written appears in February MACLEAN'S from the pen of Canada's great humorist, Stephen Leacock—an imaginary visit to Berlin under the Bolsheviks. He finds Von Tirpitz planning a new navy, an *inland fleet*; Frau Krupp, an apple woman; Von Bethmann-Hollweg, a cab driver; Bernstorff, a Bolshevik and president of the Scavengers Union. He finds a *Get From Under* committee planning a trade war on the world and half the population of Berlin in English clothing or Scotch kilts. He finds—

But read the article. There's a long laugh in every line. It is farce, however, built up on pretty shrewd truths.

You will find this a remarkably interesting number. The bold, fighting face of Admiral Beatty is on the cover and inside are the following big features:

The Campaign Against Britain, by Agnes C. Laut.

The Farmer in Politics, by J. K. Munro.

The Strange Adventure of the Thumb Tap Clue, by Arthur Stringer.

Old Times in Canada, by Walt Mason.

Lend Me Your Title, by Onoto Watanna.

The Three Sapphires, by W. A. Fraser.

Wild Miners I Have Met, by E. Ward Smith.

The Anglicization of Katrina, by Mary Josephine Benson.

Saturday's Child, by Mary E. Lowrey.

The Minx Goes to the Front, by C. N. and A. M. Williamson.

The Veins of the War God, by Corporal Herbert Forder.

The Best Articles From All Magazines

In the Review of Reviews department will be found reprints of the best articles selected from magazines published all the world over.

Secure YOUR Copy EARLY—While Supply Lasts

Over 65,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

FEBRUARY ISSUE *Now On Sale*
At All News Dealers

20c PER COPY. \$2.00 PER YEAR.

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest Wholesaler.

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or \$2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada

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

Dried Fruits

California fruits of all kinds which have been rapidly advancing in price in the American markets the past month are now beginning to take on life here. When you consider that Prunes, Peaches and Apricots are selling in Canada on a basis from two to four cents less than in the producing country, you will easily conclude that this condition is not likely to last very long, for it would not be reasonable to expect it. Therefore, anticipate your requirements now at prices which will look very cheap when the big demand for Dried Fruits is on, in the Spring and early Summer. We offer:

Santa Clara Prunes	-	50/60	50 ^S	17 $\frac{1}{4}$
Santa Clara Prunes	-	60/70	50 ^S	16
Santa Clara Prunes	-	70/80	50 ^S	14 $\frac{1}{2}$
Santa Clara Prunes	-	90/100	50 ^S	11 $\frac{3}{4}$
Santa Clara Prunes	-	100/120	50 ^S	9 $\frac{3}{4}$
25 lb. Boxes 1-4 higher				
Choice Muir Peaches	-	-	25 ^S	19
Standard Yellow Peeled Peaches	-	-	25 ^S	18 $\frac{1}{2}$
Choice Yellow Peeled Peaches	-	-	25 ^S	22
Extra Choice Yellow Peeled Peaches	-	-	25 ^S	23 $\frac{1}{2}$
Standard Apricots	-	-	50 ^S	18 $\frac{1}{2}$
Choice Apricots	-	-	25 ^S	23 $\frac{1}{2}$

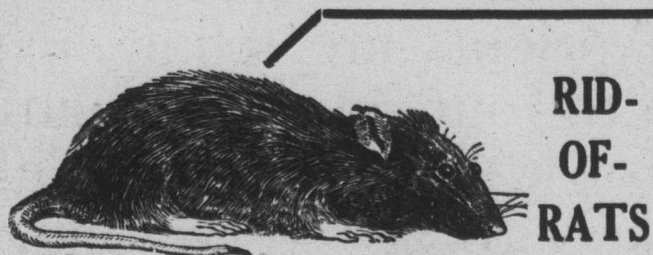
SEND US AN ORDER

H. P. ECKARDT & CO
WHOLESALE GROCERS

CHURCH STREET & ESPLANADE TORONTO

ORDER YOUR CANNING BOX SHOOKS REQUIREMENTS FOR 1919 NOW AND ENSURE GOOD DELIVERIES.

