

**PAGES  
MISSING**

Y046

# CANADIAN GROCER

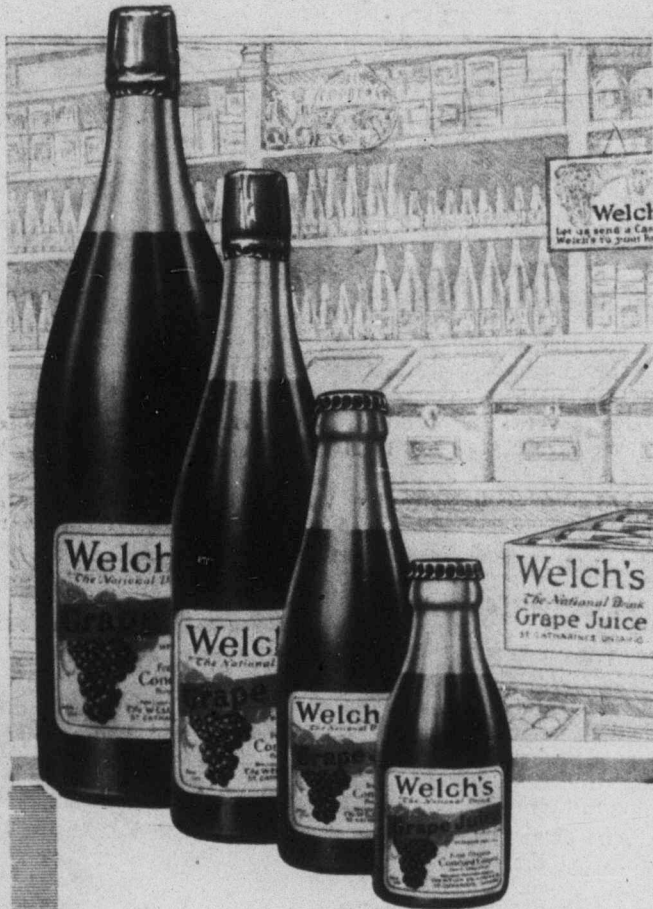
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXIX

PUBLICATION OFFICE: TORONTO, JANUARY 1, 1915

No. 1



## The Welch Plant at St. Catharines will supply your demand

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

## Welch's "The National Drink"

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

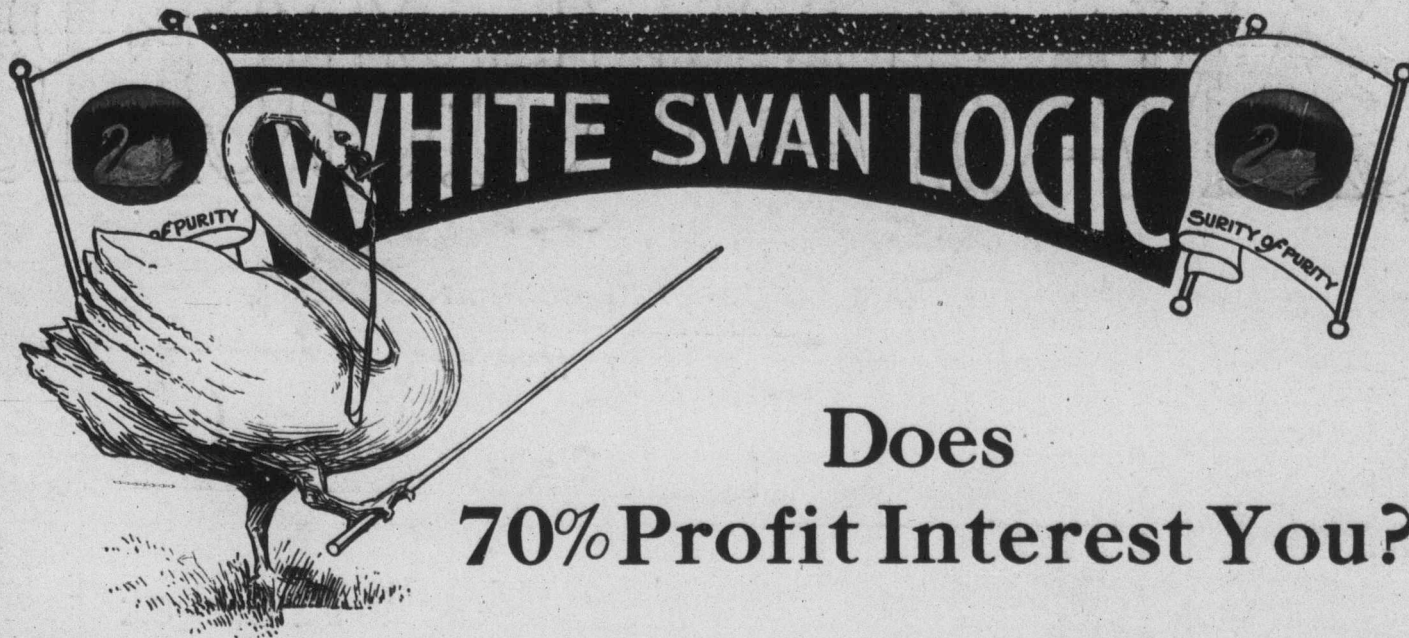
The four sizes meet all requirements as to quantity. Encourage your trade to order several bottles of each size for the home.

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

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

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

**The Welch Company, Limited, St. Catharines, Ontario**



## Does 70% Profit Interest You?

You have often had customers complain that they did not like that last Flour they got from you, because it did not take up into the usual light loaves. The chances are the Flour was all right and the Yeast was all wrong. Mind you! The Yeast may have been alright once, but allowed to get old through no fault of yours.

Every package of WHITE SWAN Yeast cakes is now plainly marked with an **EXPIRY DATE**, after which the Yeast should not be sold or used, as it has become too old. All Yeast deteriorates with age, and you know how careful a baker must be never to use old Yeast. This Expiry Date means that every time you sell a package of **WHITE SWAN** Yeast cakes you know whether it is good or not. It also means that the consumer can tell whether it is all right or all wrong.

That Expiry Date tells her exactly how long the Yeast is good for. Without the Expiry Date she might THINK it was fresh, because she may have just got it from you—but she doesn't know how long you had it, and you don't know how long the Jobber had it, and the Jobber doesn't know how long the manufacturer had it.

We are all in business for the money we can make, and you know how much good it has done your trade every time you have introduced a new line that pleased our customers by giving entire satisfaction—as **WHITE SWAN** Yeast cakes always do—a line that brings you in a Nett profit of 70%.

**WHITE SWAN** Yeast cakes are listed at \$1.20 per case of 3 dozen 5c. packages, with a special quantity discount to retailers, reducing the cost to less than **\$1.06 per case**. We do not ask you to buy a large quantity all at once. You can keep your money in the Bank—purchase from your Jobber as you need it—save up your due bills, which are contained in every case, and when you have 10 sign and send

to us, and we will see that you are supplied with 1 case absolutely free of charge. Save up 22, and we will redeem for 3 cases free. This means, Mr. Dealer, that every time you pay out \$1.00 for **WHITE SWAN** Yeast cakes you get in return an actual profit of 70 cents. Doesn't that make it worth your while to handle **WHITE SWAN**?

Also packed in small cartons containing 1 dozen 5c packages for trial orders at 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan.

We absolutely guarantee **WHITE SWAN** Yeast cakes, and in every case there is a warranty protecting you against stale goods, because we could not afford to have bad Yeast on the market, and you could not afford to hurt your trade by selling anything but absolutely fresh stock. Remember, we are not asking you to purchase a quantity—but we are giving you just the same price as though you purchased 25 cases outright.

This special bonus is absolutely irrespective of the regular discount to which Jobbers are entitled, and applies to goods whether purchased through the Jobber or direct. Every full-sized case of three dozen packages contains a due bill, and there are no strings attached to the proposition.

This **Expiry Date** is something new and you can understand that there is still in the market a certain quantity of perfectly good Yeast not bearing the date. It will only be a short time, however, before this will adjust itself.

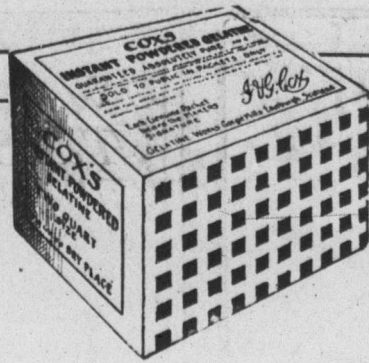
Now, Mr. Business Man, we are supplying you with the best Yeast cakes on the market—we are looking after your interests as regards profits—we are protecting not only you, but your customers, against stale goods, and the possibility of failure in baking—believing that you will join with us, in pushing the sale of **WHITE SWAN** Yeast cakes.

**You know us—you know our methods—you know that "WHITE SWAN" is your "SURETY OF PURITY." And our money-back guarantee permits you to return at any time any WHITE SWAN Goods that are not found entirely as represented, or which prove unsatisfactory in any way.**

*Order from your jobber or direct.*

**White Swan Spices & Cereals, Ltd.**  
TORONTO





## The Gelatine that has Served Women Best for Nearly Two Hundred Years

To the women of Canada, of America, of the whole world, COX'S GELATINE is a household word which stands for the *best* and *daintiest* desserts. Since 1725 millions of housewives have prided themselves and been flattered in return on the unusual results so easily obtained with the dependable COX'S.

When you feature COX'S you can do so on the assurance that grocers for nearly two hundred years have built up a growing, satisfied and profitable trade. Just make up an attractive window of COX'S GELATINE *to-day*.

Arthur P. Tippet & Co.

Agents

:-:

Montreal

# ARCTIC

Price  
\$27 Net



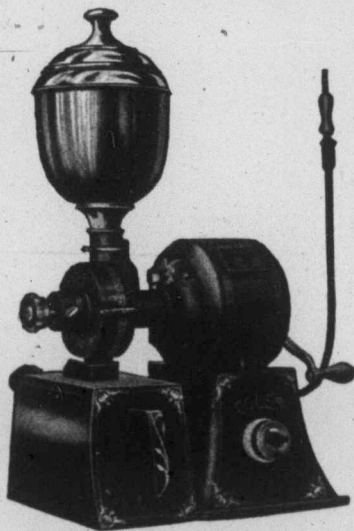
Those dainty  
Little Smelts are  
now the Big Sellers

Why not get in touch with the needs of your trade? Fill the demand for an economical, wholesome food by handling fresh fish and handling them right.

The Arctic Fish Display Case offers the clean, sanitary way of carrying a fish stock. It turns every dollar's worth of fish into a good profit and satisfies your customers. Mail your order to-day for this new sales-producing case.

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

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



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

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

Have you a copy of Catalogue 913C?

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

**COLES MANUFACTURING CO.**  
1615 North 23rd St. PHILA., PA.

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

*Will You Let Your Wife  
Test Shirriff's True Vanilla  
if We Send You a Bottle  
Free?*

Send for your bottle to-day without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

# Shirriff's

## True Vanilla



is 50% above  
Government  
Standard

Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

## Imperial Extract Co.

Steiner and Matilda Streets  
Toronto

## The Soul of the Fruit

in all its natural goodness and delicious flavor is all you get in

### E. D. S. Jams and Jellies

with only the purest of cane sugar added to preserve the fresh fruit until required. The natural goodness of E. D. S. Jams and Jellies puts into your hands a sales-building power that means steady custom and continued good profits. Wouldn't it be well worth while to push E. D. S. Jams and Jellies to-day?

### E. D. SMITH & SON

Limited

WINONA, ONT.

AGENTS:

Newton A. Hill  
W. H. Dunn  
Mason & Hickey  
R. B. Colwell  
A. P. Armstrong



Toronto  
Montreal  
Winnipeg  
Halifax, N.S.  
Sydney, N.S.



## What's Safe for the Baby is Good Enough for All

When you recommend Borden's "Reindeer" or "Eagle" Brands for infants' feeding you have the assurance that three generations of eminent physicians are with you in pronouncing it the safest and most natural substitute for mother's milk. But what's safe for the baby is good enough for all. That's why Borden Milk Products have stood the severest tests for over fifty-seven years, and acknowledged the continent over as the "Leaders of Quality."

Push the Borden Line, not only for infant feeding, but also for year-round sales.

### Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



CANADIAN GROCER



G.N.W. TELEGRAPH TELEGRAM COMMERCIAL CABLES

**GOLD DUST**

A Message To Grocers



"Keep a good supply of GOLD DUST on hand, and keep it where your customers can see it," is our message to you, Mr. Grocer. Our message to your customers is extensive, persistent, persuasive advertising that keeps the GOLD DUST sales coming your way.

**THE N.K. FAIRBANK COMPANY LIMITED**

*She gets a Bright Stove*

*You get more Business*

**JAMES' DOME**

*If you Sell*

**JAMES' DOME BLACK LEAD**

you are always certain of giving satisfaction in addition to building up your sales, thereby benefiting your customers and yourself at the same time The name is the guarantee.

**RECKITTS OVER SEA), LTD.,**  
122 Wellington Street West  
TORONTO

The enthusiasm of housewives for the better flavor and nutritious goodness of

# Simcoe Baked Beans

is your surest guarantee of heavy and continuous sales. In winter months especially they comprise the mainstay of most households for nourishing, appetizing meals. For better profits, feature them **NOW** in your windows and on your counters.

**Dominion  
Canners**  
Limited  
Hamilton  
Ont.



THE EVIDENCE OF QUALITY



## The Public Be Pleased!

A new idea has been infused into the handling of corporations which serve the public directly, a weird idea too—The Public be Pleased.

A gas company looks after complaints promptly at all hours of the day and night. An automobile manufacturer calls on purchasers of cars to see what satisfaction has been obtained from the machine bought and to remedy complaints. A large departmental store refunds money cheerfully on all returned goods: A bank manager throws open his office door and greets the public cheerfully.

All this in pursuance of the new idea—to increase business by pleasing the public.

This new idea is well handled in an article in the January issue of MacLean's Magazine. No business man can afford to miss this article. And it's only one of a dozen others in

## MacLean's Magazine

January Number on Sale Dec. 15

\$2.00 a year

20 cents a copy

If your Newsdealer does not carry it, write for sample copy



## \$15.00 a Week for Your Spare Time

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

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

**MacLean Publishing Co.**  
LIMITED

143-153 University Avenue  
TORONTO, ONT.

## Are You Interested?

In Buying a Business,  
In Selling a Business,  
In Engaging a Clerk,  
In Securing a Position,  
In Securing a Partner,  
In Disposing of Second-hand Fixtures,

Then you should use  
Canadian Grocer's Classified Ad.  
Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches  
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

**Canadian Grocer**

143-153 University Ave., Toronto

## Do You Want More Money?

**O**F course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from \$5 to \$20 a week, according to the time given.

**IF YOU ARE NOT AFRAID OF WORK** you can make \$5 a week, giving 3 hours a week to taking subscriptions to

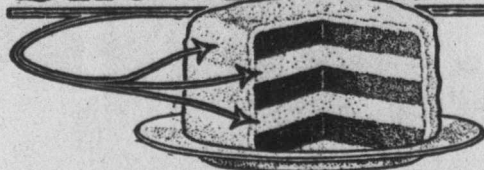
## MacLean's Magazine

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

**THE** coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

**MACLEAN PUBLISHING CO., LTD.**  
143-153 UNIVERSITY AVENUE, TORONTO

## Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling?

### Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender icing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

**The W. T. Ott Co., Inc.**  
32-34 Front St. West  
TORONTO

54 J.



## "It is Better to Be Sure than Sorry"

You can apply this old saying when buying your supply of Maple Syrup and Sugar. You have been advised that after January 1st, 1915, no article labelled "Maple" can be sold unless it is absolutely pure. You have no doubt cleared your shelves of all compounds. Start the year right and Be Safe by stocking

### Pride of Canada

Maple Syrup and Sugar. We guarantee and stand behind every ounce of Pride of Canada. The Chief Analyst has always pronounced it **Genuine**.

Get in touch with us. Let us quote you.

**Maple Tree Producers' Assoc., Limited, Wellington St., Montreal**

**AGENTS:**—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.



### The Sales-Creating Power of Bee Brand Jelly Powders

is something you cannot overlook with impunity. No grocer ever stocked or pushed Bee Brand Jelly Powders without unusually good returns, and surely you can equal or even exceed the results hundreds of other grocers have easily accomplished? Get these irresistibly pleasing desserts on display in your store—**NOW**.

**FORBES & NADEAU, Montreal, Que.**

### No Need to Stop the Mill to Regulate Grinding

Hundreds of grocers every day needlessly suffer time-loss and annoyance by the use of coffee mills that must be stopped time and again before the proper grade of coffee is secured. This is entirely eliminated by the **ELGIN**—you simply place the beans in the hopper and start grinding. The desired grade is regulated instantly—while the mill is in motion—no stopping—no guessing—no loss of time. Just consider what this means to you in the grinding of mixed grades and in the dollars and cents of greater efficiency. Wouldn't it be worth your while to investigate some of the other exclusive advantages of the **ELGIN**? Write us to-day for full particulars and illustrated booklet.



**Woodruff & Edwards Co., Elgin, Ill., U.S.A.**

# CAMP

In your own interests

Stand by 'Camp'

It will introduce many new customers, and put money in your pocket. Trade is always good with 'Camp.'

**'CAMP' COFFEE**

Consistently popular — because consistently excellent.  
Makers: R. Paterson & Sons, Ltd.  
Coffee Specialists, Glasgow.

# RESOLVE

to make 1915 bring its full share of tobacco profits by featuring

## ROYAL CROWN

the new, black chewing plug that has taken Canadian tobacco users by storm. Every sale of Royal Crown or any of the Rock City Lines is of permanent advantage to your business. Feature them—NOW.

The Rock City Tobacco Co. Limited  
Quebec



## GOOD FLOUR

versus

## Indifferent kinds

**MAKES GOOD BREAD**

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

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

**Leitch Brothers' Flour Mills**

LIMITED

Oak Lake

Manitoba

## Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

### Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

## The Continental Bag & Paper Co., Limited

Manufacturers

Ottawa

Branches: MONTREAL and TORONTO  
Agencies throughout Canada

## To "Our Allies."

The many thousands of our friends in the trade—"Our Allies" in the truest sense of the words—have, by their patriotic support and unshaken confidence, helped to keep British workers busily employed. We thank them and hope they will continue to do so, because,

**Ocean Blue  
Gipsy Stove Gloss  
Linoleo Floor Wax  
Glosso Metal Polish**

AND

**Z o g**

are, and always have been exclusively British.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,  
33, Front Street, E. TORONTO.  
Western Agents: For Manitoba, Saskatchewan & Alberta:  
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary  
and Edmonton. For British Columbia & Yukon: Creeden  
& Avery, 117, Arcade Buildings, Vancouver, B.C.

# "SOVEREIGN" SALMON



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

PACKED BY

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

When you sell

# HEINZ

## 57

# VARIETIES

PURE FOOD PRODUCTS

You give your customers—  
Goods Made in Canada—  
from Canadian Materials—  
by Canadian Employes.

## H.J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

## Jonas' Extracts

*satisfy our customers of  
45 years as  
well as the new  
ones*



PURITY,  
UNIFORM-  
ITY AND  
STRENGTH

PIONEER  
OF THE  
EXTRACT  
WORLD

Long experience has produced an extract that has no equal, an extract that has maintained its high quality and grown in popularity, holding its first patrons and daily making new friends. Your customers, one and all, will appreciate Jonas' Extracts.

**Henri Jonas & Co.**  
ESTABLISHED 1870  
MONTREAL

## PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*



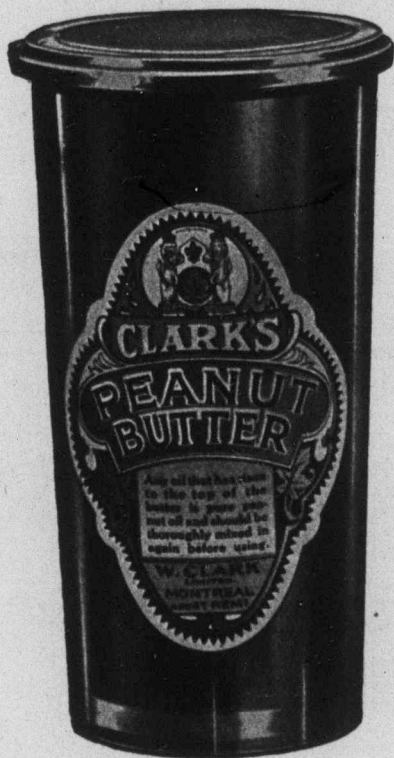
SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

CANADIAN GROCER

MADE IN CANADA

# CLARK'S Peanut Butter

in  $\frac{1}{4}$ ,  $\frac{1}{2}$ , and 1 sizes, also in 24 lb. pails.



The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

**GET PRICES FROM YOUR JOBBER  
OR WRITE US.**

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

CANADIAN GROCER

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

May you enjoy the Happiest  
of New Years, and may  
hopes, desires and ambitions  
be realized in 1915.

Balfour, Smye & Co., Wholesale and Manufacturing Grocers Hamilton



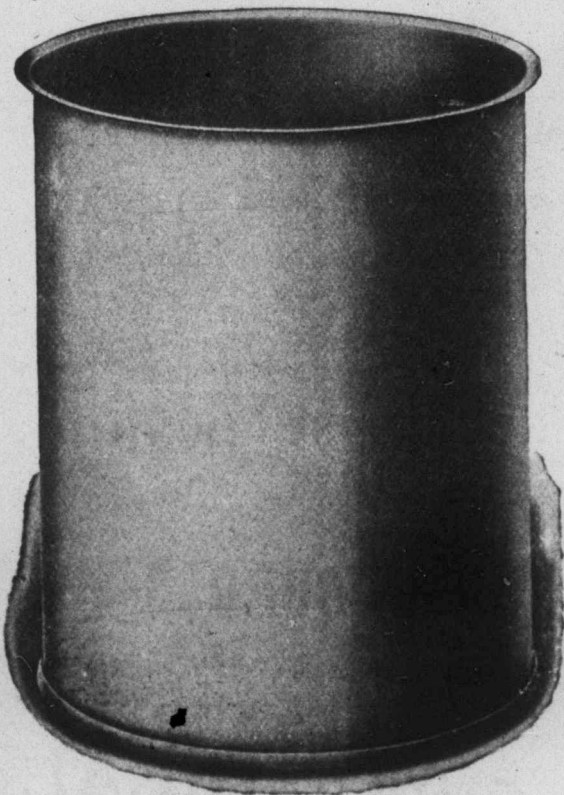
Have No Hesitation  
in recommending to your best customer  
**'Blue Nose' Butter**

It always opens up in excellent shape, and  
its quality and flavor are remarkably fine.  
Taste 'Blue Nose' yourself! Then you'll  
feel more enthusiastic about recommend-  
ing it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**  
SOLE PACKERS  
Halifax, - N.S.



**Sanitary Cans**

*"The Can of Quality"*

Baked Beans,  
Soups,  
Meats and Milk.

**Sanitary Can Company**  
LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

# St. Lawrence

Granulated  
The Standard of Quality for  
1915

## Evaporated Apples

WE PACK CHOICE THREE-  
POUND PACKAGES FOR  
FINE FAMILY TRADE.

**O. E. Robinson & Co.**  
Ingersoll, Ontario

**A store convenience — costs  
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from  $\frac{1}{4}$  to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class Jobbers or  
**THE O. P. MCGREGOR PAPER CO., LIMITED,**  
411 Spadina Ave., Toronto.