W. C. EDWARDS & COMPANY, LTD.
OTTAWA - ONTARIO



RID-OF-RATS

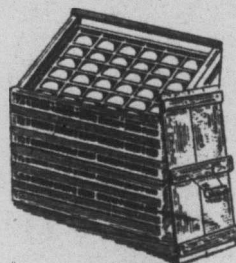
If we want to feed starving Europe it behooves us to kill off Rats and Mice that destroy foodstuff to the value of about \$500,000,000.00 per annum. Use Rid-of-Rats. It is non-poisonous and can be used everywhere. No stench-creating dead bodies. Rodents leave premises before dying. Only patented Non-Poisonous Extreminator in the World. Made only by the Patentees.

Price—15 cents per box, \$1.80 per doz., \$1.00 per lb. in bulk

BERG & BEARD MFG. CO., Inc.
100 Emerson Place Brooklyn N. Y.

EGG CASE FILLERS and EXTRA FLATS

For 30 Doz. Egg Cases



And 12 Doz. Egg Crates

The 12 Dozen Crate

THE MILLER BROS. CO., LTD., 20-38 Dawd St., Montreal, Que.

Suit Case Egg Crates

A collapsible egg crate to hold two or three dozen fresh eggs. When collapsed will not take up any more room in a suit case than a traveller's order book.

A sure seller if you will buy it and show it.



A. B. SCOTT, LIMITED
NIAGARA FALLS, CANADA

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

JELL-O

Made in Canada

Assorted case, contains 4 doz.	\$5 40
Lemon, 2 doz.	2 70
Orange, 2 doz.	2 70
Raspberry, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Chocolate, 2 doz.	2 70
Cherry, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Weight, 8 lbs. to case. Freight rate second class	

JELL-O ICE CREAM POWDERS

Made in Canada

Assorted case, contains 2 doz.	\$2 70
Chocolate, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Lemon, 2 doz.	2 70
Unflavored, 2 doz.	2 70
Weight, 11 lbs. to case. Freight rate second class	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	2 00
12-oz. Glass, Screw Top, 2 doz. in case	2 40
16-oz. Glass, Screw Top, 2 doz. in case	2 95
16-oz. Glass, Tall, Vacuum, 2 doz. in case	2 95
2's Tin, 2 doz. per case	4 45
4's Tin, 12 pails in crate, per pail	0 75
5's Tin, 8 pails in crate, per pail	0 90
7's Tin or Wood, 6 pails in crate	1 20
30's Tin or Wood, one pail crate, per lb.	0 17 1/2

BLUE

Keen's Oxford, per lb.	00 25
in cases 12-12 lb. boxes to case	0 21 1/2

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA—

Perfection Cocoa, Es., 1 & 2 doz. in box, per doz.	\$4 00
Perfection, 1/4-lb. tins, doz.	2 45
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 95
Perfection, 5-lb. tins, per lb.	0 37
Supreme Breakfast Cocoa, 1/2-lb. jars, 1 & 2 doz. in box, doz.	2 75

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	0 95
Supreme Chocolate, 10c size, 2 doz. in box, per box	1 80

Perfection chocolate, 10c size, 2 doz. in box, per doz. 0 90

SWEET CHOCOLATE— Per lb

Eagle Chocolate, 1/2c, 6-lb. boxes 28 boxes in case	0 30
Diamond Chocolate, 1/4c, 6 and 12-lb. boxes, 144 lbs. in case	0 30
Diamond Chocolate, 8c, 6 and 12-lb. boxes, 144 lbs. in case	0 32
Diamond Chocolate, 7c, 6 and 12-lb. boxes, 144 lbs. in case	0 30
Diamond Chocolate, 7c, 4-lb. boxes, 50 boxes in case, per box	1 20

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	0 40
Milk Medallions, 5-lb. boxes in case, per lb.	0 40
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 55
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 55