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and  
sizes

**Metal Bottle Capsules**—any  
size, color or stamping

**Collapsible Tubes**—plain or  
colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



# Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

## The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver



# FOR CANADIANS IN THE FIGHTING LINE

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front, special parcels of Candies, on which they will pay the postage without any extra charge. The following are suitable for posting, and handy for the pocket.

### Tell every customer this—

“Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—and the nourishment and warmth in Pascall’s Chocolates and Candies will be worth having now that winter is upon us.”

### Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England, and charged to your account. If the suggested lines are not in stock, send immediately for samples, so that your customers can see what they are giving.

### SPECIAL TWO DOLLAR PARCEL CONTAINS:

- Expeditionary Rations, Tin: 50 cents.
- Vanille Chocolate, 1 lb. Solid Block: 75 cents.
- Milk Chocolate, ½ lb. Solid Block: 40 cents.
- Acid Drops: (in Tin) 25 cents.
- Pine Lozenges: (in Tin) 15 cents.

Or Selection to value.

*Ask to see them at the store.*

### REPRESENTATIVES FOR CANADA:—

- Ruttan, Alderson & Lound, Limited, Fort Garry Court, Winnipeg;
- C. H. Cole, 33 Front Street East, Toronto;
- Angevine & McLaughlin, St. John, N.B.;
- Anglo-Canadian Agencies, 414 Duncan Building, Vancouver;
- R. G. Ash & Co., St. John’s, Newfoundland.

### SPECIAL FIVE DOLLAR PARCEL CONTAINS:

- Expeditionary Rations: 2 tins 50 cents each.
- Milk Chocolate, 1 lb. Solid Block: 75 cents.
- Vanille Chocolate, 2 Blocks: 75 cents each.
- Acid Drops, 2 Tins: 25 cents each.
- Peppermints (special), 2 Tins: 25 cents each.
- Creme de Menthe, 2 Tins: 25 cents each.
- Pine Lozenges, 3 Tins: 15 cents each.

*Pascall’s pay the postage*

# PASCALL’S

LONDON, ENGLAND



## Better by Far—



to push a line your customers will find pleasure and satisfaction in continuing to use, than forcing upon them goods of doubtful satisfaction. Every jar of “Banner Brand” Jams or Jellies that passes over your counter, you can have the assurance is but the forerunner of more and larger sales. Better restock and feature them—NOW.

### LINDNERS LIMITED

306 Ross Ave.  
Winnipeg

340 Dufferin St.  
Toronto

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

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

Two Good Agencies Wanted for  
**CITY OF OTTAWA**  
 (best of references)  
**Martin M. Walsh**  
 Care Canadian Grocer

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."  
**W. H. Millman & Sons**  
 Grocery Brokers  
**TORONTO**

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

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

**HENRI DE LEEUW**  
 28 Front Street E.    **TORONTO**  
 I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**  
 Wholesale Grocery Broker and  
 Manufacturers' Agent.  
 Splendid warehouse space. Cold Storage in connection.  
 P. O. BOX 1721,  
 Edmonton - - - - Alberta.

Central Saskatchewan  
**ALFRED TAYLOR**, Manufacturers' Agent  
 259 Second Ave. S., Saskatoon  
 I am open for one or two additional agencies in 1951! What have you? Sugars, Jams, Tea (expert) preferred. Formerly representing A. Macdonald Co., Limited; Giebe Sugar Refining Co., Limited; Halton's, Limited; Pembina Coal Co., Limited. Headquarters and Storage, Saskatoon, Sask.

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

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

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

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

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

**BRITISH COLUMBIA.**

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

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

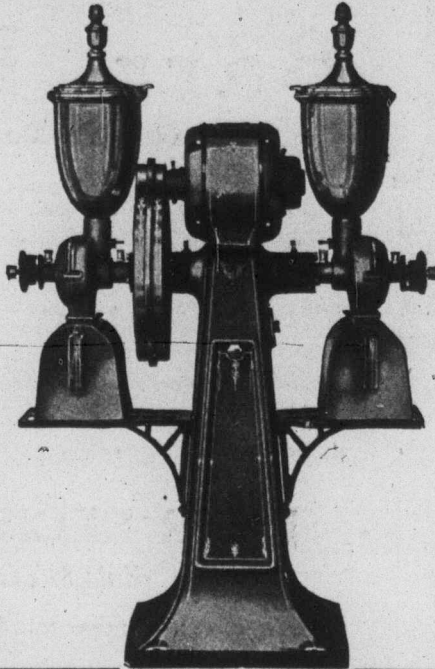
**QUEBEC.**  
**W. J. McAULEY**  
 Commission Broker  
 Flour, Feed, Grains, Potatoes.  
 We are open for a good agency in food-stuff line, calling on the retail trade.  
 512 Board of Trade Bldg., Montreal

**Grocery Advertising**  
 By Wm. Borsodi  
 It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.  
 PRICE, \$2.00.  
 ALL ORDERS PAYABLE IN ADVANCE.  
**MacLean Publishing Co.**  
 143-153 University Ave., Toronto

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

## *Will 1915 Still See You Losing Coffee Profits?*

The past year has been one of unsurpassed gain in coffee sales to many Canadian Grocers. Bigger sales, more frequent sales, continued sales. Sales that have meant completely satisfied customers by giving them better coffee, richer coffee, coffee ground to their own particular tastes by the HOBART ELECTRIC COFFEE MILL.



Will 1915 still see you losing coffee profits, or will you get HOBART advantages in your store—NOW? Start 1915 right by sending to-day for interesting illustrated catalogue.

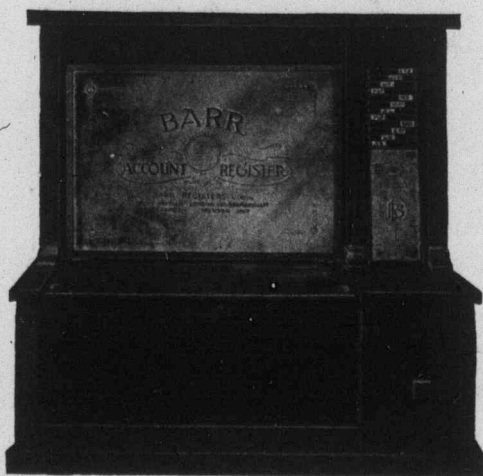
**The Hobart Mfg. Co.**  
105 CHURCH ST., TORONTO

Ryan Bros. 110 St. James St., Win-  
nipeg. Agents for Manitoba, Sas-  
katchewan and Northern Ontario.

**W**HEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

# Will you save or waste in 1915 ?



BARR COUNTER CABINET REGISTER, CLOSED

**SPECIAL NOTICE.**

The Barr Register is a bona fide Canadian invention fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

We don't mean that you waste actual money—but most grocers, hampered by the old-time system of credit account books, certainly do waste hundreds of hours of valuable time in the course of a year, and then do not get perfect results. Let us tell you about the

## Barr Register

The Time Saver—The Customer Saver—The Money Saver

**Be open-minded on this point**—there is a modern, quick, safe, economical way of handling your credit accounts, and the BARR has it.

**Be open-minded on this point**—don't let any salesman hurrah you into a quick sale until you have investigated the BARR Account Register. We don't claim that no other register has good points, but we do claim that the BARR takes care of more accounts in smaller space than any other, and that it has several other exclusive, valuable features that have only to be seen to be appreciated.

**Be open-minded on this point**—that you have more to gain than we have by an investigation of the BARR Account Register, yet it costs you absolutely not one cent, nor any obligation whatever, to get posted on its good points. We want to mail you illustrated literature—please send us your name.

**BARR REGISTERS, LIMITED**  
TRENTON, ONTARIO

Great Britain: 5 Arundel St., Strand, London; factory at Birmingham

# Sixty Christmas Days

have come and gone since Canadians began to use and appreciate

*Redpath*  
**SUGAR**

It was then the ONLY sugar refined in Canada—it is still the favorite.

In 1854 we installed the first equipment in Canada for refining Sugar. In 1913 we began to operate the first Machines turning out the now popular 2 and 5-lb. Cartons of Extra Granulated. But our leadership has extended beyond mechanical features. It rests chiefly on accumulated experience and a fixed determination to make Redpath Sugar **always best**—worthy of the full confidence of Dealers and Users.

**CANADA SUGAR REFINING CO.**  
MONTREAL Limited



*The President of the Bank of Montreal says:*

## Be Confident—It's An Asset

We take this occasion to thank our merchant friends for the good fellowship extended to our salesmen and the good-will shown to the company during 1914. May the New Year bring you 365 days of happiness and a full measure of prosperity, is our wish. We, ourselves, expect a successful 1915. And so do other leading business houses and financial institutions. As Mr. H. V. Meredith, President of the Bank of Montreal, remarked in his annual address a few days ago: "There is, moreover, an *undiminished confidence* in the future which is *an asset* of no little importance."

## RED ROSE TEA

"is good tea"

**T. H. ESTABROOKS CO., Limited**

St. John, Montreal, Toronto, Winnipeg, Calgary

# Furnivall's

FINE  
FRUIT  
PURE JAM

Grocers accustomed to securing and retaining the most particular and profitable invariably select Furnivall's as the most acceptable and suitable in Pure Fruit Jams. The very fact that every grocer continues stocking Furnivall's is good evidence it is bringing him unusual success. Several flavors but only one Quality—the Best.

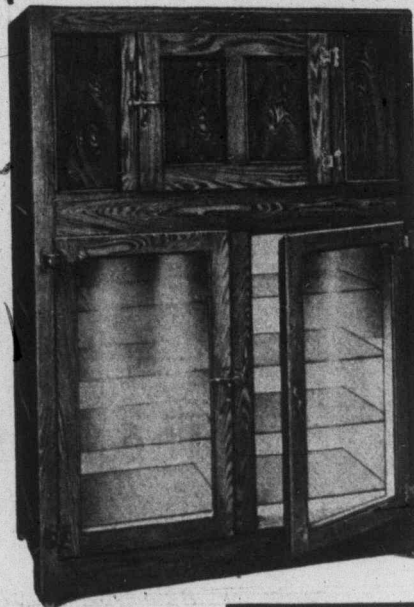


**Furnivall-New  
LIMITED  
Hamilton, Ont.**

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

## Unexcelled Advantages

There are so many unexcelled advantages about the Eureka Refrigerator, including its system of dry, cold air circulation and scientific construction, that the sooner you set procrastination aside and investigate the sooner you'll add better profits to your account. There's a



reason why the Eureka has been the most generally used refrigerator for over 30 years. Write for catalogue to-day.

**Eureka  
Refrigerator  
Company  
Limited**

31 Brock Ave.  
TORONTO

## Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-



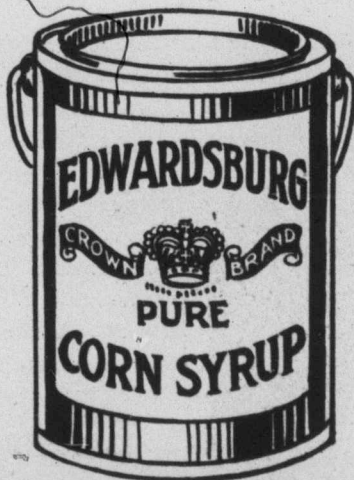
mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

**MAGOR, SON & CO., LIMITED**

403 ST. PAUL ST., MONTREAL      30 CHURCH ST., TORONTO



—made  
in Canada

## Filling the Demand for Inexpensive Food

The public to-day is buying more wisely than ever before. There is no demand for cheap foods. But there is a demand for inexpensive foods.

The grocer who meets this demand by encouraging the use of foods like

## CROWN BRAND CORN SYRUP

—that go far and cost little, will make many satisfied customers of a class that it pays to cultivate.

**The Canadian Starch Co., Limited**

Manufacturers of the Famous Edwardsburg Brands

Montreal      Cardinal      Brantford      Fort William

# CANADIAN GROCER

VOL. XXIX

JANUARY 1, 1915

No. 1

## Why Retailers Fail—A Traveler's Story

Cites Particular Instances Showing One of the Great Causes—  
The New Man in Business, He Claims, Should Confine His  
Purchases to a Few Firms—Too Many Creditors Tend to Hurry  
Collapse if He Gets Behind—Careful Bookkeeping Necessary.

Written for Canadian Grocer by Frank Grandin.

WE were standing in the doorway of a hotel in a good-sized Canadian town the other day—John Warren, a commercial traveler, and myself—when just across the street up went a red flag in the doorway of a general merchant, and on the windows were pasted glaring posters to the effect that “this entire stock of goods must be sold by the 30th of the month,” etc., etc.

“Another poor fellow gone,” Warren laconically observed.

I mentally pictured the feelings that would be mine were I to find myself in the same position. Here was a merchant who had gone into business with the brightest of hopes for the future. He had a large family to support, as I afterwards learned, and only one of the boys old enough to help the father in the store. At the time I had been on the road a few years but the ups and downs of the trade had not come to me as they had to my friend standing beside me in the doorway. For thirty-five years he had carried his sample-case and had been in practically every city, town and village in the Dominion. I knew this. Here was an opportunity for which I had been looking. My experience in the ways of the world required broadening and I resolved to extract what I could from my elder brother.

After picturing mentally the plight of the merchant who had not made good, and the sort of Christmas he would undoubtedly spend, I asked: “What do you suppose was the trouble?”

### Buying From Too Many Sources.

“Suppose?” he replied, taking the cigar out of his mouth and moving back into an easy chair in front of the window; “I KNOW what the trouble has been. I have been a few years on the road and

*With this issue Canadian Grocer begins a series of articles on “Why Retailers Fail,” by Frank Grandin. This series, while it will deal particularly with actual instances of failures and their causes, will be constructive in character and therefore of the greatest advantage to men who are keen on building up their business. Buying from too many sources and inadequate bookkeeping are considered in this article. The next of the series will appear in the near future.*  
—The Editor.

have always kept an eye open for the shortcomings of the men upon whom I call. This man Aikens (that wasn't his real name, but we'll call him Aikens), opened up in the business two years ago. He bought out a fellow by the name of Brown who had never made much more than an ordinary living—at least I mean to say he took over the lease and fixtures only, as Brown had disposed of practically all his stock prior to his dropping out of the business.

“He started in with a capital of \$5,000. The first thing he did was to get a line of credit from a wholesale grocery house for \$1,000; another \$2,000 from a dry goods firm, a thousand from a boot and shoe manufacturer and so on until he had purchased \$10,000 worth of stock which was secured on a \$5,000 capital. Our house happened to be one of the firms that sold him and for a year after I called on him every time I came to town. Then one day our credit man asked me to be a little careful as his accounts were not being met with sufficient promptness. From then on I kept my eyes open and soon saw care would have to be exercised. He used to buy from every traveler almost who came

along as I learned from the boys as we talked over business among ourselves.

### Too Many After Money.

“That man now owes his creditors some \$10,000, and the direct cause of his failure was that they were all crowding him for their money. Had he confined his purchasing to the few houses that promised him credit in the first place and who were in duty bound to take care of him, he might have been in business to-day—in fact I am pretty sure he would have been.

“It usually happens in cases of that kind that when the smaller creditors, to whom a merchant owes a hundred or two hundred dollars, find him in somewhat straightened circumstances, they sue him for their money and this precipitates the collapse. On the other hand, had that dealer confined his business to four or five good creditors who would lend him their assistance instead of splitting up among thirty or forty, the big houses with their united efforts would likely have carried him through. I attribute his failure to buying from too many sources when he wasn't in a financial position to do so—creditors all got after him at once and he completely lost heart.”

While my friend was relighting his cigar, I observed the merchant himself walk past his old store and look in with most forlorn features. The poor man had been honest enough but apparently he had overlooked a very important feature in merchandising and lost out.

### Sold His House and Lost Equity.

Warren resumed: “I know of a somewhat similar case which occurred not long ago in my territory. The merchant started up with \$600 capital—which was his equity in a home he disposed of to



## An Unbiased Record of Stock

Manager of Montreal Store Takes No Part in Stock-Taking So That Work Will Be Done Strictly on Business Principles—Stock Divided Into Eight Sections—Another Dealer Employs Commercial Traveler.

get the wherewithal. He has a wife and four small children. The stock he began on was bought from two of the wholesalers of the district and was paid for out of the \$600. Six months later when he went under there was a list of no less than 40 creditors—he owed our house some \$15 or \$20 and I saw the list two weeks ago. His total liabilities had been run up in the six months to \$1,521. But probably the chief trouble with this man was that he lost himself hopelessly in his bookkeeping. The liquidators have his books and in one where he kept his cash transactions, there was no record of moneys paid out between July 3 until the middle of August, the time of the actual failure. He even didn't keep any account of the majority of his credit sales and the money was uncollectable.

"The assets of the man were but \$400, which meant a loss of \$1,100 to his creditors and he himself was minus the \$600 he began with—the stock I should have said was sold at 50 cents on the dollar.

### Careful Bookkeeping Necessary.

"As a prominent accountant remarked to me the other day, no merchant should start in business without a knowledge of bookkeeping; or if he does, it would pay him to get some smart young fellow to check up the books every night or two. Failure is bound to overtake a man who is as lax about his books as that because he never knows where he is at. I always claim, and have stated so in confidential chats with merchants with whom I have come in contact all over Canada, that if a retailer does not know what it is costing him to do business, what his invoice costs are and whether he is making a net margin of profit on them he is doomed to certain failure sooner or later."

Warren had story after story to tell of the pitfalls that beset the path of the unwary in the retail business. In my next article I shall present further actual cases of why merchants fail—instances that demonstrate that men who would attain any marked degree of success must think deeply on what they do.

### WRONG ADDRESS GIVEN.

Through a clerical error in the composing room in the advertisement of Hugh Walker & Son in last week's issue, the address of this company was made to read "Hamilton" and "North Bay," instead of "Guelph" and "North Bay." Hugh Walker & Son have been engaged in the wholesale fruit business in Guelph for many years, and no doubt readers recognized this error in the address.

**T**HERE is no set time for taking an inventory, but the majority of merchants choose the beginning of the year, the first of February, being a favorite date. This is probably due to the fact that, especially in Quebec Province, the early part of January, or the last day of December, is a busy period. The first of the month is suitable, because it is then that the monthly statements are sent out, which facilitates the calculation of one of the business assets.

Preparations can be made by getting accounts owing by customers ready during the days preceding the event, so that this item will be easily handled. The actual stocktaking should be done on one day, if possible, and should be handled in a business-like manner. Many retailers employ a commercial traveler, who understands the stock, to do the work for them, paying him from ten to fifteen dollars. This has its advantage in that the work is performed in an unbiased manner, and further, the traveler is familiar with prices.

In the grocery department of a Montreal store, visited by the writer, the manager takes no active part in the taking of stock. By leaving it to others, he claims he is able to hand into the office an honest record, whereas by taking it himself, he would have a good opportunity to water stock or detract from its value.

### Eight Divisions Made.

The department is divided into eight sections, numbered one, two, three, and so on, one man being responsible for the inventory of each section. The divisions are:—tea and coffee, provisions, biscuits, canned goods, bottle goods, package goods, bulk goods, and washing goods. These divisions are maintained throughout the year, so that when an invoice comes into the office, the manager goes over it, and assigns each item to its division. For instance, 50 cases of soap would be marked No. 8, and this is charged up to Jones, or whoever is in charge of No. 8 division. Thus, at the end of each season (inventories are taken three times a year), it is easy to say what profit has been made in each division, and make interesting comparisons.

On the night when the inventory is taken, each man is provided with two helpers, one to count, and the other to check, the manager of the section recording it in his book. Before commencing,

ing, a slip of paper is placed in every shelf, drawer, and case, and when everything has been counted, the man in charge draws a blue pencil across the paper, indicating that this stock has been taken.

### Selling Price of Goods Taken.

Everything is put down at selling price, and when counting has been completed, the figures are sent to the office, where by means of invoices, the extension is made. The stock book is then returned to the manager, who makes considerable use of it for reference purposes.

Many of the methods outlined above would not be practicable in smaller stores, but the method in the main is the same as is employed by the majority of stores. The only safe way is to count and weigh everything, leaving nothing to guess-work.

The Outremont Grocery Co., Outremont, Que., take their stock on the first day in February. The store is divided into two parts, a commercial traveler being employed, who is assisted by the clerks, only one of whom calls out to the traveler, the rest being employed counting. In the case of affected goods, most of these are returnable; if not, then a reasonable price is recorded. Duplicates of the extension are made, for supplying the bank, when such is requested.

### Fixtures and Book Debts.

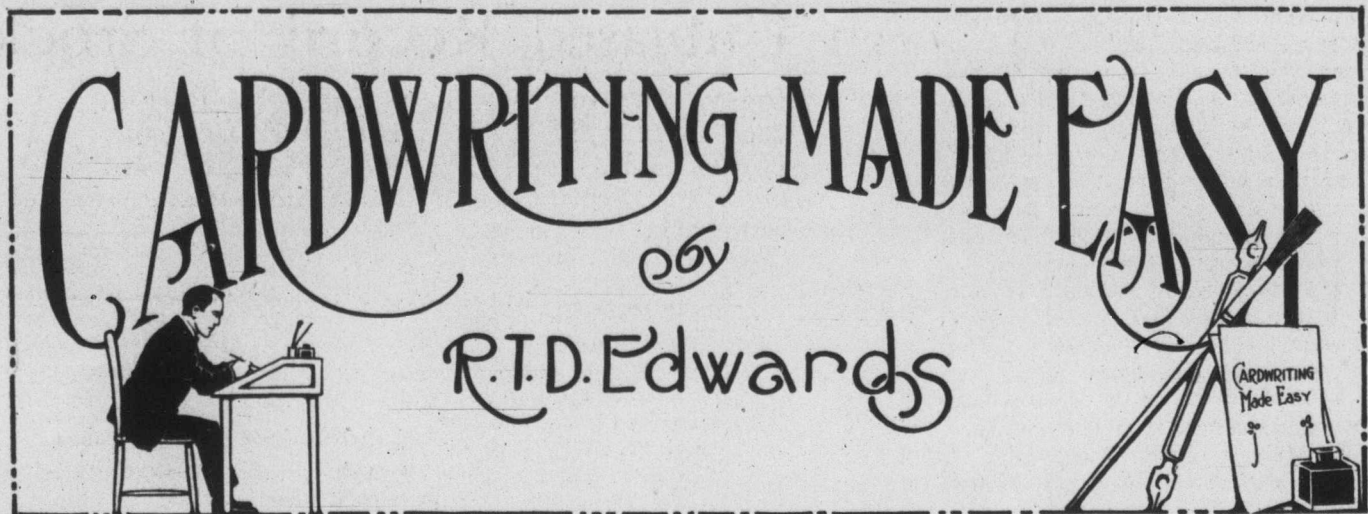
Many firms use an ordinary book or foolscap paper, numbering the pages, using separate pages for stock fixtures, etc. The Outremont Grocery Co. allows a depreciation of about ten per cent. on fixtures, machinery, utensils, etc. Book debts are put down at their full value.

### NO MORE PHOSPHORUS MATCHES.

Ottawa, Dec. 31.—No phosphorus matches will be manufactured in Canada after the end of the present year. On the 1st of January the white phosphorus act, designed to prohibit the manufacture, importation and sale of matches made with white phosphorus, will become operative, with the exception of the clause dealing with the sale. The clause prohibiting the sale is not effective till January 1, 1916. The act was passed at the last session of the Dominion Parliament. Officers of the Labor Department will attend to its enforcement.

# CARDWRITING MADE EASY

by  
R.T.D. Edwards



ON many occasions young men have come to me to find out how long it would take them to master cardwriting. They have invariably been surprised to learn that it could not be picked up in a few weeks. In fact some of them have said to me that they knew it would only be a matter of obtaining the proper tools for them as they had always been handy at drawing. In all such cases, when put to the test, they found that whatever skill they had had was not the only qualification required. To become a successful cardwriter it is necessary not only to study the subject from the rudiments up, but also to practice very carefully and thoroughly.