6c. LINES

	Toronto Price— Per box
Flibert Nut Bars, 24 in box, 60 boxes in case	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case	0 95
Puffed Rice Bars, 24 in box, 50 boxes in case	0 95
Ginger Bars, 24 in box, 50 boxes in case	0 95
Fruit Bars, 24 in box, 50 boxes in case	0 95
Active Service Bars, 24 in box, 50 boxes in case	0 95
Victory Bar, 24 in box, 60 boxes in case	0 95
Queen's Dessert Bar, 24 in box, 60 boxes in case	0 95
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case	0 95
Royal Milk Cakes, 24 in box, 50 boxes in case	0 95
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz in box	1 90

10c LINES

Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz.	\$0 95
Medallions, 10c, 1 doz in box, 50 boxes in case, per doz.	0 95

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each 48 cans	\$9 25
Reindeer Brand, each 48 cans	8 75
Silver Cow, each 48 cans	8 40
Gold Seal, Purity, each 48 cans	8 25
Mayflower Brand, each 48 cans	8 25
Challenge Clover Brand, each 48 cans	7 75

The Advertiser would like to know where you saw his advertisement—tell him.

A Request to Our Readers

You have often thought that some friend or acquaintance would be interested in articles which you have read in CANADIAN GROCER. Obey the impulse to pass a good thing along.

It will be a pleasure to send sample copies to your friends if you will send us their names and addresses.

New Arrivals

California Pears

Winter Nelles
and
Easter Bueries

California Cauliflower

California Celery

Also fresh shipments arriving every few days.

Florida Grapefruit

Stripes Brand

Finest Quality Shipped

WHITE & CO., LIMITED

Importers of Fancy Fruits and Vegetables

TORONTO

FISH

LAKE SUPERIOR FROZEN HERRINGS
SPECIAL PRICE

B. C. Halibut, Redsprings, Cohoe, and
Qualla Salmon, Atlantic Cod, Herrings,
Soles, Haddock, Mackerel, Smelts.

FINEST LABRADOR SALT
HERRINGS

in barrels and half barrels. Finnan
Haddie and Smoked Cod in 15-lb. boxes.

Fruits and Vegetables

Oranges, Grape-fruit, Apples, Lemons,
Pears, Cranberries, Potatoes, Onions,
Cabbage, Carrots, etc.

We can supply you with the best
obtainable.

DUNCANS LIMITED

NORTH BAY, ONT.

BRANCHES AT SUDBURY, COBALT, TIMMINS

LICENSE No. 151



Custard that Compels Custom

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

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

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

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

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

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

Freemans
FOOD PRODUCTS
Watford
189

Ask us for

Wrapping

Papers

and

Twines

WALTER WOODS & CO.

HAMILTON AND WINNIPEG

To The Manufacturing Trade—

If you want live representation on Confectionery and Grocers' specialties,
Write

GUISE AND SMITH, LTD.

1603-5 Broad St.

Regina, Sask.



Oakey's "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakey & Sons, Ltd.

Manufacturers of Emery Cloth, Black Lead, Glass Paper, &c.

LONDON, S.E., ENGLAND

AGENTS:

Geo. B. Jenkinson, 78 Wellington Street North, Hamilton, Ontario, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

WE OFFER:

IN BOND, NEW YORK

PEPPER—

Finest Grade Black Malabar.

CHILLIES (Small Red Peppers)

Finest Mombasa Jinja.

Quotations and Samples upon application. Spices quoted for Early Shipment from the Far-East.

W. BOLUS & COMPANY, LIMITED, INC.

2-4 Stone St., New York City Salisbury House, London, England

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper, because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

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BUYERS' MARKET GUIDE

Latest Editorial Market News

Vogans Overseas
CAKE

Put up in one pound packages.
Order from your jobber to-day.
VOGANS, LIMITED TORONTO

STONEWARE
Buy Now—Butter
Crocks, Jugs,
Churns, Flower
Pots, etc. Ask
for latest cata-
logue.
The Toronto Potter
Co., Limited
Dominion Bank Bldg.
TORONTO

We are now located in our new and more
spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

WHITE-COTTELL'S
Best English Malt Vinegar
QUALITY VINEGAR
White, Cottell & Co., Camberwell, London, Eng.
Agent:
W. Y. COLCLOUGH, 53 Silver Birch Ave., Toronto
Beach 2170

The LV PICKLE
Manufactured by
GILLARD & CO., LIMITED
London, England
An English Delicacy of High Repute
Magor, Son & Co., Ltd., 403 St. Paul St.,
(Place Royale), Montreal.

All these ads will have
position on a live page
each week containing
reading matter.

BEEF TO U. S.

The market on fresh beef showed advances this week approximating 1½c per pound, and it is indicated the market looks very strong. Prices in the United States are higher than those in Canada, and there has been some of good butcher cattle to United States markets. One case in point is that of one man who took 25 cars from the Toronto yards on Monday of this week. Demand for beef shows a decided improvement the past week or two, the restrictions on its use in hotels and restaurants being removed, and this class of customers proving heavy buyers.

POTATOES WEAK

Potatoes have reached a low market price, and there is no indication that the bottom has yet been reached. Supplies have been coming in freely, owing to mildness of the weather, with the result that there are lots of potatoes and more than enough to meet the immediate requirements of the trade. Prices have sagged materially already, \$1.15 per bag being quoted to the trade for Ontarios now.

MINCEMEAT

Write, wire or telephone for quotations for prompt or fall delivery.

E. B. THOMPSON

20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¼-INCH CUSHION FILLERS
CORRUGATED FLATS.

The TRENT MFG. CO., Ltd.
TRENTON - - ONTARIO

CHOCOLATTA

contains chocolate, milk and sugar in powdered form.

Makes a delicious drink served hot or cold. Suggest it to your customers for Home and Overseas.

NUTRIENT FOOD CO., TORONTO



Now is the time to see us regarding Salted Lake Herring in pails, tubs or half barrels. Write us at once. Herring any quantity our specialty.

BOWMAN FISH CO.
66 Jarvis Street,
Toronto

GROCERS & BUTCHERS

Buy the Best

FANCY DRESSED POULTRY,
SELECTED EGGS, CHOICE DAIRY
AND CREAMERY BUTTER

C. A. MANN & CO.

LONDON, ONTARIO

"Canada Food Board License No. 7-078"

GASOLINE LIGHTING SYSTEMS FOR COUNTRY DISTRICTS

INSIDE and OUTSIDE LIGHTS OF ALL STYLES

SIX TIMES THE LIGHT - ONE THIRD THE COST

MANUFACTURERS
R. M. MOORE & CO. LTD. VANCOUVER B.C.

Stores, Halls, Homes, Farms & Every style of Building

SALT

All Grades.—Carloads.

THE DOMINION SALT CO., LTD.
Manufacturers and Shippers

SARNIA :: :: ONTARIO

These one-inch spaces
only \$1.60 per insertion
if used each issue in the
year.

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

SALESMAN WITH A GOOD GROCERY CONNECTION in Alberta and British Columbia at present travelling for an Alberta firm, desires a change. Box 482, Canadian Grocer, Toronto, Ont.

TO MANUFACTURERS—WE CAN SUCCESSFULLY handle one or two sole distributing agencies for approved articles for Pacific Coast. Particulars to Direct Supply Association, Victoria, B.C.

WANTED—A GOOD-SIZED, STRONG, SECOND-HAND counter show case. State price and description. Box 486, Canadian Grocer, 148 University Ave., Toronto.

FOR SALE

FOR SALE—A USED BOWSER OIL PUMP for kerosene, self-measuring. One used galvanized oil tank, ninety gallons. J. H. Edwards, Carleton Place, Ont.

FOR SALE—MEAT AND GROCERY BUSINESS. Annual turnover \$22,000. Stock \$2,000. Net profits \$2,600. Clear title. Owner giving up business. Apply Box 488, Canadian Grocer, Toronto, Ont.

FOR SALE—A GOOD COUNTRY GENERAL merchandise business about 40 miles north of Regina. Present stock \$9,000.00, but will be reduced to suit purchaser. Turnover \$28,000.00. \$2,500.00 will handle. Buildings will be either rented or sold. Apply Box 496, Canadian Grocer, Toronto, Ont.