### All Need Instruction.

My experience would lead me to believe that to become a proficient card writer it is necessary to receive instructions. Few good card writers have "merely picked it up." In all cases or in nearly all, men who have made a success of this branch of retail merchandising, have either taken a course or had the advantage of an apprenticeship under a proficient card writer. My advice, therefore, to anyone who is desirous to taking up cardwriting, no matter how much experience they may have had or how skilful at drawing they may be, is to follow this course. I am starting at the very first, giving suggestions and information which may appear as elementary to many readers; but as the articles progress we will take up every possible branch of the card writing work. Readers should follow the instructions given thoroughly. I have known some to read articles on cardwriting and then proceed to do the very opposite. To such as this we can hold out no prospect of improvement from following this series of articles.

I would also like to impress the fact that practice is nine-tenths of the battle. Be sure, however, that your efforts are in the right direction. Remember that

one step in the wrong direction is worse than standing still.

### As a Side-line at First

I desire to make it clear at the start that those who follow these articles with an idea of becoming proficient at card writing should not do so with the idea that in time they would be able to devote themselves exclusively to this work. Card writing has become to a great extent a science and, to do nothing but

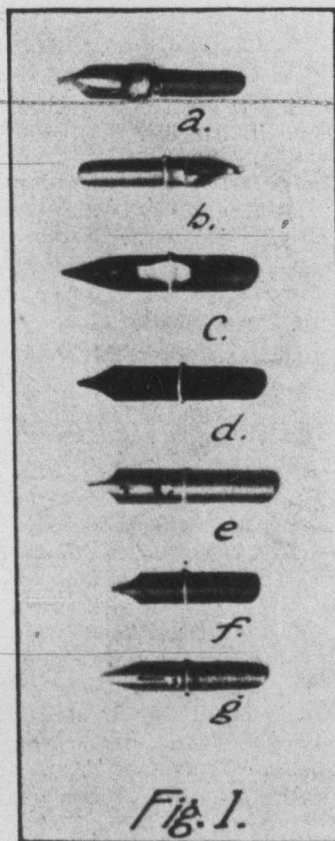
to window trimming, advertising, or the selling end of the retail trade. By so doing you not only increase your experience but also improve your chances of advancement.

Card writing has developed to an almost unbelievable extent in the past few years. To-day every live merchant in Canada knows the importance of the price ticket. Even in the smallest towns and villages they are used. Many of the cards used to-day are extremely crude. Frequently they are made with a box-marking brush, a blue crayon, or a rubber stamp. Nevertheless, the fact that they are used shows that the demand is there, and that the clerk who desires to make himself as valuable as possible and to bring himself as close to 100 per cent. efficiency, should acquire some skill in the writing of price and show cards.

The excuse need no longer be put forward that it costs too much to learn. All that the beginner needs is the necessary material. By following these articles he will then be in a position to acquire sufficient skill to prepare creditable cards for the store in which he is employed.

### The First Start.

I am starting this course on a different basis than any other series that I have ever seen. It is my experience that the beginner wants to see actual results and, if he is forced to practice exercises too long, he is liable to lose heart and quit altogether. With this in mind I start the student off with outline pen work. Practice with the pen in school days has left everyone more or less proficient with its use and it, therefore, comes more natural than the brush, which to the beginner is much harder to control. The surest and easiest way to make a start at actual card writing is to letter price tickets. Accordingly, we will direct our attention for this lesson on pen outline Roman figures. This may seem rather



Types of Nibs.

write cards either in a shop or a large store, a man must have many years of experience. My advice to beginners is to look upon card writing as a side line

## CANADIAN GROCER

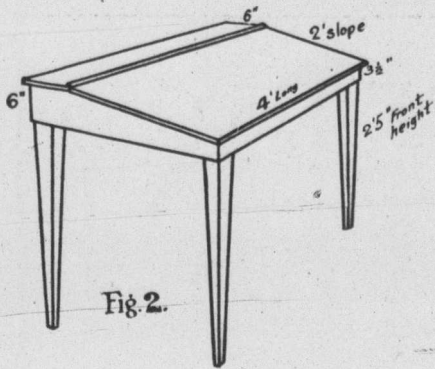


Fig. 2.

Best kind of table to work on.

too rudimentary for many of our readers, but I desire again to emphasize the fact that the man who desires to become thoroughly proficient must start at the very beginning and master each phase no matter how simple. It is my experience that to acquire the fullest degree of skill at making figures, it is necessary for a beginner to practise at least a full month. It will take a good part of his spare time at that. The next step will be to master the alphabets and these will follow in due course.

### Tools Needed for This Lesson.

You will require in the first place a large ball-pointed pen nib with ink retainer attached. If this cannot be secured a real blunt stub pen will serve the purpose. No. 3 or 3 1/2 round writing pens are also suitable for this class of work. Fig. 1 shows illustrations of various nibs. If your stationer cannot

secure these for you they can be obtained by writing to the Editor of this paper. Nib A is a No. 3 round writing pen with brass ink retainer attached. The retainer regulates the flow of ink. Nib B is ball-pointed, camel back retainer. Nib C has ink retainer underneath. Nibs D, E, F and G are all stub pointed pens and are good for this work. Any stationer should have these in stock.

Pen holders should always be round and thick. Small handles cramp the fingers. Other tools needed for this work will be a good straight ruler, not less than eighteen inches in length, and a compass that can be used for either pen or pencil. The best ink for the work is a good black carbon (not waterproof). This ink can be secured at any retail stationer's, art supply stores, etc.

Fig. 2 gives a good idea of the best kind of table to work upon. The dimensions given make a table large enough for anyone, no matter what work you may have. Always work on a slanting top table, as a flat top will tire the wrist very quickly. The six-inch margin shown at the back is for placing pots of paint, tools, etc. When sitting the edge of the table should come just below the pit of the stomach. This gives the arm room for a free swing without resting it too heavily upon the table. Always sit erect when working. The importance of maintaining a proper position while working is greater than the beginner will imagine.

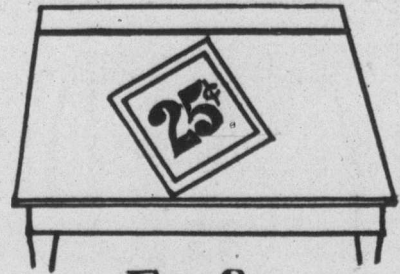


Fig. 3.

Position of card on desk.

Fig. 3 gives an idea of the position the card should occupy on a desk while being written. If it is placed parallel with the edge of the desk, the wrist will become tired quickly as this gives it an unnatural twist.

Before starting practice see that everything is ready. The cardboard should be ruled out. The ink should be contained in a vessel that is free of access and at your right hand; the table should be placed so that the light falls over your left shoulder. All pens should be close at hand.

Study the chart thoroughly before starting. Preceding each figure you will notice a few exercise strokes which are in the make-up of the figure. These should be practiced thoroughly and perfected before attempting the finished work. The arrows indicate the direction in which to draw the strokes. Always work from left to right and from the top to the bottom. Be sure to carry

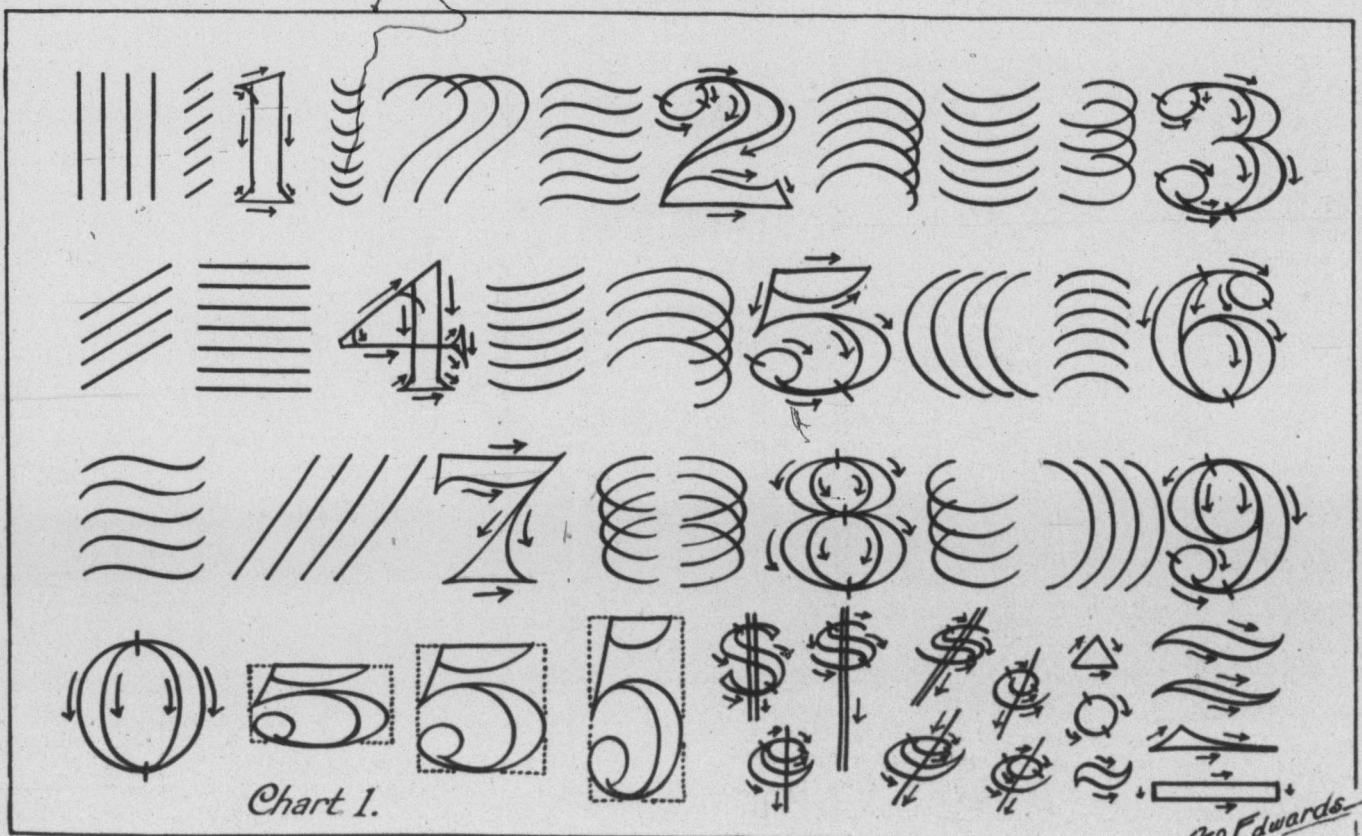


Chart 1.

R. D. Edwards

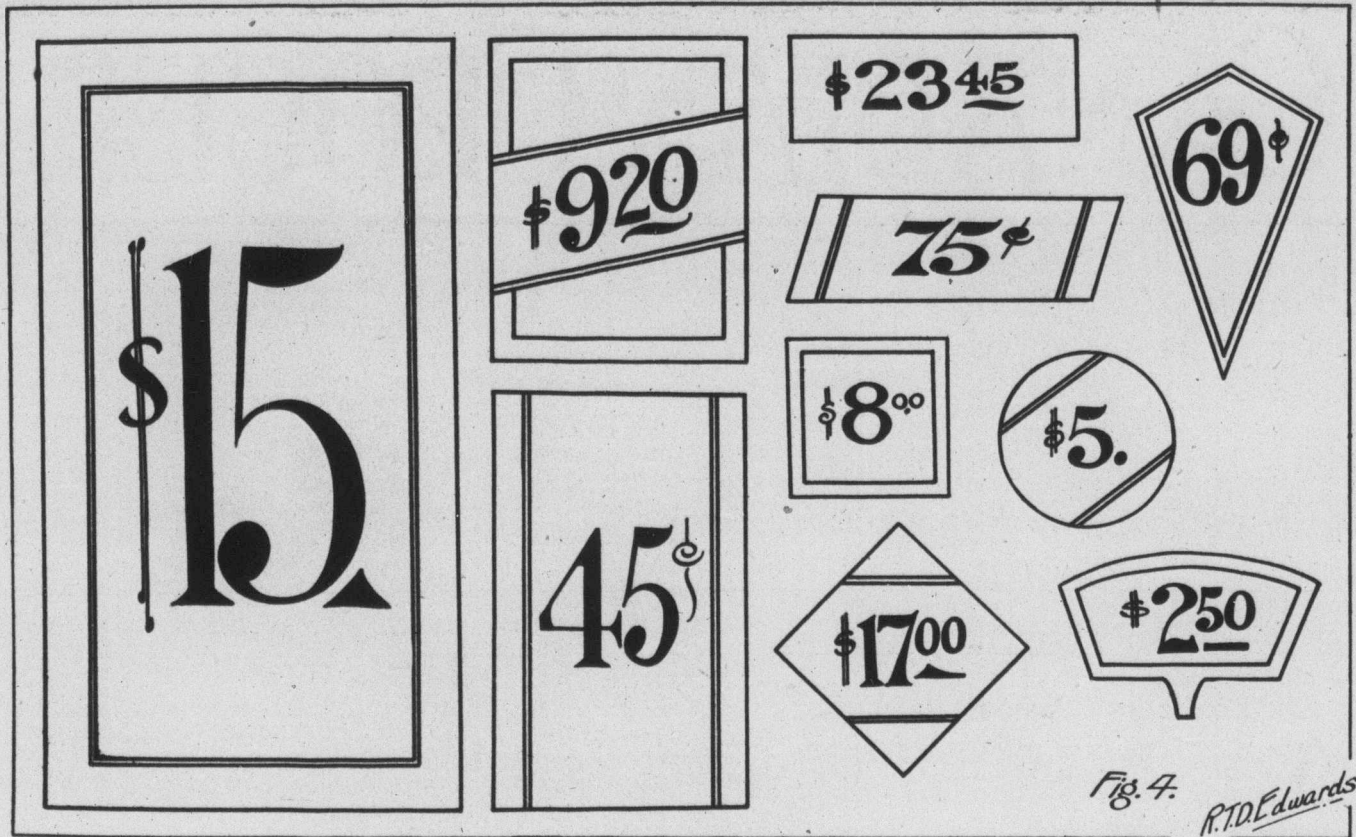


Fig. 4. R.T.D. Edwards

enough ink on the pen, so that the entire stroke can be made without a second dipping.

Fig. 1 is mostly composed of straight lines. Watch that both the upright lines are the same distance apart all the way up. Figs. 2 and 3 are almost entirely composed of curves. These take a great deal of practice in order to get them balanced up evenly. Fig. 4 is about the hardest figure to make for beginners and should be watched carefully. Care should be taken not to get the centre cross-line too low. Note the top of Fig. 5 does not project as far to the right as the lower part. This is another figure which needs great care as it is the most used of all. The six and nine are composed of the same amount of strokes. All being curves, they need a great amount of practice. The 7, like the 4, is quite hard for beginners to balance up. Practice well the two exercises preceding it. Note that the top of the 8, while the same shape, is not so large.

If at any time you have difficulty in balancing a figure up properly, draw a square lightly with a pencil and place the figure inside as shown at the bottom of the chart. The three fives explains well the way out of this difficulty.

The dollar and cent marks should be practised just as thoroughly as any of the figures.

**Collection of Cards and Price Tickets.**

The collection of cards and price tickets in Fig. 4 give a fair indication

of what you should be expected to accomplish if you thoroughly master the lesson. You will note that every figure is in use along with the various styles of dollar and cent marks. The collection of small price tickets is easy for you to make, being simply cut out of plain white cardboard and ruled out with the same pen that is used to make the figures.

Many other designs and rulings can be used to make very attractive tickets. In making these rulings use the side of

For filling in this pen outline work, any brush will do that you may have. A cheap camel-hair brush will serve the purpose. I do not want you to get the good sable writers until we come to brush work, as the success of the work depends to a great degree on the proper care of the brushes.

The question of cardboard naturally arises as soon as card-writing is taken up, so this must necessarily be gone into at once. White board is the main color and this must be of a smooth coated finish. 6, 8 and 10-ply are the most popular weights, but many just use the 8-ply for all sizes of tickets. If you have frames in which to put the cards, the thinnest board will serve and be somewhat cheaper. This board can be bought wholesale in Canada from 4 1/2 cents per sheet upwards, but a great deal depends on what quantities you buy and from whom it is procured.

This board is made for printing and lithographing use and comes in a regulation size of 22 x 28 inches. This cuts up economically into the sizes shown in Fig. 5. For ordinary store use the 1/4 and 1/8 sheet sizes are most popular; 1/2 sizes should be used sparingly. The smaller sizes make neat price cards.

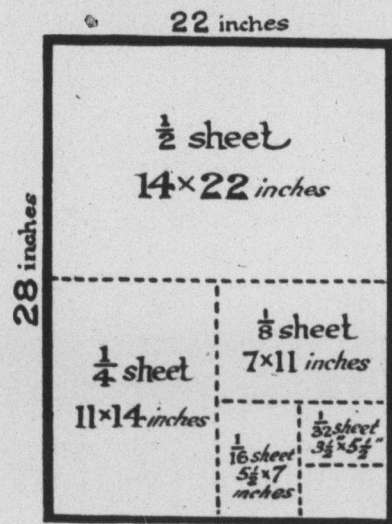


Fig. 5

the ruler that does not lay flat on the card. This will keep the work from being smudged.

A. J. Hicks, general merchant, Aldersyde, Alta., sustained a fire loss recently. He operated also the post office at that place.

# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

## OFFICES:

### CANADA—

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

### UNITED STATES—

**New York**—R. H. Huestis, 115 Broadway, New York; Telephone 8971. **Chicago**—A. H. Byrne, 6074 Stony Island Ave. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

### GREAT BRITAIN—

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

PUBLISHED EVERY FRIDAY.

TORONTO, JANUARY 1, 1915

## Profit by Past Experience

AS we cross the threshold that separates the old from the new year, it becomes incumbent upon each of us that we look back over the past twelvemonth and recall the mistakes that have led us along costly paths and that have not been conducive to the best success of the business. We are exhorted by philosophers and others to forget the past and remember the present; but yet is it not the past with all its experiences, its joys and its sorrows, its work and worry, its trials and tribulations that have made us what we are? Then must it be taken into our deep consideration, so that as many of the difficulties and worries may be side-stepped or surmounted more readily in the future.

The time has come for the drawing up of the inventory and the striking off of the annual statement. Let no one shirk this work for it is an undisputed fact that the absence of a knowledge of the progress of the business has caused a host of failures, if not the greatest number. The annual statement if carefully and honestly prepared will do much to enlighten the merchant on the mistakes of the year that has just gone by. An hour or two spent at recalling the difficulties and the causes of losses during the twelvemonth will, too, be time well occupied.

The man who falls into the same error twice is losing the valuable lessons taught in the hard school of experience. He is not a keen business man.

## Causes of Failure.

WHY do so many retailers fail? That is a question that every dealer should ask himself and particularly the new man in the trade who has yet to win his spurs. Isn't it a fact that if retailers knew the various causes of failure—and applied the knowledge to their business—the number of them would be greatly reduced? When one comes to think of it isn't a knowledge of the obstacles that waylay the retailer in his seeking after wealth just as important as the successful methods of men who have traveled the retail road to success?

It was with these thoughts in mind that Canadian Grocer was led to present a series of articles on the

subject of why retailers fail. The first of that series appears on another page of this issue and will be followed up in future issues. The man who has furnished the actual incidents described, is one who speaks with a long experience and a wide knowledge of the retail world. The impression is not to be conveyed in this series that all merchants fail who follow the paths of the men whose methods will be described, but rather that if they do not follow them they will have better chances of success.

We commend these articles of Mr. Grandin to your closest attention.

## Foodstuff Exports Increase

IN so far as nine foodstuff lines are concerned, the Canadian exports to Great Britain during the month of November last were more than nineteen million and a half dollars in excess of the corresponding month of 1913. That represents a lot of money and indicates the increasingly healthy condition of the foodstuff export trade. From the figures below it will be seen that wheat has been one of the chief items in the increase and evidently it must be in great demand on the other side of the Atlantic. Here are the figures:

	Nov., 1914.	Nov., 1913.
Wheat . . . . .	£12,277,637	£ 7,892,480
Wheatmeal, flour . . . . .	1,633,867	2,065,612
Oats . . . . .	621,493	716,168
Barley . . . . .	580,354	805,501
Bacon . . . . .	1,061,764	811,108
Hams . . . . .	196,350	313,512
Cheese . . . . .	3,653,624	3,801,752
Canned salmon . . . . .	1,024,975	750,337
Canned lobsters . . . . .	325,165	303,295
Totals . . . . .	£21,365,229	£17,459,765
Balance in favor Nov., 1914 . . . . .		£ 3,905,464

In a number of the lines it will be observed that exports declined, but these declines were more than made up by the advances in wheat, bacon, canned salmon and canned lobsters.

**Retailers' Interest in Elections**

**B**EFORE another issue goes to press municipal candidates in many communities will either have attained their hearts' desire or have fallen before the victorious ones. In many districts it has been observed that the merchants have taken a prominent part in the municipal elections. This is as it should be, for who stands to lose more than the retail merchants, if shallow-minded men are put in charge of the affairs of the city, town or village? It is the duty, therefore, of the merchants to see that those candidates are supported who can be depended upon to look at matters that arise for discussion on broad business lines. It is a lamentable fact that too many councilmen or aldermen are stampeded into following courses designed to catch the popular ear regardless of general harm they cause to the community as a whole.

In Toronto this season the Retail Merchants' Association took a firm stand in regard to municipal candidates. Circulars were issued and sent to the trade, and without naming particular candidates that in the opinion of the Association should be left at home, there was outlined a general view of the situation, asking the electors among the retailers to consider rather the effects upon the city as a whole should the causes espoused by certain unnamed candidates be allowed to get a footing. The circular hit pretty hard along these lines, and without doubt made a strong impression on the trade.

During municipal elections the retail trade should always be in the limelight. Retailers usually represent the biggest portion of the taxes and in such an event they should undoubtedly have the strongest representations in the municipal government.

**Insuring Against War.**

**A** CONSIDERABLE amount of insurance is being placed on the east coast of Canada in order to cover risks from war. It is said that in Halifax policies totaling a million dollars have been placed. The action on the part of Easterners should not cause undue alarm in Canada. The insurance is being placed because it is recognized that attacks from stray German ships although not probable may possibly occur. A bombardment would result in destruction that ordinary fire insurance policies do not cover and in view of the possibility, several business houses have deemed it advisable to cover the risk.

In the policies being issued the covering clause protecting against risk of bombardment reads as follows:—

"This policy is to cover the risk of loss of or damage to the property hereby insured directly caused by War, Civil War, Revolutions, Rebellions, Military or Usurped Power, including the risk of fire or explosion directly or indirectly caused by any of the foregoing.

"No claim to attach hereto for delay, deterioration and—or loss of market or for confiscation or destruction by the Government of the country in which the property is situated.

"Only to pay hereon if not recoverable under any other Policy of Insurance."

The rate at present is one quarter of one per cent. for three months and one half of one per cent. for

twelve months. The rate quoted in St. John was one per cent. for twelve months.

**Liability of Newspapers**

**D**AILY and trade newspapers quite frequently receive letters in which grave charges are made against certain persons or firms. In some instances the writer wishes them published over an assumed signature. The impression appears to prevail in some quarters that a newspaper can escape the responsibility for publishing statements that may be libelous by disavowing them, or by compelling the writer to sign the letter with his own name. This is a great mistake. The publication of a libel is an offence no matter by whom it may be actually written, and a newspaper is liable in damages to the person libeled and all connected with its publication may be fined or imprisoned or both. All editors know that their refusal to print certain letters may be construed as a desire to shield some person or persons. It has, unhappily come about that a great many persons think every newspaper is influenced by unworthy motives, when they refrain from doing what they are requested to do; but when a newspaper editor or publisher finds himself haled before a court of justice and put to great cost and inconvenience, if not to heavy punishment, he will derive mighty little consolation from the fact that he has proved himself not afraid to speak out.

**Editorial Notes**

LET optimism predominate.

IT IS nearly time the brakes were taken off.

A HAPPY New Year to all our readers.

THE clouds are beginning to roll away.

THE man who profits by the mistakes of the past is on the right road to success.

NO MERCHANT who is true to himself can sell a \$5 article for two-ninety-five. There is something wrong somewhere.

THERE ARE many causes of failure—the series of articles dealing with actual instances and beginning this week will be found valuable reading for everybody.

WHEN the war is over it will be found that the men who kept a bold front, who advertised as usual and who maintained their reputation for honesty and quality, will be the men to first feel the beating of the pulse of good times.

"IT IS unfortunate," says The Credit Mens' Journal referring to the failure of the National Railway Association, "that consumers allow themselves to be induced to subscribe to such ventures. For every one that has made a success in this country there are three that have been absolute failures, and in the vast majority of cases the creditors, as well as the small shareholders, are heavy sufferers."

# The Business Outlook for the New Year

Record for 15 Years Back — The Process of Expansion and Contraction — A Good Index of Conditions — Continuance of Present Policy Will Result in Easy Money at Close of the War.

By John Appleton, Editor Financial Post.

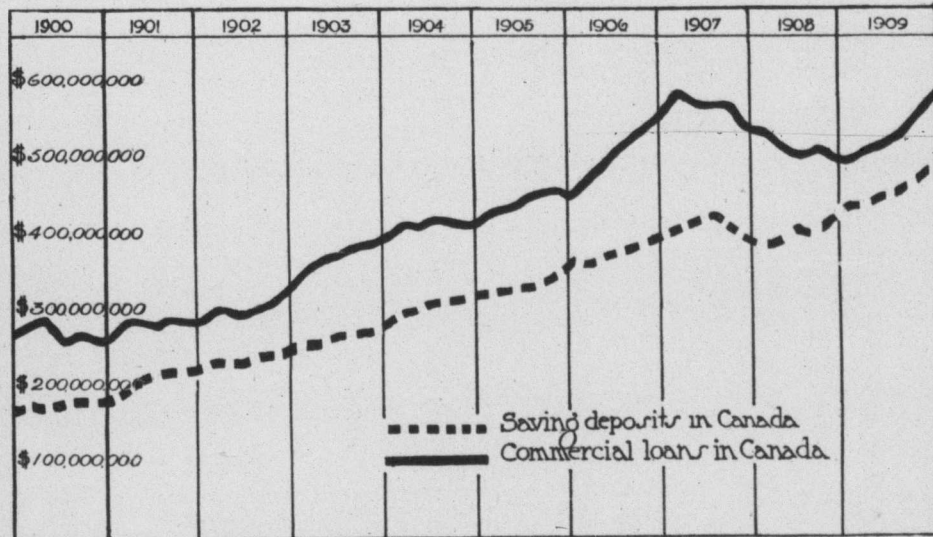
Experience over a long period of years tells us that expansion in business advances money rates and the yield on securities. Banks are anxious to get all the benefit possible from advanced rates and the depositors also wish to gain some advantage. As a result the chief resources of the banks, namely, savings deposits tend to expand unduly. There comes an end to such a process of course and it sometimes happens that that end is a panic. The result is a great reduction in loans and ultimately an increase in savings deposits. When this process of reconstruction is complete money is plentiful and the assets throughout the country have been reduced to as liquid form as is possible. Only then can bankers or business men look forward to normal business conditions.

on the part of those profiting by production and who are consuming less than they produce or are spending less than they are receiving—in other words, living well within their means.

There is every indication that money for non-speculative commercial purposes in Canada will be available in large quantities during 1915. A year ago the Financial Post pointed out that there could be no very definite improvement in business conditions in Canada until the beginning of 1915 for the reason that the banks had not at that time reduced their assets to a sufficiently liquid form to justify loan expansion.

The ratio of savings deposits to commercial loans is in our opinion the best index of business conditions that is available. A diagram brought up to date in

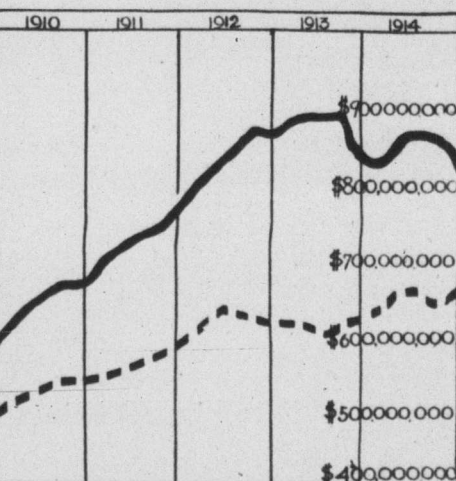
coupled with the higher prices that prevailed as a result of the European struggle, Canadian business would have remained on a normal basis and liquidation would not have been so severe. In the spring the outlook from a crop standpoint was very cheering but later drought destroyed hopes of an approximately normal yield. So bright were the farmers' prospects after seeding was done as to raise hopes of more general business ac-



It may be said without hesitation that at the present time the banks have reduced their assets generally to a liquid form and on the other hand depositors are returning to the banks with their money. Should the war end this spring it is very probable that the banks will be found to have plenty of money for commercial purposes of a legitimate character even though the loan market in Europe remains fairly stiff for some time. The war has done one good thing at least. It has accelerated the process of liquidation and at least so far it has not forced the depositor to withdraw savings for purposes of consumption. At any rate the withdrawals for the latter purpose are more than offset by the increased saving

this issue shows the variations in savings deposits and commercial loans since the beginning of the century. In periods of over-extension the two lines draw gradually apart until finally the process is overdone and the lines draw together under the process of liquidation and easing money rates. The Post believed a year ago that by the beginning of 1915 the reconstruction would be complete and money rates would be easy enough to justify a resumption of business on more active lines.

The war has, of course, made a very serious difference in the general business outlook. Another factor was the disappointing crop in the Western provinces. If the latter had been normal,



tivity and some expansion of loans actually took place. As soon as it was realized that the crop at best would be a light one, and the action of the money markets began to show signs of disturbance in European diplomatic circles contraction followed. Loans were decreased and deposits remained stationary for a time until the close of the year they showed a tendency to increase.

So long as war prevails it will be very difficult for business men to foresee what the course of business during the year will be. In our opinion, given normal crop conditions, business will remain dull but not to the same extent as during the later months of the year just closing. Our deposits will increase and in consequence the banks will be able to expand their loans. With uncertainty in the air they will not do this at the expense of their liquid position. They will not be content, nor is it desirable that they should be, unless they have approximately 25 cents in their till or vault for every dollar they owe to the public. We are in the position, and it is a relatively favorable one, of having resources of our own for taking

(Continued on page 41.)

# Situation in Saskatchewan Bearing on Credits

## War Legislation of Saskatchewan Government — Complicated Situation From the Standpoint of Wholesaler and Retailer.

Written for Canadian Grocer by Henry Lewis.

**A**T A TIME like the present, any action which seems likely to undermine credits is exceedingly serious. Some rather misunderstood legislation recently enacted by the provincial government of Saskatchewan, has, it is feared, a tendency to so upset trade equilibrium. As a result, retailers and wholesalers alike are considerably disturbed.

As has been indicated this enactment of the government, is rather less clearly understood than is the usual government measure—befogged as it customarily is with legal terms. It appears, however, that the government has itself to thank for a good deal of this misunderstanding. It also appears that while measures so far put into effect have only a limited bearing upon the retail and wholesale hardware, grocery, and dry goods men, the government has yet reserved unto itself rights, which, if enforced, will have a very decided bearing upon all doing business in this province.

The war legislation which has actually been passed by the Saskatchewan government has been summarized as follows:—

### War Legislation Saskatchewan.

**“Protecting Volunteers or Reservists Only.** No action for cancellation of agreements of sale of land, bond, mortgage, lien or other encumbrance affecting land to be taken until six months’ have expired for the date of the Proclamation, which was the 21st of October.

**“Protecting All Classes.** No action for cancellation of any contract or agreement for the sale of land shall be taken by a vendor except in a court of competent jurisdiction, but same can be determined by mutual agreement between the parties. (This took effect from the 1st of October.)

“On the 19th of November it was proclaimed that no personal property belonging to a debtor by virtue of a conditional sale, lien agreement or hire receipt shall during a period of six months’ from that date be seized or sold under a chattel mortgage or bill of sale intended to operate as a mortgage or under such conditional sale, lien agreement or hire receipt until the consent of the sheriff of the judicial district had been obtained; all seizures under the above must be made by the sheriff or his nominee; the sheriff shall be allowed discretionary powers to deal with the seizure in a manner to pre-

vent hardship and his decision shall be absolute.

“This applies to seizures made prior to the proclamation where the goods have not been sold.

“It is now an offence for any other party than the sheriff or his nominee to make such seizure, the penalty being a fine or imprisonment.”

### A Broad Hint.

This legislation, somewhat difficult as it is to understand, really has apparently little bearing for the retail and wholesale dealers. It treats largely of conditional sales, and so principally affects machinery companies, and to a certain extent flour concerns. The cause for uneasiness to the retailer and the wholesaler, therefore, is not what is written, but what the government very clearly indicates may be written. At the present time, in short, men doing business in Saskatchewan are under the surveillance of the government. An indication of this probably can best be given by quoting herewith a letter received by a Western wholesale house from the Department of Agriculture at Regina:—

Regina, Sask., Dec. 15, '14.

Dear Sir,—Mr. — has sent us copies of correspondence with your Company extending over the past two years. You are doubtless aware that the crop in the — district was practically a failure. On this account customers who usually pay promptly when the harvest is over have been unable this year to meet their obligations. Mr. —’s statement shows a good surplus and he has been building up a good business and would no doubt put your account in good shape this fall if the crop had been normal.

As, no doubt, you are aware the Government of Saskatchewan have lately passed an act to give protection to the farmers against harsh treatment from their creditors. We find also that it is necessary to give protection to merchants who are endeavoring to exercise leniency with their customers and while of course the Act was not framed with the intention of intervening between wholesale and retail houses it is so framed that it can be extended at any time to cover all business transactions or any individual case. We however, feel satisfied that is only necessary to place the matter before the wholesale creditors in order to get right treatment for the merchants who

are at the present time unable through stress of circumstances to help themselves.

Signed (F. H. Auld),  
Secretary.

### Wholesalers and Retailers Anxious.

Notice, in this letter, the statement that the government has an act so framed that “it can be extended at any time to cover all business transactions.” It is no little wonder the wholesalers are nervous? But it appears that the wholesalers have only cause for fear because there is in the first place great ground for fear on the part of the retailers.

Notice the first sentence of this letter from the department of agriculture. Mr. — has sent the government correspondence from the wholesale house. This indicates pretty clearly, that, as in other cases, the government has first received word from a farmer, that, Mr. — is pressing for collection, which the farmer claims to be unable to make. The agricultural department then writes the dealer, suggesting that he cease his efforts to make collection. The dealer then writes the government stating that it is up to them to make the wholesaler cease pressing for their collection. Hence comes the letter from the government to the wholesaler.

As far as can be learned, there is not at the present time anything actually in the act which prevents a retailer from pressing for collections. If a merchant, say in Maple Creek, feels that John Doe, farmer, should make payment of the account which he has been running for the past year, he can issue a writ against John Doe. John Doe, however, can write the government complaining of his crop, and so the whole matter can be stopped by such letters as the one quoted above.

There is another point in this letter from the department of agriculture—and it should be stated here that this letter is not a single instance of the government’s action, several such have been received by wholesale dealers, and from what can be learned a number of retailers have received similar missives. It is stated that Mr. —’s statement shows a good business. It is of course a question here as to who should be the judge of this. The thoughtful retailer will realize the necessity of a careful estimate of stability. It is the competition from men on the verge of bankruptcy which is mostly



feared by dealers. In very many cases it is these men who inaugurate the price shattering sales.

#### How It Would Affect Business.

In this connection perhaps may be properly instanced legal proceedings now under way in Alberta. A certain merchant in that province now stands committed for trial upon a charge of issuing a false statement with the object of thus securing greater credit. He is shortly to be tried before the supreme court. He recently made an assignment, and it was following this that information was received which lead the Canadian Credit Men's Trust Association of Calgary to take proceedings.

What will be the result of this case, is as yet uncertain. But leaving this for the time, and supposing that some dealer had got an extension of credit by means of issuing a false statement, it will be readily seen that thus he would have staved off bankruptcy, and would in this way, have prolonged competition for the other local dealers—would have prolonged what almost certainly would be the meanest kind of competition.

Such examples and possible examples as this, indicate very clearly that it is to the dealer's interest to have the question of surplus which a report may show, very clearly understood, and carefully investigated. It is a question if wholesalers or retailers either will be prepared to take the decision of the department of agriculture of the Saskatchewan government as to the reliability of any individual or firm.

#### Privilege Given the Farmer.

This briefly then is the situation as it stands at present. Exclusive of the machinery lines, it looks from the Act as if a dealer may take what steps he thinks best to secure payment of his account. The farmer, however, can appeal to the government, and the government may then suggest that the retailer cease to press for collection, and may also suggest that the wholesaler also cease to press the retailer for collection. With both suggestions, of course, the government indicates that if there is failure to comply, there is vested in the government power to compel such compliance.

It is an exceedingly interesting state of affairs. It is a state of affairs which will have a tendency to make wholesaler and retailer alike take steps towards putting their business, in future, as far as possible, on a cash basis. But while the cash basis may be the wish of many business men, it is yet somewhat doubtful if such forcing measures toward this end, as those now being practised are in the interest of the whole community.

Seemingly the government does not want to come out and pass a moratorium for the reason that this would certainly hurt the province's credit abroad. Ret

they do appear desirous of taking unto themselves powers which will produce some of the results which would be secured by a moratorium. So far it does not seem that any great harm has resulted from this ace-up-the-

sleeve policy of the Government. Nevertheless, it is a subject of vital interest to all dealing in this great Western province. It is a subject which retailers, wholesalers, brokers, and manufacturers alike, may well study.

## New Maple Sugar Regulations

### Exact Wording Taken From Amendment to The Adulteration Act—Syrup and Sugar Cannot Be Sold as "Maple" After January 1 Unless They Are Pure—Same Applies to Honey.

In view of the receipt of a number of letters from readers in reference to the new maple regulations, Canadian Grocer, feels that the presentation of the exact wording of the regulations from the Amendment to the Adulteration Act, assented to on the 12th of June last, will be of particular interest to everyone. These regulations appear herewith:—

"No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule of this Act or, if such standard is changed by the Governor-in-Council, to such standard as the Governor-in-council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"The word "maple" shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself, which is or which resembles maple sugar or maple syrup, and no package containing any article of food itself, which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe, it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act.

"The word "honey" shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on any package containing any article of food which is or which resembles honey and which is not pure honey made by bees, and no package containing any article of food which is not pure honey shall be labelled or marked in such a manner as is likely

to make persons believe it is pure honey, and any article of food labelled or marked in violation of this section shall be deemed to be adulterated within the meaning of this Act.

"The provisions of this section shall not apply to any syrup or compound manufactured and sold for medical purposes only.

"This Act shall come into force on the first day of January, 1915."

Some of our readers have been under the impression that the new regulations do not come into effect, so far as the retail sale of maple products are concerned, until the 1st of January, 1916. It will be seen however, from the last paragraph of the above Act, that this is not the case. When this paragraph is taken in conjunction with the first it will be noted that no person shall keep for sale, as well as manufacture for sale, maple sugar or maple syrup, any sugar or syrup which is not pure. The question has also arisen, as to whether the retailer would be liable if he sold his compound syrup and sugar after January 1, providing he did not use the word "maple" on the label, or sell it as "maple" sugar or syrup in any way.

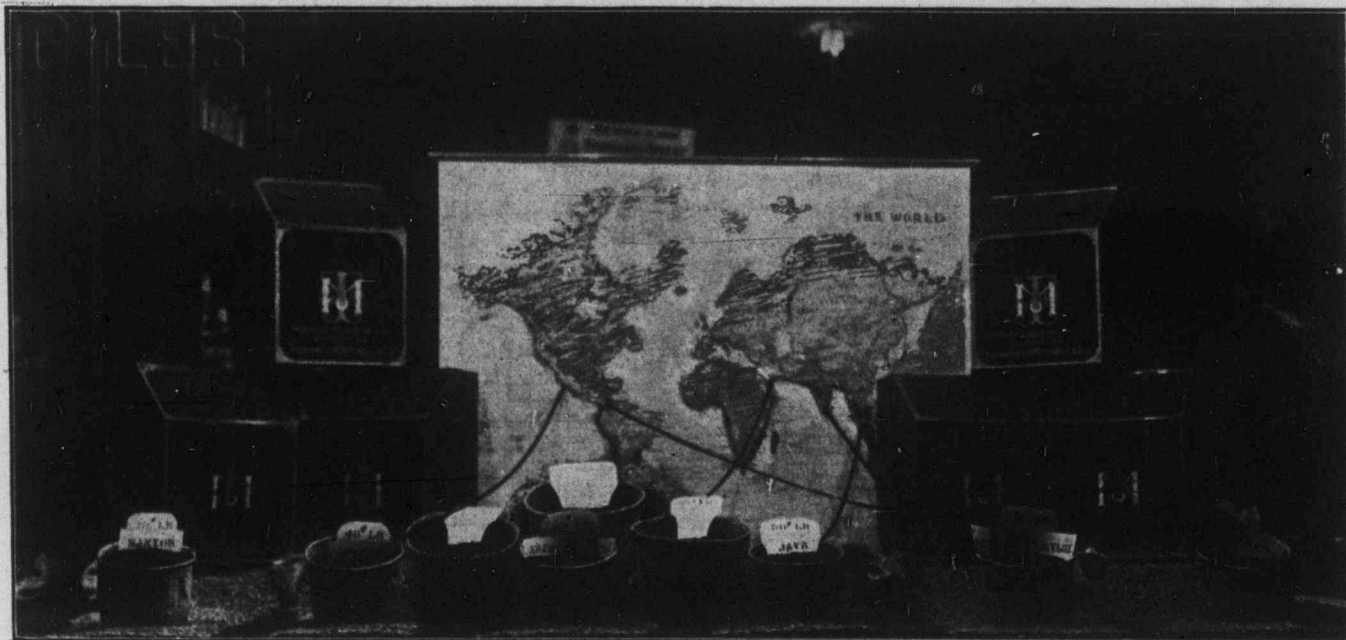
Our interpretation of the Act, is that the goods could be sold so long as they were not sold as "Maple" products, either pure or compound.

The same applies to honey. After Jan. 1, no honey, unless it is absolutely pure, can be sold under the name of "honey," either pure or compound.

#### SHOULD HAVE BEEN "PREMIUM."

In the advertisement of the Swift Canadian Company, Toronto, which appeared on the outside back cover of last week's issue, there was a typographical error in the name of the brand of this company.

"Premier" hams and bacon should have read "Premium" hams and bacon. This brand name "Premium" is, of course, familiar to the Canadian trade, and our readers will no doubt already have read the advertisement aright.



AN ORIGINAL COFFEE WINDOW TRIM—Ribbons run from the various samples of coffee to the points on the map of the world from which those samples came.

## How Much Coffee Do You Sell Annually?

Consumption Per Capita in Canada is About 2 Pounds—Do You Get Your Share?—Retailer Tells the Story of How He First Realized the Future in Coffee and the Methods He Used to Build Up Sales.

“**H**OW have I built up my coffee trade?” repeated a retail dealer the other day to a query put to him by Canadian Grocer. “First,” he replied, “let me tell you how I came to realize the importance of featuring coffee in the store. Some months ago a coffee salesman was endeavoring to interest me in purchasing more coffee than usual. I balked, because, as I pointed out, it would be suicidal for me to stock more than I could possibly sell in a given time.

“‘But,’ he added, ‘I know you are only selling so many pounds a month, yet the people of Canada are drinking on the average much more than you are selling to your customers—isn’t there an opportunity there for more business?’

“He drew a book from his pocket presenting these figures: In the fiscal year ending March 31, 1911, the importations of coffee into Canada amounted to 11,064,059 pounds. During the year ending March 31, 1913, these figures went up to 15,651,674 pounds, or an increase of 41½ per cent. Then, again, at the end of March of the year 1914 they advanced to more than 17,000,000 pounds. In one year you see the in-

crease was almost a million and a half pounds.

### More Business Available.

“That made me think—here I was with 200 customers, with families averaging four to five possible coffee drinkers, and only selling about 35 pounds per month. With eight million people in Canada the consumption per capita during the last fiscal year was more than two pounds. Yet my 200 families, representing some 800 persons at least, were buying but 35 pounds a month, or 420 pounds in a year, when they should have been consuming at least 1,600 pounds. Somebody, I argued with myself, was getting more than his share of the increased sales in coffee, and I made up my mind to be among the ‘somebodies’ during the year to come.”

Here he paused and, taking Canadian Grocer representative by the arm, led him over to the centre of the store, where stood a handsome piece of furniture—a coffee mill. He dropped in some coffee beans, touched a button, and away went the machine. In a moment the store was permeated with the pleasant aroma of freshly-ground coffee.

“What a pleasant odor,” remarked a

customer who was being served at the counter. “How much is the coffee a pound? I believe I’ll take some home with me.”

The clerk politely answered her question, added a few words about the coffee, and made the sale.

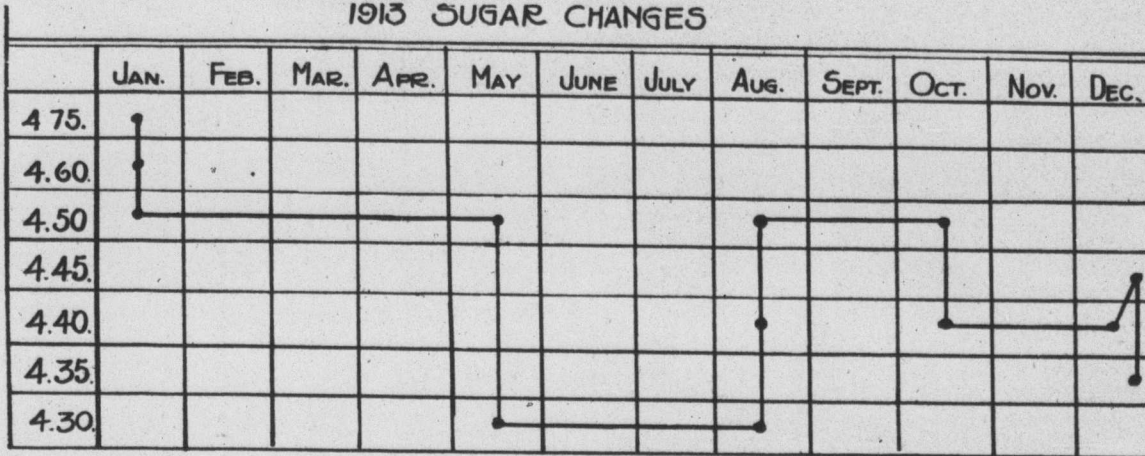
“I only wish I could get all my customers to do their shopping in person,” whispered the grocer, “instead of over the phone—I know I could sell them more coffee and a good many other things extra as well.