MR. CLERK, HAVE YOU EVER THOUGHT you would like to be able to print up-to-date show cards? Our system by correspondence is thorough and complete, and it takes only a short time to complete the course. Free outfit and easy terms. Write the Art Card Writing Studio, 1766 Hamilton St., Regina, Sask.

**WHITE COTTON
SUGAR LINERS
E-PULLAN
TORONTO**

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

TRANSLATIONS

ENGLISH INTO FRENCH. COMMERCIAL. Financial and Technical Literature. Advertising booklets, catalogues, circulars, posters. Private correspondence. Manufacturers and Manufacturers' Agents desiring English to French translations will secure expert service at a moderate rate by addressing Leon A. Archambault.

EMPTY BAGS FOR SALE

EXCELLENT ONCE USED JUTE FLOUR bags. Apply Joseph Wood & Co., Halifax, N.S.

FIXTURES FOR SALE

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, 118 Sumach St., Toronto.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want. Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

We require **REPRESENTATIVE IN MONTREAL** and district to handle our famous **ALEXANDER CAKE** and other lines. Jobbers with local delivery calling directly on retail trade should write immediately. **VOGANS LIMITED, 16 RYERSON AVE., TORONTO.**

The next time you want a clerk, be sure to advertise in the "Wanted" Page of **CANADIAN GROCER**. You will receive inquiries from the liveliest clerks in the Canadian grocery trade, because reading **CANADIAN GROCER** is a test of the clerk's interest in his business.

CANADIAN GROCER



Products that give customers confidence in your store

TRANSIENT trade is very well in its way. It all helps. But what you like to see most is the same customers coming back to your store again and again.

You can ensure this in two ways: (1) By giving good, efficient service, and (2) By selling goods that **satisfy** your customers.

This is why dealers are having such success with Davies' Products. Their customers know they are buying food products of the highest quality, and this creates confidence in the store and leads to steady trade and constantly increasing sales.

Davies' Quality Products include:

FRESH MEATS
PORK SAUSAGE
PURE LARD
CANNED MEATS
SMOKED MEATS

WILTSHIRE BACON
"PEERLESS" SHORTENING
DRY SALT MEATS
"GLENGROVE" BUTTER
CARTON EGGS

Etc., Etc.

Are you featuring these trade-winning lines?

THE **WILLIAM DAVIES** COMPANY LIMITED

MONTREAL

TORONTO

HAMILTON

Canada Food Board Packers License No. 13-50

70,000
Square Feet
Floor Space



Daily Capacity
from
3 to 4 Cars

Montreal Packing Department, Small's Limited



NOTICE

Very Important

WE have inquiries: "Do we reimburse merchants in case of fines?" Our answer is: We do not. All our lines are packed strictly in keeping with the Inland Revenue Pure Food Regulations. However, in case of any misunderstanding between ourselves and the Department, with whom we are close in touch, regarding marking, and so forth, we will adjust same with the Department, and bear all expenses attached. In event of the merchant misrepresenting our goods, that is, selling our Molasses and Sugar Syrup for Maple Syrup, or our Cream Sugar for Maple Sugar, we will be obliged to take proceedings against such parties to recover



damage. We have been in the business for many years, and thus far have not been obliged to resort to these measures, and can only ask that the individual merchant continue to co-operate with us, and sell this line of goods for exactly what it is, and as it is marked. We have a good stock of materials and are well equipped to look after the new season's business that is fast approaching us, and as a suggestion, ask merchants to place their order early through their jobber, that he may have goods on the spot when wanted. Our block of Maple Sugar is now being marked with the word "Maple" imprinted on the bottom of the cake, which absolutely frees the merchant from any risks whatsoever in making sale of same. We refer you with pleasure to the last Bulletin on Maple Syrup and Maple Sugar, No. 409. On same you will notice that our brands, Small's, were found to be absolutely pure and as represented in every case.

SMALL'S LIMITED
MONTREAL

TRADE MARK

Small's