“That is one of the chief methods,” he added, and pointed to the coffee mill, “we have used for increasing our sales. During November we sold 75 pounds, more than doubling our usual sales. The figures of that salesman opened my eyes to the realization that if I were not selling my customers at the rate of two pounds each per year I was that much behind the times. I recognized that I wasn’t giving my customers service from the coffee standpoint, and determined to make an effective change. In the first place, I bought a better coffee and the grinder you see. I also stock a couple of superior brands

(Continued on page 41.)

# Sugar Changes of the Past Two Years

1913 SUGAR CHANGES



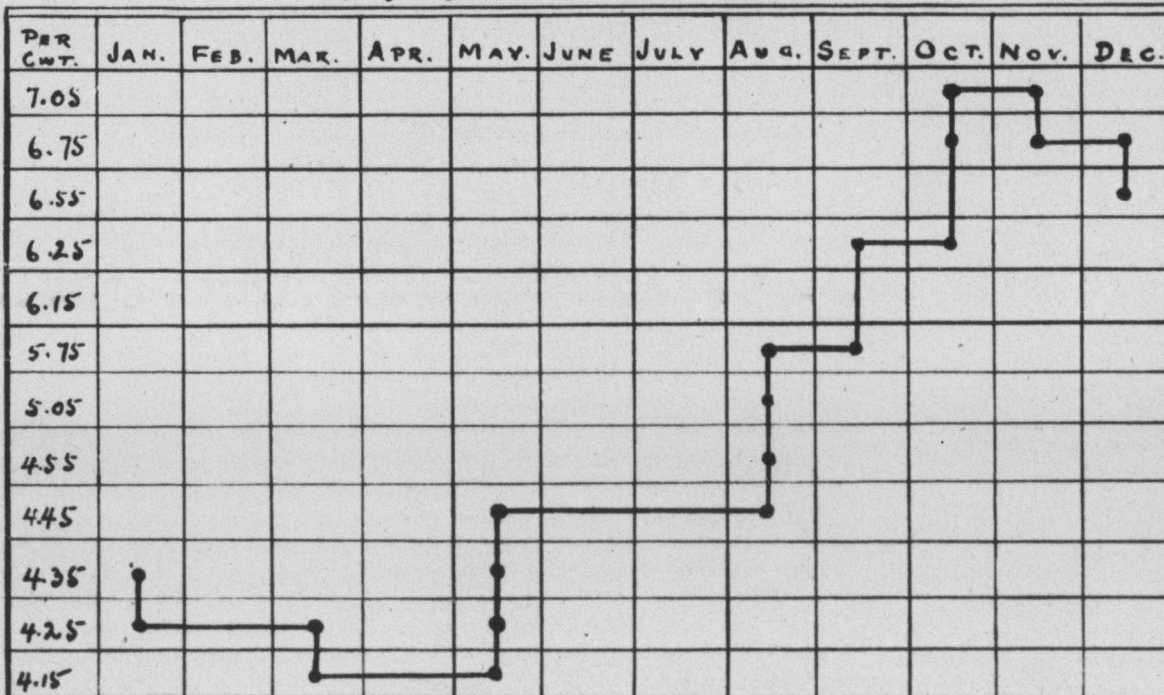
The changes in sugar on the Montreal market during 1913 are shown by this chart. The high price was \$4.75, and the low \$4.30.

NINETEEN hundred and fourteen will be remembered as a year of unprecedented activity in sugar, in so far as the last generation is concerned. The accompanying charts, showing the ups and downs of the market during the past two years, picture concisely a wide diversity of action. While in 1913 sugar did not go above \$4.75 a hundred, Montreal refined, on the Montreal market, in 1914, the top price reached was 7.05 cents. Had it not been, however, for the interruption of normal conditions by the European conflagration, we undoubtedly would have seen a year of exceedingly cheap sugar. As it happened, the past twelvemonth presents a record, showing the lowest and highest sugar in many years. In January last it opened at 4.35 cents, but on the second day of the month drop to 4.25. Again in March it went down to \$4.15, which was probably the lowest price that refined cane sugar ever reached on the Montreal market.

When the war broke out in August sugar was only \$4.45 per hundred. The first few shots fired sent values up 10 cents on the hundred, and then the market ascended with a celerity never before experienced in modern times. From 4.45 cents it never rested until the high mark, 7.05, was attained. That was about the 20th of October, and since then three declines have occurred totalling 75 cents, making the price at the end of the year \$6.30. In 1911 sugar reached the highest point in 22 years, which was \$5.85 on the Montreal market. The present price, minus the war tax of 70 cents imposed by the Government in August, is \$5.60, which is below the 1911 high figure. In the 1914 chart the advances during the war are the top figures in Montreal refined. One of the refineries did not make all the advances at same time as the other.

Just what the future will bring forth in sugar is difficult to say, but from the conditions existing to-day, as we see them, it would appear that there is a weaker market in sight for Canada just as soon as the refiners have converted their stocks of high-priced raws into refined. The decline of 25 cents on Monday bears out this contention. What will eventually take place no one can tell. Much depends upon the duration of the war and the course to be adopted by the large European beet growers in 1915. Time alone will tell.

1914 SUGAR CHANGES.



This chart shows the long climb made by sugar from January, 1914, to November, following which came declines. Since this cut was made sugar went down again 25 cents, making the price at the end of the year \$6.30, Montreal refined.

## Value of the Dealer's Co-operation

The MacLean Publishing Co.,  
143 University Avenue,  
Toronto, Ont.

Gentlemen:—

We are in receipt of your circular:—"ARE YOUR GOODS HANDLED OR SOLD," also the article headed "IGNORING THE RETAIL MERCHANT."

Beg to advise that the experience of the Parsons & Parsons Canadian Co. has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Co. that it is necessary to interest the Retail Merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when you offer and give the Trade a satisfactory article and stand back of it in every way, you are bound to obtain results.

Wishing your publication greater success for 1915, we are,

THE PARSONS & PARSONS CANADIAN CO.,

*H. F. Baldwin, Gen. Mgr.*

Hamilton, Ontario, Dec. 17th, 1914.

HFB | AM.



## The Clerks' Page



### THE ENCYCLOPEDIA

#### THE MAKING OF BEET SUGAR.

**I**N A RECENT communication to Canadian Grocer from an Ontario reader the question was asked how beet sugar was manufactured. The following has been given on the subject by a Canadian manufacturer:—

“The beets upon arrival, are unloaded to the sheds. The wagon and rail sheds to our factory have a capacity of 10,000 tons; our river sheds hold 1,500 tons. From the sheds the beets are flumed by water into the factory, and on the way, are separated as well as possible from the weeds and all adhering soil. The beets are then raised by a large revolving wheel to the washer, where they are thoroughly cleaned, and are then carried to the automatic scale for weighing, thence are dumped into the slicing machines. The richer the beets are in sugar, the finer they are sliced. The sliced particles are called Cossettes, and are carried along the belt conveyor to the diffusion batteries, where the sugar juice is extracted by the action of warm water. From the batteries, the juice is carried to the measuring tank, and is there tested for specific gravity.

“The residue of the battery is the exhausted beet pulp. This is carried to an adjoining factory and there cut up in small particles, dried, and is sold in 100 lb. bags as a food for cattle, especially adaptable for milch cows.

“The juice from the measuring tank is pumped through re-heaters to the first carbonation, where from 2 per cent. to 3 per cent. of milk of lime is added for clarifying, which is precipitated by means of carbonic acid gas. The lime is burned in the company's own lime kilns, and the escaped gas is drawn off by means of pumps and forced back to the mixture of juice and lime. This mixture is treated with carbonic acid until the filter shows a .1 per cent. solution. The juice is heated to 90 degrees and forced by a pressure pump through filter presses, where it is separated from all precipitated matter, and then runs by its own gravity to the second carbonation station. The contents of the filter press are dumped into a conveyor below, mixed with water and

discharged into a settling basin, where the heavy precipitates sink to the bottom. This by-product is now being dried, and is sold as a carbonate of lime, quite a demand for it being worked up, as it is recommended for sweetening the land.

“In the second carbonation, a small amount of lime is added; carbonic acid gas is forced into the juice until the filtered sample shows .03 per cent. of lime. After this, the juices are heated to a boiling point, and pumped through another filter press station where they are separated from all sediments, the clear juice collected in a special tank and pumped from there to the sulphur station. In the latter, the juice is treated with sulphurous acid obtained by burning rolled sulphur until a sample shows only a trace of free lime in solution. After heating up to boiling point, the juice is filtered for the third time through pravity filters. The clear juice collected goes into the evaporating station, where it is concentrated from a ten per cent. solution to a fifty per cent. one. It is now called “thick juice” and is filtered again and treated with sulphurous acid if found to contain too much free lime.

“The thick juice is stored in special tanks and drawn into the vacuum pan. There it is concentrated until the sugar crystals begin to appear. These crystals, small at first, grow by addition of fresh quantities of thick juice until the contents of the vacuum pan do not allow any fresh addition of juice.

“From the pan the mass, consisting now of sugar crystals and syrup, is discharged into a mixer, where it is kept in motion by a revolving shaft with arms. This is done to prevent hardening of the mass. From the mixer, the charge goes

into centrifugal machines, and the crystals are separated from the surrounding syrup by centrifugal force. To remove however, all the syrup from the crystals, it is necessary to wash them with sufficient quantity of water. After this operation the sugar is obtained in white crystals which contain yet about 2½ per cent. of water. This is removed in the granulation stage through which the sugar has to pass by means of steam heating and a big exhaust fan to draw off the moist air. After leaving the granulator, the sugar is ready to be packed in barrels or bags and sent to the market, and is 100 per cent. pure.

“The syrup separated in the centrifugal machines is concentrated in a special vacuum pan and put into crystallizers which are large iron cylinders with a revolving shaft and arms to keep the mass always in motion. After two or three days in the crystallizers, the contents are discharged into a mixer for the second mass, and thence into special centrifugal machines where the second or brown sugar is separated from the surrounding syrup, now called molasses. This brown sugar is dissolved in hot water or in hot sulphur juice to liquors of about 50 per cent. sugar, then filtered and united with the thick juice obtained in the former operation, and sent to the first vacuum pan to be there boiled into sugar.

“The molasses is run into an additional plant, and by a special process, 90 per cent. of sugar is extracted. The by-product in the form of mother liquor, is sold to fertilizer factories, and if the price of potash is fair, this mother liquor can be burned directly into potash. Potash is a very scarce article since the war, therefore the quantity we are turning out is quite a boon to the fertilizer people of Canada.

“One thousand tons of beets are sliced every 24 hours, and 300 men are employed.”

#### WELL WORTH THE PRICE.

Canadian Grocer:  
Dear Sirs,—Your paper is well worth the price, and we are pleased to renew for another year.

THE TWO BARKERS,  
New Glasgow, N.S.

#### A GREAT HELP.

Canadian Grocer:  
Dear Sirs,—Please pardon delay, due to sickness in my family. It gives me much pleasure to send cheque for Canadian Grocer, which is a great help to me.

W. E. McMANN,  
104 Major St., Toronto.

A news despatch sent out from Raymond, Alta., states that the Knight Sugar Co. of that town has decided to remove its plant to some point in the United States. The reason given is the apathy shown by the farmers of the district to the matter of providing the necessary raw material.



## Current News



### Quebec and Maritime Provinces.

E. H. Duval has registered in Quebec City as a grocer.

Miles Spencer, grocer, Marysville, N.B., sustained a fire loss recently.

Arrangements are being made to form a branch of the Retail Merchants' Association in Fredericton, N.B. Secretary Cameron, of the New Brunswick body, has been in Fredericton making the preliminary arrangements.

J. Langevin, a Montreal grocer, who keeps a store on St. Lawrence Boulevard, had a visitor during the Christmas trade who produced a revolver while he had his back turned in the act of placing a box on a shelf and demanded that he put up his hands and deliver over his money without delay. The grocer, thus faced, wisely backed up a little and the visitor made a grab for the contents of the cash register, and then made a hasty exit. The hold-up man got away with about ten dollars, but fortunately for Mr. Langevin he overlooked a couple of hundred dollars more which were in a back compartment of the register.

### Ontario.

Wm. Leith, grocer, Caledonia, Ont., sustained a fire loss recently.

Miss Elizabeth McLachlan and J. R. Hareus, two Orangeville, Ont., grocers, sustained fire losses recently.

J. B. Jardine & Sons, general merchants, Carleton Place, Ont., sustained a fire loss recently—partially insured.

P. L. Campbell, general merchant in Orton, Ont., met with a peculiar and painful accident recently. While feeding his hens he stooped down to stir the feed, when a hen picked him on the sight of one eye, lacerating the eyeball. He is at present confined to the house under the doctor's care.

The soldiers of the Eighteenth Battalion, under quarantine at the Fair Grounds, London, Ont., received a fine Christmas gift from A. M. Smith & Co., wholesale grocers, in the shape of four cases of maple syrup, 25 cases of tomatoes, 12 dozen cases of pickles, 2 cases of grape juice, 4 cases of marmalade and 3 cases of rolled barley.

Peter Couse, an old St. Thomas, Ont., merchant, died recently, aged 94 years. Mr. Couse came to Elgin County from the United States when about 20 years of age, and engaged in farming in Yarmouth Township. Later he went to St. Thomas and engaged in the grocery business with his brother, but for many years had been living retired.

The following officers were elected at a recent meeting of Toronto Camp No. 1 of the Christian Commercial Travelers Association ("The Gideons")—President, A. F. Hines; vice-president, E. W. Allen; second vice-president, J. E. Chamberlain; secretary, G. P. Duffield; treasurer, S. W. Grant; chaplain, J. Burton; corresponding secretary, A. L. Forde. "The Gideons" have under their charge the placing of a Bible in

each bedroom of every hotel in the Dominion, and so far have furnished 18,000 Bibles in this way.

### Western Canada.

Stock of the estate of S. Korman, general merchant, Haskett, Man., has been sold to K. Korman.

The stock of the estate of L. Portigal, grocer and confectioner, Winnipeg, has been sold to Ethel Portigal.

A. & E. Lee have disposed of their general store business at Gwynne, Alta., to Mr. Millar, who takes possession of the store early in the New Year.

F. M. Black treasurer of P. Burns & Co., Limited, Calgary, was the speaker at a joint meeting of the United Commercial Travelers' Association and the Canadian Credit Men's Association on December 29, in Calgary, Alta. His subject was "The Responsibility of the Commercial Traveler and his Relation to the House."

Provincial Secretary F. E. Raymond, of the Saskatchewan Board of the Retail Merchants' Association of Canada, Inc., reports highly gratifying progress in the work of the association throughout the province, and that the prospects for the coming year are much better than expected. Although many merchants have gone out of business, the membership of the association will show little decrease owing to new members coming in.

The annual meeting of the North-west Commercial Travelers' Association of Canada was held recently in Winnipeg. The financial statement was presented, and was most satisfactory, showing a net increase for the year in assets amounting to \$50,739.30, this in spite of the business depression throughout the year and the consequent decrease in membership. The association is taking rank as one of the strong financial corporations in the West with total assets amounting to \$469,864.68, with valuable investments in the Western provinces. The following officers were elected for the year 1915:—President, Charles Horden; vice-presidents, J. M. Scott, S. C. Burton, representing Saskatchewan; G. S. Kellaway, Alberta; R. W. Clark, British Columbia; treasurer, L. C. McIntyre; secretary, Fred J. C. Cox.



At the staff dinner of the Canadian Cereal and Milling Co., Toronto, announced in last week's issue. From left to right: H. T. Jamieson, manager and receiver; H. C. Lowrey (Canadian Grocer); T. Tressam, Toronto sales manager; G. W. Lynn, salesman. Opposite side, from left to right: Wallace F. Baker, sales-promotion and advertising manager; Jno. Kennedy, assistant sales manager; W. Dunlop, flour salesman; J. Landry, window dresser; G. E. Hodgins, salesman, and J. Suitman, salesman.

# Sugar Drops Twenty-five Cents; Trade Quiet

Usual Year-end Slump Leaves Market Practically Featureless—  
Sugar Down Again to Catch What Trade is Going—Seedless and  
Seeded Raisins Are Up From First of Year—"Too Many Nuts."

Office of Publication, Dec. 31, 1914.

**T**HE feature of the market this week is the decline of 25 cents per hundred in sugar which was announced by the Montreal refiners on Monday. This makes a total decline of 75 cents since the high point of the market was reached in October and is a natural course following on the cheaper raws that have been so much referred to recently. Apart from the war-tax imposed by the Dominion Government in August, and which added 70 cents per hundred on to the price, sugar to-day is cheaper by 25 cents than the high point reached in 1911 which at that time was the highest price for sugar for 22 years previously. And to-day we are in the midst of a great war. Just what the future is for sugar is difficult to say, but the trade is looking for further declines before the bottom has been reached. After that, the future of the market depends on the length of the war and the attitude of European beet-growers. If, as has been asserted, the German Government is going to demand that grain be produced next season in preference to sugar beets, that is bound to have a big effect. But we shall have to await circumstances.

In the big markets after all, there was a scarcity of Turkeys for the Christmas trade. The farmer from all accounts fooled the big dealers who had anticipated cheap turkeys prior to the great holiday. A few weeks ago turkey could be bought on the wholesale markets at around 14 and 15 cents per pound. It was thought these prices would be maintained and they probably would have been, had the Canadian farmer been content to market his flock in Canada. But apparently United States buyers appeared on the scene in many districts—at least in Ontario—and offered three or four cents more and got the birds. This was one of the chief reasons why there were so few turkeys on the market on Christmas eve and why prices were so high. Another reason undoubtedly was the condition of the roads the week prior to Christmas.

It is significant that this week sees a reduction in the price of new-laid eggs for the first time since the high prices were reached. Both on the Montreal and Toronto markets declines occurred of about five cents. Can it be that the Canadian hen sees the finish of the cold weather and has already commenced her spring work of laying fresh eggs?

Wholesale and retail business is seasonably quiet. This is only natural. Wholesalers are into the annual stock-taking operations, anticipating the quiet period, and retailers will soon be following suit. If it be true, as a prominent financial man said this week, that money is easing up and will be much easier by the end of the war, the future can be looked forward to with much greater confidence.

## QUEBEC MARKETS.

Montreal, December 31.—Christmas has passed. Retail merchants prepared as usual for the rush on luxuries, and it is probable that some were a little surprised at the demand. There may have been exceptions, but the majority of retailers seen in this city expressed satisfaction with the amount of business that came to them. It seemed as though the public suddenly forgot to be careful, and came with a rush for the luxuries they had been accustomed to at this festive season.

The wholesale trade seems to have no qualms regarding business in January and February. They argue that the retail trade have been buying exceedingly

careful right up to Christmas, and must continue to buy so at least, in order to remain in business, for none are carrying large stocks.

Some disappointment was felt at the non-arrival of new shelled walnuts; at least, of the bulk of these nuts. What will happen now to this market is hard to say. The popular opinion seems to be that nuts will be cheap. The same might apply to dried fruits, but there are several lines which are expected to remain firm, principally currants, dates and Sultanas. The common impression was that a big drop would take place immediately after the holidays. A certain New York house thinks differently.

Just now the wholesalers, commission

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Dearer flour talked of.  
Feeds still active.  
Rolled oats slow but sure.

#### PRODUCE AND PROVISIONS—

Dearer storage eggs expected.  
Shortage in turkeys.  
Cheese and butter both firm.  
New laids quoted lower.

#### FRUIT AND VEGETABLES—

Apples continue firm.  
Big sales of oranges.  
Cranberries up a little.  
Cauliflowers temporarily up.  
Hothouse tomatoes scarce.

#### FISH AND OYSTERS—

Only one fish day this week.  
Some frozen lines scarce.  
Frozen lake fish plentiful.  
Early Lent will help in 1915.

#### GENERAL GROCERIES—

Sugar drops 25c cwt.  
Tea market still firm.  
Split peas still hard to get.  
Few walnuts arrived for Xmas.  
Dates and currants remain firm.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Much better export trade.  
Good demand for feeds.  
Brisk demand in cereals.

#### PRODUCE AND PROVISIONS—

New laids down.  
Storage eggs higher.  
No poultry at all.

#### FRUITS AND VEGETABLES—

Navel down again.  
Apples firm; advancing.  
Cauliflower good seller.  
Cranberries are higher.

#### FISH AND OYSTERS—

Smelts are scarce.  
No fish day this week.  
Oysters move slowly.  
"Fisherman's luck."

#### GENERAL GROCERIES—

The decline in sugar.  
A glut of walnuts.  
Currants firmer.  
Raisins up for New Year.

agents, and retailers, are taking stock. Some interesting discoveries will probably be made which will guide them in their buying during the coming year.

The feature of this week's market is without doubt the drop of 25c in the price of sugar. Business at this time of the year is quiet, and is not likely to be stimulated by this action on the part of the refiners. The general public will be more interested in the drop than the retailer.

**SUGAR.**—Montreal refiners have to-day announced a reduction of 25 points in the price of sugar. The announcement came simultaneously from both companies and is effective in Eastern Canada; there is no change yet announced for Winnipeg. The announce-

# CANADIAN GROCER

ment coming from both of the big concerns at the same time gives no opportunity for speculation as to which is first running short of high cost raws—for the decline certainly indicates that cheaper raw material is now being ground. Demand is quiet. In fact, it would appear that the decline is likely to kill off rather than stimulate the little interest which was beginning to be revived after several months of unusual quietness. It is usually noticed that a falling market does not stimulate interest unless there is an indication that the bottom has been reached and the present situation does not lead to this belief.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6.30
20 lb. bags	6.40
2 and 5-lb. cartons	6.60
Yellow Sugars—	
No. 3	6.15
No. 1	5.90
Extra Ground Sugars—	
Barrels	6.70
50 lb. boxes	6.90
25 lb. boxes	7.10
Powdered Sugars—	
Barrels	6.50
50 lb. boxes	6.70
25 lb. boxes	6.90
Paris Lump—	
100 lb. boxes	7.05
50 lb. boxes	7.15
25 lb. boxes	7.35
Crystal Diamonds—	
Barrels	6.95
100 lb. boxes	7.05
50 lb. boxes	7.15
25 lb. boxes	7.35
Cartons and half cartons	7.80
Crystal Dominoes, cartons	7.90

**TEA.**—Cable advices from London state that there is no sign yet of a come down in prices, and no weakening is looked for. London was looking for a decline, but has changed its mind. In Montreal things are very quiet, nobody seeming disposed to buy, and few very anxious to sell.

**DRIED FRUITS.**—Quietness prevails in this market following the excitement of the three weeks preceding the holidays. Grocers have done fairly well and will, without doubt, have to do considerable buying before long. Nobody bought, as they have done in other years, being content to handle small quantities. It follows that this careful buying will continue after the holidays. While Valencia raisins are cheaper than a week ago, they are still good property and the market is firm. The price is down three shillings per cwt. Few Sultana raisins are available, even now. Wholesalers were asked prohibitive prices before Christmas. They can now be secured by the wholesale trade for 10½¢, which is 2½¢ lower than pre-Xmas quotations. Few figs are left in first hands, and should be good to hold; yet reports insist that the consumer is not buying figs. Some of the trade are confidently expecting a drop in dates after the first of the year, yet a large New York firm declare they will be fooled, as the situation does not warrant a drop owing to small stocks in New York and London. Dates, they add, are the strongest of anything on the

market, and have been selling well. Currents remain firm and if prices are lower, the decline will not be heavy.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0.08½	0.09
Apricots	0.12½	0.15
Nectarines, choice	0.11	0.13
Peaches, choice	0.08½	0.09
Pears, choice	0.13	0.15
DRIED FRUITS.		
<b>Candied Peels—</b>		
Citron	0.19	0.20
Lemon	0.12½	0.13
Orange	0.12½	0.13
<b>Currants—</b>		
Amalias, loose	0.07½	0.08
Amalias, 1-lb. pkgs.	0.08½	0.09
Filiatras, fine, loose, new	0.07½	0.08
Filiatras, packages, new	0.08½	0.09
<b>Dates—</b>		
Dromedary, package stock, per pkg.	0.08½	0.12
Faris, choicest	0.12	0.12
Hallowee, loose	0.07½	0.08
Hallowee, 1-lb. pkgs.	0.08½	0.09
<b>Figs—</b>		
8 crown, 12 lb. boxes, fancy, layer, lb.	0.15	0.15
7 crown, 12 lb. boxes, fancy, layer, lb.	0.14½	0.14
6 crown, 12 lb. boxes, fancy, layer, lb.	0.14	0.14
16 oz. glove boxes, box	0.13	0.13
<b>Prunes—</b>		
30 to 40, in 25-lb. boxes, faced	0.14	0.14
40 to 50, in 25-lb. boxes, faced	0.13	0.13
50 to 60, in 25-lb. boxes, faced	0.12	0.12
60 to 70, in 25-lb. boxes, faced	0.11½	0.11½
70 to 80, in 25-lb. boxes, faced	0.10½	0.10½
80 to 90, in 25-lb. boxes, faced	0.10	0.10
90 to 100, in 25-lb. boxes, faced	0.09½	0.09½
<b>Raisins—</b>		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3.60	3.60
Muscata, loose, 3 crown, lb.	0.08½	0.13½
Sultana, loose	0.11½	0.06
Valencia, new	0.06	0.11½
Seedless, 16 oz.	0.09	0.09
Seedless, 12 oz.	0.09	0.10
Seeded, 16 oz.	0.10	0.09½
Choice seeded, 16 oz.	0.09½	0.09½

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

**RICE.**—The market both here and on imported rice continues firm, with only a moderate amount of business passing.

	Per cwt.
<b>Rangoon Rices—</b>	
Rangoon "B"	3.60
"C.C."	3.40
India bright	3.65
Lustre	3.75
Polished	5.25
Pearl	5.35
<b>Fancy Rices—</b>	
Imperial Glace	5.65
Sparkle	5.85
Crystal	5.85
Ice drips	6.20
Snow	6.05
Carolina head	7.85

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

	Per lb.
<b>Imported Patna—</b>	
Bags, 224 lbs.	0.06 0.06½
Half bags, 112 lbs.	0.05½ 0.06
Quarter bags, 56 lbs.	0.05½ 0.06½
Velvet head Carolina	0.09½ 0.10½
Sago, brown	0.06 0.06½
<b>Tapoca—</b>	
Pearl, lb.	0.05½ 0.06
Seed, lb.	0.05½ 0.06

**MOLASSES.**—Buyers are still waiting for the opening of season, and little forward business is talked of. There is talk of molasses being offered at low figures for new crop, but it is much too speculative to attempt purchases. Montreal holders are expecting inquiries this month, believing that stocks are running low in the country. Stocks from Barbadoes will be later this year than last.

Prices for Island of Montreal.	
Barbadoes Molasses—	Choice.
Punchoons	.36
Barrels	.41
Half barrels	.43

For outside territories prices range about 3¢ lower per gallon than for deliveries, Island of Montreal.

Carload lots of 20 punchoons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		Per lb.
Barrels, per lb., 3½¢; ¼ bbls., 4¢; ½ bbls.	0.04½	0.04
Pails, 33½ lbs., \$1.95; 25 lbs.	1.45	2.65
Cases, 2 lb. tins, 2 doz. in case	2.65	3.90
Cases, 5 lb. tins, 1 doz. in case	3.90	2.85
Cases, 10 lb. tins, ¼ doz. in case	2.85	0.75
Cases, 20 lb. tins, ¼ doz. in case	0.75	1.00
Marle Syrups—		0.10
Pure, per 8¼ lb. tin	0.75	0.11
Pure, in 15 gal. kegs, 8¢ per lb., or per gal.	1.00	
Maple sugar, pure, per lb.	0.10	0.11

**COFFEE.**—There has not been sufficient business passing to give the market any decided trend, and conditions continue about the same as during the month past. Cocoa beans are cheap, and the market continues easy, but this is not expected to affect the price of package goods.

Coffee Roasted—			
Bogotas	0.26	0.30	
Jamaica	0.23	0.24	
Java	0.30	0.35	
Maricalbo	0.22	0.25	
Mexican	0.27	0.28	
Mocha	0.29	0.31	
Rio	0.17	0.20	
Santos	0.21	0.22	
Chicory, per lb.	0.10	0.12	

**NUTS.**—Unfortunately for the retailer, shelled walnuts did not arrive in large quantities in time for the Christmas trade. The Grampian, which reached St. John, N.B., on the 19th of December, took considerable time to unload, and by the time this had taken place, and the nuts were on the way, Christmas business had practically passed out. However, some nuts did arrive, and fortunate indeed were those who had them. Certain Montreal importers had not received supplies by the first of the year, and did not expect them until the second week in January. Of course, as soon as the turn of the year arrived, prices on these and other lines of nuts fell considerably. While the wholesaler was charged 47¢ for the Christmas trade, he can now buy around 30¢. As soon as these large supplies of shelled walnuts are nicely settled on this market, really cheap prices can be expected. Walnuts are being offered to-day in France for future delivery at very low rates.

Almonds, Tara	0.18
Grenobles, new	0.15½ 0.16½
Tarragonas, new	0.18½ 0.19½
Marbots, new	0.14 0.15
Shelled walnuts, new, per lb.	0.38
Walnuts, in shell	0.16
Shelled almonds, 28-lb. boxes, per lb.	0.43
Sicily filberts	0.14 0.15
Pecans, large	0.18
Almonds	0.21 0.22
Brazils, new	0.17
Peanuts, No. 1, 12½¢; No. 2	0.09½
Peanuts, No. 3	0.08½
Canadian chestnuts	0.12

**SPICES.**—China cassia is very low. Alleppy and Tellicherry peppers are now being offered in direct shipments from India at very moderate prices. However, freight rates are high, owing to the fact that Smyrna steamers have practically been withdrawn from cargo freighting, India to New York. During the past few months, the Food and Drug Department of the United States has been watching the percentage of stems in imported cloves, and have laid down a standard of five per cent., which must not be exceeded. Stems, of course, possess considerable strength, and make little difference in the ground weight.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0.14-0.18	0.60-0.70	0.70-0.80
Cassia	0.22-0.25	0.72-0.90	0.80-0.90
Cayenne pepper	0.30-0.35	1.02-1.15	1.10-1.25
Cloves	0.35-0.40	1.15-1.30	1.25-1.40
Cream tartar—50c.			
Ginger, Cochín	0.18-0.23	0.90-1.05	0.95-1.10
Ginger, Jamaica	0.22-0.25	0.90-1.05	0.95-1.10
Mace	0.85-1.10		
Nutmegs	0.30-0.35	1.02-1.20	1.10-1.25
Pepper, black	0.23-0.24	0.80-0.90	0.90-1.00
Pepper, white	0.32-0.33	1.05-1.10	1.1-1.20
Pastry spice	0.25-0.32	0.85-1.10	0.95-1.15



## CANADIAN GROCER

Pickling spice ..... 0 20-0 25    0 75-0 90    0 80-0 95  
Turmeric ..... 0 20-0 22

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

Cardamom seed, per lb., bulk .....	2 00	2 50
<b>Caraway—</b>		
Canadian .....	0 12	
Dutch .....	0 20	
Cinnamon, Ceylon, lb. ....	0 60	
Mustard seed, bulk .....	0 18	0 22
Celery seed, bulk .....	0 35	0 45
Cayenne chillies .....	0 25	0 30
Shredded cocoonut, in pails .....	0 20	0 25

**DRIED VEGETABLES.**—The split peas which were offered from the West Indies turned out to be of inferior quality, and local firms did not buy. The result is that prices are still around \$4.50, and little business is passing at this figure. Beans are selling at about the same figure. Good 3-lb. pickers can be secured for \$2.40 by the wholesale trade. Nearly all good peas are said to be in now, and it is still hard to secure good boilers, which are very necessary to the Quebec trade. Prices asked—\$2.45 to \$2.50—are high compared with what they were a year ago.

<b>Beans—</b>		
Hand picked, per bushel .....	2 85	
Canadian, white, per bushel .....	2 65	
Yellow, per bushel .....	3 25	
Yellow eyes, per bushel .....	3 25	
Lima, per lb. ....	0 08	0 08 1/4
Peas, Imperial green, per bushel .....	2 50	
Peas, white soup, per bushel .....	2 85	3 00
Barley, pot, per abg .....	3 50	
Barley, pearl .....	4 50	

### ONTARIO MARKETS.

Toronto, December 31.—There is little doing in grocery markets generally this week. It is the year-end period, between Christmas with all its rush and bustle, and New Year's with its readiness for new buying and new selling, old stocks having been cleaned out, and general stock taken. Right up to Christmas Eve wholesalers did a fair amount of trade, and although it was undeniably lower than last year it was better than many had expected. Moreover, as one wholesaler put it, it is better that retailers should have bought sparingly if they could only afford so to buy, rather than have spent a lot of money that they could not have paid, and which would have simply meant bad debts for wholesalers.

The outstanding happening of a more or less dull market was, of course, the drop of twenty-five cents in sugar. We said last week, "Sugar men invariably look for lower prices before they go higher," and that is what has happened. It is only two weeks since the last decline of 20 cents occurred. Verily sugar is on the toboggan for the present.

The feeling among the men on the Street with regard to conditions for next year is one of optimism. None of them are anxious to express themselves in exact terms, and indeed prognostications at such a time are foolish, but there is no doubt that when adversity comes it has the effect of spurring the wise men on to meet it and conquer it. Conditions will not help any. It is up to the man—not to circumstances. This is the feeling among wholesalers generally, and if it

is reflected in the retail trade 1915 will be a good year despite the undoubted handicaps at the outset.

The writer heard a distinctly interesting opinion expressed with regard to the decline in orders from the retailer, from a traveler for a wholesale house. He blamed the farmer. The farmer, he charges, does not bother to sell his wheat, and so he runs up a big debt with the retail grocer in the country. The retailer, carrying large credits, is therefore unable to give large orders to the wholesaler. There is doubtless something in it.

**SUGAR.**—The feature of this market, as indeed of all the markets this week is the decline of 25 cents. Doubtless it was partly a case of catching what business was going and putting out an attractive bait so to do. The quiet movement in sugar and the lower costing raws made the decline feasible at such a time. It was not anticipated by sugar men generally that it would happen just yet. It is only two weeks since the last decline which was 20 cents, and though it was felt that a further drop would happen along soon, it was not thought it would be immediate, because many refiners were working on higher priced raws. However, there ought to be more movement as a result of the drop.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	6 36
20 lb. bags .....	6 46
10 lb. bags .....	6 31
2 and 5-lb. cartons .....	6 65
Nova Scotia refined, 100-lb. bags .....	6 26
<b>Extra Ground Sugars—</b>	
Barrels .....	6 76
50 lb. boxes .....	6 94
25 lb. boxes .....	7 16
<b>Powdered Sugars—</b>	
Barrels .....	6 56
50 lb. boxes .....	6 76
25 lb. boxes .....	6 96
<b>Crystal Diamonds—</b>	
Barrels .....	7 11
100 lb. boxes .....	7 11
50 lb. boxes .....	7 21
<b>Paris Lumps—</b>	
100 lb. boxes .....	7 11
50 lb. boxes .....	7 21
25 lb. boxes .....	7 41
Cartons (20 to case) .....	7 65
Cartons (50 to case) .....	8 16
Crystal Dominoes, cartons .....	8 26
<b>Yellow Sugars—</b>	
No. 1 .....	5 96

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

**TEA.**—Local market remains firm all round. There is a much increased demand, and a decline in supply. Russia, for instance, is drinking more tea, and finds herself unable to buy in London. London and Colombo markets were closed this week, and will be closed next Tuesday too, on account of the week-ending propensity of many tea merchants. It is said that tea is being bought at Colombo despite the closed market. The same is said to apply to Calcutta. In view of the stringency at leading distributors centres, it is said that teas will be rushed forward from the primary markets immediately after the first of the year.

**DRIED FRUITS.**—The rebound from the extra spurt at Christmas is that a quiet week now till after stocktaking

time with the retailers. There is a fairly good demand for currants. Most other fruits are about average. The feature of the market is the advance in seeded and seedless raisins which will take effect from January 1st. It is a quarter of a cent. This is the action of the association in control. The 1913 crop is all disposed of, and that of 1914 was only normal. Christmas trade in most lines was good, though volume was below last year. But brisker business is looked for within a week or two.

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

**NUTS.**—There is little new. The walnuts and almonds which were delayed so long got to retailers in time for Christmas buying, though it was pretty late, and a number of them had decided to do without them. It is thought there are good supplies left in the hands of the supporters who are not able to handle them very advantageously. Brazils are firmer at prevailing prices, which, it will be remembered, showed a decline last week.

<b>In Shell—</b>		Per lb.
Almonds, Tarragona .....	0 17 1/4	0 20
Brazils, medium, new .....	0 11 1/4	0 12 1/4
Brazils, large, washed, new .....	0 13	0 15
Chestnuts, peck .....	1 75	2 00
Filberts, Sicily, new .....	0 13	0 14
Peanuts, Jumbos, roasted .....	0 12 1/4	0 13 1/4
Peanuts, hand-picked, roasted .....	0 10 1/4	0 11
Peanuts, fancy, roasted .....	0 09	0 10
Pecans .....	0 17	0 18
Walnuts, Grenoble .....	0 15	0 16
Walnuts, Bordeaux .....	0 11	0 12
Walnuts, Marbots .....	0 13	0 14
<b>Shelled—</b>		
Almonds .....	0 42	0 44
Filberts .....		0 35
Peanuts .....	0 10 1/4	0 11 1/4
Pecans .....	0 06	0 08
Walnuts .....	0 48	0 50

**SPICES.**—Trade has fallen off as was to be expected after Christmas, because spices are peculiarly a good line for Christmas, and have a really good sale then. Stocks are now pretty low though, and business should pick up after stock-taking. Herbs remain firm at ruling prices.

<b>Spices—</b>		Compound, per lb.	Pure, per lb.
Allspice, ground .....		0 10	0 15
Allspice, whole .....			0 15
Cassia, whole .....			0 21-0 22
Cassia, ground .....		0 14-0 16	0 21-0 22
Cinnamon, Batavia .....			0 36-0 40
Cloves, whole .....			0 36-0 38

# CANADIAN GROCER

Cloves, ground .....	0 15-0 22	0 25-0 35
Cream of tartar .....	0 25-0 35	....-0 40
Curry powder .....	....-0 35	....-0 35
Ginger, Cochlin .....	0 14-0 17	0 20-0 23
Ginger, Jamaica, ground .....	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole .....	....-0 27	....-0 27
Ginger, African, whole .....	....-0 16	....-0 16
Mace .....	0 80-1 05	....-0 105
Nutmegs, brown, 5/16, 3/32; 80's, 42's; 100's .....	....-0 30	....-0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins .....	....-0 50	....-0 50
Pastry spice .....	0 22-0 25	....-0 25
Peppers, black, ground .....	0 12-0 16	0 19-0 22
Peppers, black, whole .....	0 20-0 22	....-0 22
Peppers, white, ground .....	0 19-0 24	0 30-0 33
Peppers, white, whole .....	0 27-0 30	....-0 30
Pickling spice .....	0 15-0 15	....-0 15
Turmeric .....	0 18-0 20	....-0 20

**COFFEE.**—There is little change. The coffee market is very quiet, and there is not enough business over the year-end to give any character to it. Primary markets remain stationary, and quotations remain the same.

<b>Coffee—</b>		
Standard Old Govt. Java .....	0 36	0 38
Plantation Ceylon .....	0 32	0 34
Java .....	0 35	0 40
Arabian Mocha .....	0 33	0 36
Guatemala .....	0 30	0 32
Bucaramanga .....	0 30	0 32
Mexican .....	0 30	0 32
Maracaibo .....	0 26	0 29
Jamaica .....	0 24	0 26
Santos .....	0 21	0 24
Rio .....	0 18	0 22
Chicory .....	....	0 14

**RICE.**—There is no change. Market is exceptionally quiet even for this after-Christmas period, but stocktaking has doubtless a great deal to do with it.

<b>Rice—</b>		
Rangoon, per lb. ....	0 03 1/4	0 04
Rangoon, fancy, per lb. ....	0 04 1/4	0 05
Patna, per lb. ....	0 06	0 07 1/4
Japan, per lb. ....	0 05 1/4	0 06
Java, per lb. ....	0 06	0 06 1/2
Carolina, per lb. ....	0 09	0 10
<b>Bezo—</b>		
Brown, per lb. ....	0 06	0 06 1/2
White, per lb. ....	....	0 06
<b>Tapioca—</b>		
Bullet, double goat .....	....	0 10 1/4
Medium pearl .....	0 06	0 7
Seed pearl .....	0 06	0 7
Flake .....	....	0 10 1/4

**SYRUPS.**—Generally, there is nothing to report. As to molasses, speculation is rife as to the Barbadoes new crop. Rumors say that it will be offered high, but as delivery is pretty far ahead any fancy prices seem likely to meet with cold reception.

<b>Syrups—</b>		Per case.
2 lb. tins, 2 doz. in case .....	2 45	
5 lb. tins, 1 doz. in case .....	3 00	
10 lb. tins, 1/2 doz. in case .....	2 90	
20 lb. tins, 1/4 doz. in case .....	2 85	
Barrels, per lb. ....	0 05 1/2	
Half barrels, lb. ....	0 04	
Quarter barrels, lb. ....	0 04 1/4	
Falls, 25 lbs. each .....	1 85	
Falls, 25 lbs. each .....	1 40	
<b>Molasses, per gallon—</b>		
New Orleans, barrels .....	0 25	0 25
New Orleans, half-barrels .....	0 25	0 25
West Indies, barrels .....	0 24	0 24
West Indies, half barrels .....	0 23	0 23
Barbadoes, fancy, barrels .....	0 45	0 45
Barbadoes, fancy, half barrels .....	0 47	0 47
<b>Maple Syrup—Compound—</b>		
Gallons, 6 to case .....	4 40	4 80
1/2 gals., 12 to case .....	4 70	5 40
1/4 gals., 24 to case .....	4 70	5 40
Pints, 24 to case .....	2 90	3 00
<b>Maple Syrup—Pure—</b>		
6 gallon cans, 1 to case .....	6 45	6 80
Gallons, 6 to case .....	6 80	7 00
1/2 gals., 12 to case .....	6 85	7 25
1/4 gals., 24 to case, in glass .....	7 80	7 25
Pints, 24 to case .....	4 00	5 00
<b>Maple Sugar—</b>		
Pure, per lb. ....	....	0 13 1/4
<b>Maple Cream Sugar—</b>		
24 twin bars .....	....	1 80
40 and 48 twin bars .....	3 00	4 85
Maple butter, lb. tins, dozen .....	....	1 90

## CANNED GOODS.

<b>ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.</b>		Group A.
2's Asparagus tips .....	....	32 35 1/4
2's Asparagus butts .....	....	1 47 1/4
2's Beans, crystal wax .....	....	1 05
2's Beans, golden wax, midget .....	....	1 25
2's Beans, golden wax .....	....	0 85
2's Beans, golden wax .....	....	1 25 1/2
Gals., Beans, golden wax .....	....	3 77 1/2
2's Beans, Lima .....	....	1 25 1/2
2's Beans, red kidney .....	....	1 00
2's Beans, Refuge or Valentine green .....	....	0 85

3's Beans, Refuge (green) .....	1 32 1/4
2's Beans, Refuge, midget .....	1 25
Gals. Beans, Refuge .....	3 77 1/4
2's Beets, sliced blood red, Simcoe .....	1 00
2's Beets, whole, blood red, Simcoe .....	1 00
2's Beets, whole, blood red, Rosebud .....	1 30
2's Beets, sliced, blood red, Simcoe .....	1 35
2's Beets, whole, blood red, Simcoe .....	1 40
3's Beets, whole, blood red, Rosebud .....	1 45
3's Cabbage .....	0 97 1/2
Gals., Cabbage .....	2 77 1/2
2's Carrots .....	0 97 1/2
3's Carrots .....	1 27 1/2
2's Cauliflower .....	1 37 1/2
3's Cauliflower .....	1 77 1/2
2's Corn .....	0 85
2's Corn, Fancy .....	1 05
Gals., Corn on Cob .....	4 52 1/2
2's Parsnips .....	0 97 1/2
3's Parsnips .....	1 17 1/2
2's Peas, standard, size 4 .....	0 85
2's Peas, early Junes, size 3 .....	0 97 1/2
2's Peas, sweet wrinkles, size 2 .....	1 00
2's Peas, extra fine sifted, size 1 .....	1 40
Gals. Peas, standards .....	4 07 1/2
Gals. Peas, Early Junes .....	4 17 1/2
Gals. Peas, sweet wrinkles .....	4 37 1/2
2 1/2's Sauer Kraut, Simcoe .....	0 82 1/2
3's Sauer Kraut, Simcoe .....	0 97 1/2
Gals. Sauer Kraut, Simcoe .....	2 77 1/2
2's Spinach .....	1 15
3's Spinach .....	1 50
Gals. Spinach .....	4 55
3's Squash .....	0 97 1/2
Gals. Squash .....	2 77 1/2
2's Succotash .....	0 97 1/2
2's Tomatoes .....	0 87 1/2
2 1/2's Tomatoes .....	0 85
3's Tomatoes .....	0 90
Gals. Tomatoes .....	2 82 1/2
3's Turnips .....	0 97 1/2

### FRUITS.

3's Apples, Standard .....	0 82 1/4
3's Apples, Preserved .....	1 00
Gals. Apples, Standard .....	2 05
Gals. Apples, Preserved .....	3 00
2's Blueberries, standard .....	1 82
2's Blueberries, preserved .....	1 82 1/4
Gals. Blueberries, std. ....	6 87 1/4
2's Blk. cherries, pitted, H.S. ....	1 92 1/4
2's Blk. cherries, not pitted, H.S. ....	1 82 1/4
2's Red ptd. cherries, H.S. ....	1 45
2's Cherries, red, pitted, L.S. ....	1 82 1/4
2's not ptd. red cherries, H.S. ....	1 82 1/4
Gals. ptd. red cherries .....	8 82 1/4
Gals. not ptd. red cherries .....	8 82 1/4
2's Cherries, white, ptd. H.S. ....	1 92 1/4
2's Cherries, white, not ptd. H.S. ....	1 82 1/4
2's Black currants, H.S. ....	1 47 1/4
2's Preserved black currants .....	1 77 1/4
Gals. black currants, std. ....	7 77 1/4
Gals. black currants, solid pack .....	8 27 1/4
2's Red currants, H.S. ....	1 47 1/4
2's Red preserved currants .....	1 77 1/4
Gals. red currants, standard .....	5 27 1/4
Gals. red currants, solid pack .....	8 27 1/4
2's Gooseberries, H.S. ....	1 47 1/4
2's Gooseberries, preserved .....	1 77 1/4
Gals. gooseberries, standard .....	7 82 1/4
Gals. gooseberries, solid pack .....	8 77 1/4
2's Grapes, white, Niagara, preserved .....	3 82 1/4
Gals. Grapes, white, Niagara, standard .....	3 32 1/4
2's Lawtonberries, heavy syrup .....	1 97 1/4
2's Lawtonberries, L.S. (group B) .....	1 45
2's Lawtonberries, preserved .....	2 17 1/4
Gals. Lawtonberries, std. ....	7 07 1/4
2's Peaches, white, heavy syrup .....	1 77 1/4
2 1/2's Peaches, white, heavy syrup .....	2 02 1/4
3's Peaches, white, heavy syrup .....	2 12 1/4
1 1/2's Peaches, yellow, flats, heavy syrup .....	1 77 1/4
2's Peaches, yellow, heavy syrup .....	2 02 1/4
2 1/2's Peaches, yellow, heavy syrup .....	2 02 1/4
3's Peaches, yellow, heavy syrup .....	2 12 1/4
3's Peaches, yellow, whole, heavy syrup .....	1 17 1/4
3's Peaches, pie, not peeled .....	1 17 1/4
3's Peaches, pie, peeled .....	1 62 1/4
Gals. Peaches, pie, not peeled .....	3 02 1/4
Gals. Peaches, pie, peeled .....	4 77 1/4
Gals. Pie fruits, assorted (add 5%) .....	1 82 1/4
2's Pears, Bartlett, heavy syrup .....	2 02 1/4
2 1/2's Pears, Bartlett, heavy syrup .....	2 02 1/4
3's Pears, Bartlett, heavy syrup .....	2 02 1/4
2's Pears, Flemish Beauty, heavy syrup .....	1 82 1/4
2 1/2's Pears, Flemish Beauty, heavy syrup .....	1 77 1/4
3's Pears, Flemish Beauty, heavy syrup .....	2 02 1/4
2's Pears, Keiffers, heavy syrup .....	1 27 1/4
2 1/2's Pears, Keiffers, heavy syrup .....	1 52 1/4
3's Pears, Keiffers, heavy syrup .....	1 77 1/4
2's Pears, light syrup, Globe .....	1 12 1/4
3's Pears, light syrup, Globe .....	1 42 1/4
3's Pears, pie, not peeled .....	1 27 1/4
3's Pears, pie, peeled .....	1 42 1/4
Gals. Pears, pie, peeled .....	3 77 1/4
Gals. Pear, pie, not peeled .....	2 77 1/4
2's Pineapple, sliced, heavy syrup .....	1 92 1/4
2's Pineapple, shredded, heavy syrup .....	1 47 1/4
2's Pineapple, whole, heavy syrup .....	1 82 1/4
3's Pineapples, whole, heavy syrup .....	2 47 1/4
2's Pineapple, sliced, Hygeian brand .....	2 80
2's Plums, Damson, light syrup .....	0 97 1/4
2's Plums, Damson, light syrup .....	1 37 1/4
2's Plums, Damson, heavy syrup .....	1 07 1/4
2's Plums, Damson, heavy syrup .....	1 42 1/4
Gals. Plums, Damson, standard .....	2 77 1/4
2's Plums, Egg, heavy syrup .....	1 37 1/4
2 1/2's Plums, Egg, heavy syrup .....	1 37 1/4
3's Plums, Egg, heavy syrup .....	1 47 1/4
2's Plums, Green Gage, light syrup .....	1 00
2's Plums, Green Gage, heavy syrup .....	1 12 1/4
3's Plums, Green Gage, light syrup .....	1 37 1/4
3's Plums, Green Gage, heavy syrup .....	1 47 1/4
Gals. Plums, Green Gage, standard .....	3 07 1/4
2's Plums, Lombard, light syrup .....	0 97 1/4
2 1/2's Plums, Lombard, light syrup .....	1 27 1/4
3's Plums, Lombard, light syrup .....	1 37 1/4
2's Plums, Lombard, heavy syrup .....	1 07 1/4
2 1/2's Plums, Lombard, heavy syrup .....	1 27 1/4
3's Plums, Lombard, heavy syrup .....	1 42 1/4
Gals. Plums, Lombard, standard .....	2 77 1/4
2's Raspberries, black, H.S. ....	1 87 1/4
2's Raspberries, black, L.S. (group B) .....	1 87 1/4
2's Raspberries, black, preserved .....	2 17 1/4

Gals. Raspberries, black, std. ....	7 07 1/4
Gals. Raspberries, black, solid pack .....	9 32 1/4
2's Raspberries, red, H.S. ....	1 97 1/4
2's Raspberries, red, L.S. (group B) .....	1 45
2's Raspberries, red, preserved .....	2 17 1/4
Gals. Raspberries, red, std. ....	7 32 1/4
Gals. Raspberries, red, solid pack .....	9 32 1/4
2's Rhubarb, preserved .....	1 87 1/4
2's Rhubarb, preserved .....	2 32 1/4
Gals. Rhubarb, standard .....	3 57 1/4
2's Strawberries, H.S. ....	2 17 1/4
2's Strawberries, preserved .....	2 32 1/4
Gals. Strawberries, standard .....	7 87 1/4
Gals. Strawberries, solid pack .....	9 82 1/4

(Group B 2 1/2c dozen lower.)

## MANITOBA MARKETS.

Winnipeg, Dec. 30.—The week has naturally been quiet. Up to a few days before Christmas a good demand existed for all the holiday season lines, with the single exception of figs. Since then, however, the demand has fallen off as far as ordering by the retailer is concerned. Selling by the retailer, however, has improved materially; and, taking everything into consideration, the Christmas trade seems to have been satisfactory.

**SUGAR.**—Quotations here are still at the old figures, but a decline has occurred in Montreal.

<b>Sugar, Eastern—</b>		Per cwt. in sacks.
Sugar, standard granulated .....	6 70	
Extra ground or icing .....	6 70	
Powdered .....	6 50	
Lump, hard .....	7 15	
Montreal yellow .....	5 80	
<b>Sugar, Western Ontario—</b>		
Sacks, per 100 lbs. ....	6 60	
Barrels, per cwt. ....	5 55	
Halves, 50 lbs., per cwt. ....	5 60	
Bales, 20 lbs., per cwt. ....	5 65	
Powdered, barrels .....	5 90	
Powdered, 50s .....	5 25	
Powdered, 25s .....	5 55	
Icing, barrels .....	6 45	
Icing, 50s .....	6 80	
Icing, 25s .....	6 80	
Icing, pails .....	6 50	
Cut loaf, barrels .....	6 30	
Cut loaf, 50s .....	6 55	
Cut loaf, 25s .....	6 80	
<b>Sugar, British Columbia—</b>		
Extra standard granulated .....	6 60	
Bar sugar .....	6 75	
Icing sugar .....	6 95	
Powdered sugar .....	6 75	
H. P. lumps .....	7 45	
Yellow .....	5 95	
<b>B. C. Cane Syrups—</b>		
2-lb. tins, 2 doz. to case, per case .....	3 15	
5-lb. tins, 1 doz. to case, per case .....	3 50	
10-lb. tins, 1/2 doz. to case, per case .....	3 30	
20-lb. tins, 1 tin to case, per case .....	3 25	

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

**Molasses—** Barbadoes .. Per gal. 0 53  
New Orleans .. Per gal. 0 34  
**Maple Syrups—** Imperial quart, case, 2 doz. .... Per case. 5 40  
Imperial 1/2 gals., 1 doz. .... 6 55  
New, pure, 1/2 gal. case .. 9 05  
New, pure, 1/4 gal., quart, case 2 doz. .... 9 70  
New, pure, quart bottles, case 2 doz. .... 9 75

<b>DRIED FRUITS.</b> —No price changes whatever have been struck here during the week. An upward movement in prunes, evaporated apples and apricots is, however, looked for. All these lines seem to be at their lowest level, and it cannot be long, in the opinion of experts, before an advance is made.		
Apples, evaporated, new, 50's .....	0 06 1/2	
Apples, evaporated, new, 25's .....	0 07	
Apricots, choice, 25's .....	0 12	
Apricots, choice, 10's .....	0 13	
Apricots, standard, 25's .....	0 11 1/4	
<b>Currants—</b>		
Dry clean .....	0 05	
Washed .....	0 05 1/4	
1 lb. package .....	0 05 1/4	
2 lb. package .....	0 17	
Vostizzas, 1 lb. ....	0 10 1/4	
<b>Dates—</b>		
Hallowee, loose, per lb. ....	0 07 1/4	
Hallowee, 1 lb. pkgs. ....	0 08 1/4	
Ferd dates, 12-lb. boxes .....	1 15	
<b>Peaches—</b>		
Standard, 25-lb. boxes .....	0 06 1/2	
Choice, 25-lb. boxes .....	0 07 1/4	
Choice, 10-lb. boxes .....	0 08 1/4	

# CANADIAN GROCER

Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers		2 45
Table Raisins—		
F. O. S.		2 15
Fine selected, 1 1/2		1 15
Fine selected, 7/8		0 80
Vineyard clusters, 5/8-lb. boxes		0 85
Vineyard clusters, 20 1-lb. bunches, per box		3 30
Extra dessert, 20 1-lb. bunches, per box		3 80
Royal Buckingham, 20 1-lb. bunches, per box		4 35
Royal Buckingham, 20 1-lb. bunches, per box		4 30
Imperial Russians, 20 1-lb. bunches, per box		5 15
Excelsior Windsor, 20 1-lb. bunches, per box		5 55
Raisins, Sultanas—		
California bleached		0 11 1/4
Raisins, Muscoteles—		
3 crown loose, 50's		0 08 1/4
3 crown, loose, 25's		0 08 1/4
Choice, seeded, lb.		0 09 1/4
Fancy seeded, lb.		0 09 1/4
12-oz. packages, fancy		0 08
12-oz. packages, choice		0 07 1/4

Prunes, in 25-lb. boxes—		
80 to 100		0 07 1/4
80 to 90		0 08 1/4
70 to 80		0 08 1/4
60 to 70		0 09 1/4
50 to 60		0 09 1/4
40 to 50		0 10 1/4
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.		0 15 1/4
6-crown, 10-lb. boxes, per lb.		0 13 1/4
5-crown, 10-lb. boxes, per lb.		0 12 1/4
4-crown, 10-lb. boxes, per lb.		0 11 1/4
3-crown, 10-lb. boxes, per lb.		0 11 1/4
Glove boxes, per doz.		1 70
Cooking figs, taps, about 25 lbs., lb.		0 05 1/4
Cooking figs, choice naturals, 25-lb. bags, per lb.		0 05 1/4

**NUTS.**—While the ordering of these goods has been very heavy, it has fallen off during the week, and after perhaps a week or two more there will be little or no movement. There is a possibility of an advance in one or two lines, but the demand will not be of great importance.

Soft shelled almonds (new)	0 20 1/4	0 20 1/4
Markle walnuts (new)	0 12	0 12 1/2
Brazils	0 13	0 13 1/2
Filberts (new)	0 12 1/2	0 13
Almonds, shelled	0 44	0 45
Walnuts, shelled (new)	0 45 1/4	0 46 1/4
Roasted peanuts (new)	0 14 1/4	
Roasted peanuts (new), fancy	0 12	
Roasted peanuts (new), choice	0 09 1/4	
Pecans, choice, polished	0 17	0 22

**TEAS AND COFFEES.**—In tea there is no change. Coffee prices, however, have advanced, Rios and Santos being up 1c. It seems there has been a heavy export demand from Europe, and the rise on the primary market has come as a natural result.

Coffee—		Per lb.
Rio, No. 5, green		0 14 1/4
Rio, roasted		0 17 1/4
Santos, green, No. 4		0 16 1/4
Santos, roasted		0 22 1/4
Chicoz, per lb.		0 07 1/2
Tea—		
Japan—		
Choiceest basket, fired	0 40	0 50
Choiceest, pan fired	0 40	0 40
Very fine, pan fired	0 35	0 35
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packium		0 35
Common moning		0 25

**BEANS.**—There is a strong tone to this market, but no further changes have yet been struck. Peas, however, have advanced largely, 98's now being quoted at \$5.60. There is a scarcity of peas in Ontario, and the farmers there who have them are taking advantage of the export demand, and are rushing prices up and up.

Beans—		
Foreign, hand-picked		3 30
Canadian, hand-picked		3 40
3-lb. pickers		2 85
California Lima Beans—		
Bag lots		0 08 1/4
Less than bag lots		0 08 1/4

Barley—		
Pot, per sack, 96 lbs.		3 00
Pearl, per sack, 96 lbs.		4 15
Peas—		
Split peas, sack, 96 lbs.		5 60
Whole peas, bushel		2 50
Sack, 49's		2 83

**RICE AND TAPIOCA.**—The market in rice is considerably easier, a substantial drop in prices having been struck during the week. Still lower prices may be looked for when the new crop is fully on the market. The present seems a time when dealers would do well to keep their stocks low. The new prices are:

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05 1/4
No. 2 Japan, per lb.		0 04 1/4
Siam, per lb.		0 04 1/4
Patna, per lb.		0 06 1/4
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 05
Tapioca, pearl, per lb.		0 04 1/4

## SASKATCHEWAN MARKETS.

Regina, Dec. 30.—Local markets are quiet, following Christmas. Evaporated apples are lower, 50's being quoted at 7 1/4 cents. A new sugar list went into effect December 28, granulated being \$6.94. Butter and eggs and all kinds of poultry remain unchanged. Merchants enjoyed good Christmas trade throughout city and district. Flour is quoted at \$3.30.

Produce and Provisions—		
Butter, creamery, per lb.		0 31
Butter, dairy, No. 1		0 21
Cheese, per lb.		0 17 1/4
Eggs, storage, doz.		0 28
Lard, 3's, per case		7 80
Lard, 5's, per case		7 75
Lard, 10's, per case		7 70
Lard, 20's, each		2 80
General—		
Beans, Ontario, per bushel		3 40
Coffee, whole roasted, Rio		0 17
Cream of tartar, lb.		0 12 1/4
Cocunut, lb.		0 20 1/4
Evap. apples, 50's		0 07 1/4
Potatoes, N.B., per bush.		0 95
Potatoes, Ontario, per bush.		0 90
Rolled oats, ball of 80 lbs.		3 55
Flour, 96's		3 30
Oysters, per gal.		2 50
Rice, per cwt.		4 30
Sugar, standard, gran., per cwt.		6 94
Sugar, yellow, per cwt.		6 84
Walnuts, shelled, 5c; almonds		0 53
Canned Goods—		
Apples, gals., case		1 35
Broken beans, 2's		2 65
Beans		2 28
Corn, standard, per 2 dozen		2 28
Peas, standard, per 2 dozen		2 28
Plums, Lombard		2 15
Peaches		3 21
Strawberries and raspberries		4 05
Tomatoes, standard, per dozen		2 40
Salmon—		
Sockeye, 1's, 4 doz. case		9 85
Sockeye, 4's		12 35
Cohoed, 1's		6 00
Humpbacks, 1's		4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario		4 00
Cranberries, per bbl.		7 50
Grapefruit, per crate		5 25
Sweet potatoes, per crate		4 50
Lemons		5 80
Oranges		3 25
Dried Fruits—		
Apricots, per lb.		0 12 1/4
Apples, per lb.		0 07 1/4
Currants, per lb.		0 08 1/4

## NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 30.—Christmas trade has been quite satisfactory. There was a big demand for all foodstuffs, but dealers are not altogether pleased with collections, as much paper has been given. The stock of turkeys for holidays was good, with prices at 23c to 25c at first, but advancing later to 26c and 27c. There is a fair supply for New Year's market. There are no changes except in Ontario flours, which have ad-

vanced 10c. Market is firmer, but there is no change in Manitoba. Sugar declined in Montreal 25c on Monday. Colder weather with snow has brightened trade this week, and dealers look for crisp New Year's business.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	25 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	25 00	28 50
Pork, domestic, per bbl.	27 50	28 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10 1/4	0 10 1/4
Lard, pure, per lb.	0 13	0 13 1/4
Cheese	0 16 1/4	0 16 1/4

Flour and Cereals—		
Cormeal, gran.		5 75
Cormeal, ordinary		1 85
Flour, Manitoba, per bbl.		7 85
Flour, Ontario		6 95
Rolled oats, per bbl.		7 00
Oatmeal, standard, per bbl.		7 70

Fresh Fruits and Vegetables—		
Lemons, Messina, box		7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 25	1 35

Sugar—		
Standard granulated	6 70	6 80
United Empire	6 60	6 70
Bright yellow	6 50	6 60
No. 1 yellow	6 20	6 30
Paris lumps	7 50	7 75
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08	0 08 1/4
Rice per cwt.	4 80	5 00

## MONTREAL GUILD'S OFFICERS.

Montreal, Dec. 31.—The Montreal Wholesale Grocers' Guild has elected the following to hold office during the year 1915. President, N. Gendreau; vice-president, Albert Hudon; treasurer, J. T. Lalonde; directors, S. J. Carter, Armand Chaput, S. Deschatelets.

The newly elected president, Mr. Gendreau, was chosen as the Guild's nominee for election to the council of the Board of Trade.

The retiring president, Zeph. Hebert, of Hudon, Hebert & Cie., presented the annual report for 1914, which showed that during that year the Guild had been highly successful in its work in the interests of the wholesale grocery trade, a notable success having been scored by the Guild in preventing the railway companies from abrogating the privilege, heretofore enjoyed by shippers, of mixing carloads of dried fruit and groceries when shipping to the North-west.

## CATALOGUES AND BOOKLETS.

A very useful and attractive little pocket diary for 1915 has been issued by J. & J. Colman, Limited, with which is incorporated Keen, Robinson & Co., Limited, London, England. It is called "Colman's Diary and Memorandum Book." In addition to a great deal of information on many topics of general interest, there are blanks for a diary for every day in the year. The book is substantially bound in leather, and is being sent through the company's Canadian agents, Magor, Son & Co., Limited.

## CALENDARS FOR 1915.

"Her Nose Out of Joint," is the subject of an attractive little calendar issued by A. E. Kelly, grocer, at the corner of Florence and Lyon Sts., Ottawa, Ont. The picture illustrating the title is a most engaging one showing a down-cast and dejected little girl who for the time being is superseded by a more recent addition to the family. The young "ruler" of the home is going into ecstasies over the tooting of a horn for his sole benefit while the little girl stands aside with "her nose out of joint" as the saying goes.

The calendar of Libby, packers, Chicago, is of the usual bright, sunshiny character. The picture is that of a rosy complexioned little girl wending her way to the fish pond through meadows dotted with dainty flowers and with a forest in the background. In the lower corners are shown fac-similes of cans of corned beef and asparagus, manufactured by the company. With this larger calendar is a miniature one showing a couple of rosebuds in the richest of hues.

An attractive calendar, entitled "June Roses," has been issued this season by Walter S. Bayley, grocery broker, Toronto, and sent out with his compliments. The picture is that of a beautiful woman from a painting in colors, with sepia background. About the shoulders of the woman is a beautiful garland of pink roses, from which the picture takes its title.

—●—

**BUSINESS OUTLOOK FOR NEW YEAR.**

(Continued from page 28.)

care of our business from day to day. Without external aid we cannot go on building railways and all their incidental equipment in the form of depots and terminals, nor canals, new buildings on the same scale as during the last decade, and other forms of capital outlay. Many of our industries are dependent on this class of work. They have ahead of them a very lean period unless their plant, or their fixed capital, can be adapted to other purposes. Much of it can but in the meantime they will be "slack."

—●—

**HOW MUCH COFFEE DO YOU SELL ANNUALLY?**

(Continued from page 31.)

in tins for those customers who like their coffee that way.

"The selling power of suggestion is, too, well exemplified in the use of the coffee machine. At first we simply ground coffee whenever we had a call for it, but that didn't quite satisfy us. As you know the women folk who go down town on their afternoon shopping tours or to the

matinee return home from about three o'clock to five-thirty or so. We figured out that sales of coffee could be readily created by getting these women thinking about it as they called in to make their evening purchases. So we started the mill going with a few beans each afternoon just as the first customer began calling in. This usually opened up the buying and you would be surprised to see the number of sales made during an evening. In the summer time we leave the door ajar so that the aroma is carried out into the air and on many occasions we have observed people who weren't regular customers drop in for coffee only.

"While I have not yet increased my coffee sales up to the mark which would show a consumption of two pounds per capita in a year, I am heading that way and hope to attain it sooner or later. Give a customer a reason or suggestion for buying a particular line and if she has the money she'll get it. That is the principle we are now working on with many varieties of goods and it is certainly producing results."

A question that every Canadian should ask himself to-day is this: "Am I getting my share of the coffee business?" and if it is answered in the negative then, "What steps must I take to get it?"

## The Troublous Turkey

**W**HAT'S in a name? Nothing, so one William Shakespeare said. But Turkey is a name which is wisest omitted from conversation with poultrymen just now. It is only the week after Christmas, and they remember Christmas. So does a large section of the public.

Three weeks ago turkey was selling in Toronto, wholesale, at 15 cents a pound. There was lots of it. Every farmer for miles around drove in his birds to market, and there was turkey galore. But the abundance, while it was good for the public was bad for the farmer. It appeared to him that there might be such a thing as "too much Turkey." The next week, there were comparatively few birds in the city markets. Prices went up to 18 cents and thereabouts, and the wholesaler chuckled. Year after year the dealer tries to beat the farmer at the turkey-game. Said the dealer to himself, "No turkeys this week. Therefore I may put my price up. And therefore, also, the farmer, who is holding off this week, will *have* to sell his birds next week, in time for the Christmas demand. And I shall be able to buy them cheap, and make a fair profit." There is no doubt that this was the attitude of the large Ontario dealers in general. A scarcity two weeks before Christmas meant a glut in Christmas week. They were sure of it.

But the farmer is a canny individual. He, too, had been thinking.

Came the day before Christmas. The retailers called up the wholesalers, and said, "What about turkey?"

And the dealer said, "We have none."

Christmas Eve, and there were practically no fresh turkeys on the street. Buyers couldn't get them. I know a man who went round the retailers' stores late in the afternoon of Christmas Even, and the only thing he could get was storage stuff, unless he wanted to pay 25 cents and 26 cents a pound for it. Even at that, there was hardly any fresh stuff to be had. By five or six o'clock, the only fresh bird in the Toronto market was a big bird, weighing 28¼ pounds, obviously too big for the average household. Further afield, in the suburbs of the city, 25, 26 and 27 cents was charged, and obtained. The public had to pay it, if it wanted Turkey. And all this on top of the promise, two weeks earlier, of turkey for the consumer at 19 and 20 cents a pound.

There were three reasons for the hold-up. One was that there was not so much killing this year. The second was that the roads were snowed up, some of them to six feet, and the farmers, who had left things to the last minute, couldn't get in to market. And the third, and most important, was that the farmers be thought themselves that they could make more by selling their birds to Buffalo and Niagara Falls. American buyers offered them higher prices. City dealers, expecting a slump, refused to bid high, and the farmer got out, made his money, and left his home market short of turkey for Christmas.

And he also caused several dealers and retailers to lose a lot of money. One butcher—in a big way—lost six thousand dollars.

Did we call it The Troublesome Turkey?



# Fruit and Vegetables



## Apples Higher; Spanish Onions are Firmer

Apples, Both in Toronto and Montreal, Made a General Advance — California Navels Down in Toronto — Lemons Moving But Slowly — Cranberries Higher — Canadian Onions Down, but Spanish Up—Exceptional Demand for Oranges in East.

### MONTREAL.

FRUIT.—The apple market continues remarkably firm, varieties like Baldwins and Spys bringing as high as \$4 per bbl. There are cheaper grades selling for \$3.25 to \$3.50. With such high prices, the demand falls off, making it unprofitable for small dealers to carry them. Other varieties continue firm. Around Christmas, owing to the unusually good demand for turkeys, the price of cranberries advanced to \$6, and are getting a little scarce, partly owing to the colder weather. During the holidays there has been an exceptionally good demand for oranges. Lemons continue to sell as low as \$2.25, but are not very fancy at that price.

Apples—	
Baldwins, No. 1, bbl. ....	4 00
Spys, No. 1, bbl. ....	4 00
Russets, No. 1, bbl. ....	3 50
Greenings, No. 1, bbl. ....	3 50
Fameuse, No. 1, bbl. ....	5 00
McIntosh Reds, No. 1, bbl. ....	5 00
No. 2, all varieties, 50c less per barrel.	
Bananas, crate .....	2 00
Cranberries, bbl. ....	5 50
Grapefruits, Jamaica, case .....	3 00
Grapes, Malaga, keg .....	5 00
Grapes, Belgium hothouse, lb. ....	0 75
Lemons—	
Messina Verdelli extra fancy, 300 size	2 25
Malaga, 420 size .....	5 00
Oranges—	
Cal. Navel, 150-176-200-216-250-288 .....	3 50
Cal., 96-126 size box .....	3 25
Florida, 176-200-216 .....	2 75
Florida, 126-150 .....	2 50
Mexican, 126-150-176-200-216-250 .....	2 50
Valencias, 714 size, large cases .....	6 00
Evergreen, 160 yards to bale .....	2 50
Holly case .....	4 50

VEGETABLES.—Brussels sprouts are about done, and will come from the States from now on. Cauliflowers are likely to advance to \$2.25 per doz. owing to supplies from New York and California not arriving. However, the price will likely be down to \$1.75 next week. Good cucumbers are worth \$2.75 for fancy, but seraggy stock can be secured for \$1.75 doz. There is little demand this year and prices should be lower before long. Celery, Cal., brought \$5.50 crate around Christmas, but is considerably cheaper now. Leeks are scarcer. Boston head lettuce brings \$1.50-\$1.60 box. Earlier in the week it was cheaper. Parsley is worth \$1 doz. hothouse. Watercress is quoted \$1.25 doz. big

bunches. Price of potatoes remains the same—65c-75c. Sweet potatoes are said to be worth \$2.50 hamper, which is an advance of 25c. Hothouse tomatoes are not coming in well. They are not ripe, and what are on the market are worth 30c lb.

Artichokes, bag .....	1 25
Beets, bag .....	0 75
Brussels Sprouts, bunch .....	1 00
Cabbage, per bbl. ....	1 25
Carrots, bag .....	0 50
Cauliflower, dozen .....	1 75
Cucumbers, fancy, doz. ....	2 75
Celery, crate .....	4 75
Leeks, doz. ....	1 75
Lettuce, head, per box .....	1 50
Curly lettuce, per box .....	1 25
Onions—	
Spanish, per case .....	3 75
Spanish, per ¼ case .....	2 25
Red, 75-lb. bags .....	1 50
Parsnips, bag .....	0 50
Parsley, doz. bunches .....	0 75
Peppers, green, ¾-qt. basket .....	0 50
Potatoes—	
Montreal, bag .....	0 65
Potatoes, sweet, Jersey, hpr. ....	2 50
Spinach, American, in bbls. ....	3 50
Turnips, bag .....	0 50
Tomatoes, hothouse, lb. ....	0 30
Watercress, doz. ....	1 25

### TORONTO.

FRUIT.—Once more California navels are down, and may be bought as low as \$2.25. Dealers say that the crop has never been so sweet and so good for Christmas in years; usually it takes until the middle of January for them to get really sweet. Apples are higher generally. Kings and Spys, best grades, are up to \$3.25. Cranberries are at \$7, an advance of 50c. Slowly but surely cranberries are becoming a good deal more popular in Canada. Lemons are firm at prevailing prices. They are comparatively slow in moving until the cold weather sets in once and for all. Then they are bought for hot drinks, and so on. All fruits are moving well. Whatever other lines have experienced, Christmas was a good time for the fruit men. They agree that they did exceedingly well. Apples and oranges were particularly good sellers.

Apples—	
Wagners .....	2 25
Greenings .....	2 50
Kings .....	2 25
Raldwins .....	2 00
Spies .....	2 00
Seeks .....	2 25
Canada Reds .....	2 00
Snows .....	3 25

No. 2s, 40-50c less.

Bananas, per bunch .....	1 50	2 00
Cocoanuts, sack .....	4 00	4 50
Cranberries .....	6 50	7 00
Grapes—		
Canadian, 6-qt. bkts. ....	0 16	0 20
Tokays .....	2 50	
Malaga, barrel .....	4 50	6 00
Malaga, fancy, barrel .....	6 00	7 00
Oranges—		
Florida .....	2 25	2 50
California, late Valencias .....	4 00	4 50
California navels .....	2 25	3 00
Lemons, Messina .....	2 75	3 25
Lemons, California .....	3 75	4 00
Limes, per 100 .....	1 25	
Pears—		
California, box .....	3 25	
Canadian, late varieties .....	0 25	0 30
Pineapples, Porto Rico, case 10 .....	2 75	3 25
Grape fruit .....	2 50	2 75

VEGETABLES. — Cauliflower from California is going well, and is down a little from last week. \$3 to \$3.25 is price. Fresh supplies are coming in right along now. Potatoes are firmer, and higher prices are talked of among potato men. There is a noticeably better demand this week. Onions are moving freely. Canadians are down a trifle. Spanish are up to \$4 for best grades, and are proving good sellers. Holly is, of course, all done now, and incidentally, there was an overwhelming demand for it at Christmas, right at the last minute. Celery continues in good demand. It is down to \$3.25. Generally, dealers express themselves satisfied with the Christmas trade, though it was behind that of last year.

Beets, Canadian, bag .....	0 50	0 65
Cabbage, Canadian, dozen .....	0 35	0 40
Carrots, bag .....	0 50	0 60
Cauliflower, doz. ....	1 00	1 25
Citrons, doz. ....	0 75	0 85
Cucumbers—		
Slicing, hothouse .....	1 50	1 75
Medium pickling sizes .....	0 35	0 75
Celery, California, case .....	3 50	
Mushrooms, per lb. ....	0 70	0 80
Water Cress, 11 qt. basket .....	0 50	
Onions—		
Spanish, big crate .....	3 50	4 00
Can., 75-lb. bags .....	1 35	
Green peppers, basket .....	0 75	
Potatoes, Delaware .....	0 80	0 85
Potatoes, Canadian, bag .....	0 70	0 75
Parsley, basket, 11-qt. ....	0 30	0 35
Pumpkins .....	0 10	0 20
Tomatoes, hothouse, lb. ....	0 17	0 20
Turnips, bag .....	0 40	
Sweet potatoes, hamper .....	1 65	
Squash, Hubbard, doz. ....	0 75	
Lettuce, box .....	2 00	
Parsnips, Canadian, bag .....	0 65	0 70
Persimmons, California, crate .....	2 50	
Pomegranates, doz. ....	9 95	
Pomegranates, crate .....	3 00	3 25

### WINNIPEG.

FRUIT.—Christmas buying is now, of course, over. This was satisfactory at Continued on page 43.



# Fish and Oysters



## Smelts Are Dearer; Trade Generally Quiet

Absence of Any Fish Day This Week Again Hits Trade Hard—  
Oysters Slow on Account of Fewer Banquets This Year—Smelts  
and Tomcods Short in Montreal.

### MONTREAL.

FISH.—Business was quiet this week owing to the fact that there was but one fish day, the holiday falling on a Friday. However, fish dealers are expressing satisfaction with the amount of business done during the close of the year, and it is hoped that an improvement will be shown all round in 1915. Owing to severely cold weather, it is feared that some lines of frozen fish will be short. All kinds of lake fish, according to reports, will be in large quantities. Frozen salmon and halibut will also be in ample supply to fill trade requirements. Lent being early next year, a very active trade is expected in all lines of frozen fish. So far, smelts and tomcods, which are usually in good supply at this time, are short. Trade in lobsters, oysters, and scallops should be good until January 10.

### TORONTO.

FISH AND OYSTERS.—All general lines are in fair demand. Smelts are much scarcer, though, so far as smaller lines are concerned, there is a decreased demand. Extras are wanted, though. At all times these are better sellers. There is more food on them. They are a favorite with Italians. Halibut is meeting with good demand. Generally fish men seem to have been in bad luck over the holiday. New Year's Day, like Christmas, is a Friday, but Catholics are absolved from fasting, and may eat what they will. Some years when fast day has been a festival, fish day has been observed on Thursday, but even this is not the case this year. It is said that in England fish is so high just now that all fish days have been cut out for an indefinite period, which is, of course, an unwelcome hearing for fish men. Oysters are only fair. Usually there is a good demand just now because of various banquets by associations. High cost of war has precluded many of these

functions this year, and oysters have little sale.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-10
Haddies, filets, per lb.	.10	.11-12
Haddies, Niobe, boneless, per lb.	.08½	..
Herring, Clisoc, per box	1.50	.12
st. John boaters, 100 in box	1.00	1.20
Yarmouth boaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperd herrings, selected, 60 in box	1.10	1.25-1.50
Smoked salmon, per lb.	.25	.23
Smoked halibut	..	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspé, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-13	.12-13
Red, sockeyes, per lb.	.10-11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, quilla, dressed, per lb.	.07½-08	.07½-08
Halibut, white western, large and medium, per lb.	.08-.09½	.09
Halibut, eastern chicken and medium, per lb.	.08-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.04½-.05	.07-.08
Steak codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.08	..
Blue fish, per lb.	.16-17	..
Smelts	.12	.16-20

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	..
Dried pollock, medium and large, 100 lb.	6 00	..
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	..	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	..
Best scallops, imp. gallon	2 25	..
Best prawns, imp. gallon	2 00	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standard, quart cans, each.	9 50	..
Sealed, best select, quart cans, each	9 00	..

### CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	..
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	..
Malpeque, shell oysters, C.C.L., bbl.	12 00	..
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 25	0 40
Live lobsters, medium and large, lb.	0 25	..
Boiled lobsters, medium and large, lb.	0 25	..
Winkles, bush.	2 00	..
Little Necks, per 100	1 25	..

### FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08-0 09
Market cod, per lb.	0 05	..

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10	.10
White fish, small tullibees, per lb.	.08½-.07	.07
Lake trout, large and medium, lb.	.10-11	.12
Dore, dress or round, lb.	.08½-.09	.08-10
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.06½-.06	.07-.06
Tom cods, new, per bbl.	2 25	..

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	..
Salmon, Labrador, bbls., 200 lbs.	14 00	..
Salmon, Labrador, half bbls., 100 lbs.	7 50	..
Salmon, B.C. bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	..
Sea trout, Labrador, bbls., 200 lb.	12 00	..

Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	..
Mackerel, N.S., half bbls., 100 lb.	7 00	..
Mackerel, N.S., pairs, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 50	3 40
Lake trout, 100-lb. kegs	6 00	..
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 50	..
Tonges and sounds, per lb.	0 07½	..
Scotch herrings, imported, half bbls.	8 00	..
Holland herrings, imp'ted milkers, hf bbls	7 00	..
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	..
Turbot, bbl.	14 00	..

### WINNIPEG.

FISH.—The demand for various lines has continued good. Especially has there been an improvement in the call for oysters, which are being bought largely not only by city dealers, but from those throughout the country. It was feared at first that an arrangement brought about through political negotiations—an arrangement whereby wholesalers sell fish to any coming to their warehouses at wholesale prices—would have a tendency to decrease the demand for fish in retail establishments. This has not proved the case, however. The ordinary consumer does not seem to care for saving a cent a pound, but prefers to get fish through the regular channels, leaving the retailer to deal with the wholesaler. When asked what was the retailers' demand for fish, wholesalers state that it has improved, and that not three consumers have bought fish from them since the decision to sell these consumers at wholesale prices was made. There have been no changes in quotations during the week.

New fresh jackfish	0 03½
Lake Superior herring	0 03½
New tullibees	0 04
Fresh mullets	0 03
Fresh whitefish	0 08½
Fresh pickerel	0 07½
Trout	0 12½
Gold eyes	0 05½
Halibut	0 12
Frozen halibut	0 09½
Salmon	0 18
Frozen salmon	0 11
Fresh cod	0 10
Fresh smelt	0 11
Oysters, per gal.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, filets	0 12½
Roasters, per box	1 50
Kippers, per box	1 75



# Produce and Provisions



## Firmer Tone to Butter; New Laid Cheaper

Demand is Good for Butter and Prices Are Up—Some Storage is Better Than Fresh Made—Good Export Enquiry for Cheese—New Laid Are Cheaper—Storage Are Dearer, Because of Good Demand, and High Stocks—Virtually No Poultry in the Market.

### MONTREAL.

PROVISIONS.—Prices asked for abattoir fresh-killed stock are the same as last week, but the market is firm, and the demand exceptionally good, owing to seasonable weather. During the holidays trade in all lines of smoked and cured meats has been good, with plentiful supplies to fill requirements. Now that the slack period has opened, it is likely that considerable cutting in prices on the part of packers will take place, signs of which were seen three weeks ago. However, early this week there was no indication of any decline, prices being practically the same as last week.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 21	
Boneless	23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 18	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16½	
Cooked Meats—		
Hams, boiled, per lb.	0 24	
Hams, roast, per lb.	0 25	
Shoulders, boiled	0 25	
Shoulders, roasted	0 25	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 00	
Clear fat pork	29 00	
Clear pork	26 00	
Lard, Pure—		
Tierces, 350 lbs., net	0 12	
Tubs, 50 lbs., net	0 12½	
Boxes, 50 lbs., net	0 12½	
Pails, wood, 20 lbs., gross	0 12½	
Pails, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12½	
Cases, 5 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 13½	
Lard, Compound—		
Tierces, 375 lbs., net	0 09½	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10½	
Pails, tin, 20 lbs., net	0 10½	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 5 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	10 50	11 00

**BUTTER.**—The market has a very firm tone, but no change has been made in quotations, though this is expected before long. A New York buyer was on this market a week ago buying butter for the New York market, where a scarcity of the finest lines is felt. The firmer feeling here is due to this out-

side demand, as well as to a good local demand. It must also be considered that receipts compared with a year ago are away down.

**CHEESE.**—There is a strong undertone to this market owing to the limited supply available. Consequently some holders are asking higher prices. There is little left for export, and many packers are cleaned up. Higher prices are suggested.

**EGGS.**—It is predicted that higher prices are likely to be asked for storage eggs of late, with no stock to speak of to supply the demand. Lower stocks may result in higher prices.

**HONEY.**—Buckwheat in bulk is in good demand, but the tone of the market is quiet.

Honey—		White Clover	Buckwheat
Barrels	per lb.	per lb.	per lb.
Tins, 60 lbs.	0 11½	0 08½	
Tins, 30 lbs.	0 12	0 09	
Tins, 5 and 10 lbs.	0 12½	0 10	
Comb, 13-14 oz. section	0 17-0 18	0 14-0 15	

**POULTRY.**—While turkeys in Montreal were not as scarce as in Toronto, the trade here had some difficulty in coping with the good demand which existed around Christmas, and still exists. No trouble was experienced in securing 18c-20c for fancy turkeys owing to the shortage of good quality stuff. There was plenty of ordinary stuff on the market, but the demand was chiefly for fancy. Stock had not begun to come in well early this week, and advances then were not unlikely. Geese sold fairly well, and prices were advanced slightly.

Fresh Stock—		Live.	Dressed.
Fowl	10-12	12-16	
Spring chicken	9-10	12-16	
Fancy, crate-fed chickens, 5 lbs.	12-15	16-20	
Turkeys, fancy	15-16	18-20	
Ducks	14-15	14-15	
Geese	13-14	14-15	

### TORONTO.

PROVISIONS.—There is nothing new. Market is feeling the Christmas to New Year's slump. There was a fairly good Christmas trade, though it was not up to last year's. Bacons are moving well, and have taken the place in this connection of cooked ham, which had a good Christmas run. Wholesalers hear rumors of cheaper prices all round, but these have still to materialize.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 15½	0 16
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs., per lb.	0 11½	0 11½
Pails, 20 lbs., per lb.	0 11½	0 12
Tins, 3 and 5 lbs., per lb.	0 12½	0 12½
Bricks, 1 lb., per lb.	0 13	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 60 lbs., per lb.	0 09½	0 09½
Pails, 20 lbs., per lb.	0 09½	0 10½
Hogs—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00

**BUTTER.**—Market has shown steady improvement, and is decidedly firmer. Some dealers are getting half a cent to a cent more now than they did three weeks ago. General situation is in sellers' favor. Creamery is up a cent to 32c and 33c. Separator prints show same advance to 28c and 29c. There is quite a lot of storage butter around, and some of it is better than the fresh-made. Dealers keep on harping on the wretched quality of the supposedly best butter.

Butter—		
Creamery prints, fresh made	0 30	0 32
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

**CHEESE.**—Market is quiet, though

## CANADIAN GROCER

there is a good firm demand, and export enquiries continue to come in offering at slightly increased prices. Dealers show no disposition to bite, however. A slight advance is looked for shortly. Stocks are light in England, and demand will improve.

Cheese—		1911
Old, large	0 17%	0 18
Old, twins	0 18	0 18%
New, large	0 16%	0 17
New, twins	0 17	0 17%

**EGGS.**—New-laid are beginning to come in now, and price is down to 45c to 50c, a decline of 5c for the week. Storage eggs are firmer, and a trifle higher. There is an increasingly firm demand and stocks are said to be light. Price of storage is gradually getting higher, and that of new-laid getting lower, until the two meet. Business was generally good over the holidays.

Eggs, case lots—		Per dozen.
Strictly new laid, in cartons	0 45	0 50
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

**POULTRY.**—There really seems little use in quoting prices, because as one wholesaler put it, there is no market. "No poultry of any sort," seems to be the general cry. Prices, therefore, show a general advance. Turkey is worth 20c to 22c. Ducklings are up 2c to 3c; so are ducks; so are geese. There is very little live stuff now, anyway, and what there is doesn't appear. The after Christmas slump on prices of turkey so far has not come to anything, but then while prices are high, there are, as we have said, hardly any birds. The loosening up of the weather ought to help some, and incidentally prove whether there is anything in what the farmer pleads as an excuse for not getting his turkeys in at Christmas—the bad roads

Fresh Stock—		Live.	Dressed
Fowl	0 08-0 10	0 10-0 12	
Spring chicken, lb.	0 10-0 11	0 12-0 16	
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 15-0 19	
Turkeys, fancy		0 20-0 22	
Turkeys, old Tom	0 13-0 15	0 18-0 20	
Ducklings	0 08-0 12	0 14-0 17	
Ducks	0 12-0 14	0 12-0 17	
Geese	0 12-0 13	0 15-0 16	

### WINNIPEG.

**PRODUCE.**—There has been a steady business during the week, but no movement of importance as regards price has been noted. Pork continues firm, but as yet there has been no changes here, nor is an upward movement immediately expected.

Cured Meats—		
Hams, per lb.		0 29
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		23 00

Lard—		
Tierces		0 11
Tubs, 60s		6 75
Pails, 20s		2 32½
Cases, 5s		7 12½
Cases, 3s		7 20

**BUTTER.**—This market also is firm. The demand continues good, and supplies are somewhat reduced.

Butter—		
Creamery, Manitoba		0 30
Dairy		0 25
Cooking		0 19

**CHEESE.**—This market is a little quieter than a week ago, and no changes in price are looked for immediately.

Cheese—		
New, large		0 16%
New, twins		0 17%

**EGGS.**—Though the exporting from the West has not been very heavy, it has had some effect on the local market, and eggs are considerably firmer. In view of the large supplies to the South, however, changes in price do not seem imminent.

Eggs—		
Extra firsts		0 28
Checks	0 17	0 18
Extra, in cartons		0 30

**POULTRY.**—The low prices being asked have stimulated buying, and it seems now that no great stocks will be carried over. Little stock has come in this week, but owing to the heavier earlier shipment there is a quite sufficient supply on hand.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

## FRUIT AND VEGETABLES.

Continued from page 42  
the last, and the demand from the retailer was generally good, so that there is still a necessity for his re-ordering to keep up his stock for New Year. No price changes were quoted.

Apples—		
Washington		1 25
Apples, bbls.		3 75
B. C. box apples		1 50
Cranberries, bbl.		7 50
Bananas, lb.		0 04½
Grapes—		
Almeria, keg		7 00
Grape fruit		3 50
Lemons—		
California		5 50
Oranges, California Navels	3 00	3 50
Japanese, box		0 60
Pears	2 00	3 00

**VEGETABLES.**—The Christmas season saw a heavy demand for such lines as lettuce and tomatoes. As far as prices are concerned, the market is quiet.

Celery, California		6 00
Cabbages, per lb.		0 01½
Cauliflower, per doz.		1 75
Head lettuce, California, per doz.		1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks		1 75
Valencia, per case		4 50
Parsley, per doz. bunches		0 40
Tomatoes, California, per case		2 00
Honey, comb, per case (24 sections)		5 50

## Travelers Give Fine Donation

Ten Thousand Dollars Presented to Patriotic Funds at Annual Meeting — Number of the Association Members on Firing Line—The New Officers.

**T**ORONTO, Dec. 31.—That the commercial travelers are patriotic men is shown by the liberal donation made at their annual meeting here last Saturday to the Patriotic Funds. At that meeting the Commercial Travelers' Association of Canada endorsed three cash contributions, totaling \$10,000, to Canadian Patriotic Funds. The amount was distributed as follows: Red Cross Association, \$5,000; Belgian Refugees' Fund, \$3,000, and Canadian Patriotic Fund, \$2,000.

The gift to the Red Cross Fund is to be utilized towards placing cots in a large emergency hospital in London, which is being fitted out near the Waterloo Station for the wounded soldiers brought back from the scenes of war. There will be 1,460 cots in this temporary hospital.

The meeting also sanctioned a resolution instructing the board of directors to keep in good standing for the approaching year all the Canadian travelers who have volunteered for service at the front, and who are members of the mortuary benefit fund. There are forty travelers in the first Canadian contingent at Salisbury Plain, and it is expected that a large number will enlist in the second Canadian contingent. It was also announced that travelers at-

tached to the first contingent had been remembered by the association on Christmas Day, each member getting a leather belt and a handsome cash contribution.

All the reports presented dealing with the general business of the organization for the past year were of a most encouraging character, particularly that of the treasurer, E. Fielding, who announced that a considerable amount of money had been added to the reserve fund. Mr. Fielding pointed out that this had been made possible owing to the very light death rate during the year. He announced that the permanent reserve fund has passed the \$1,000,000 mark.

A report was submitted by a committee appointed two years ago to investigate whether or not it would be necessary to revise the by-laws of the mortuary benefit fund. The committee decided that there was no necessity of making any change at the present time.

The following officers were elected for the ensuing year:—President, J. G. King (a.c.l.); vice-presidents, Alexander Cook and C. J. Tughill; treasurer, E. Fielding; directors: Kingston, W. H. Graham and John Wright; Montreal, George Dawne; Guelph, G. H. Gemmill; Brockville, George E. Jener.





# Flour and Cereals



## Revival in Exports; General Advance Impending

Prices All Round Are Firmer, and Will Go Higher Very Shortly — Ontario Winter Wheat for Export, Particularly to Scottish Ports, is a Feature—Canadian Millers Getting Best of it Just Now—American Ports Glutted.

### MONTREAL.

FLOUR.—Prices here are said to be too low compared with those in Ontario, and millers declare that the longer retailers wait, the more they will have to pay later on. Advices all state that prices will be higher, but nobody seems disposed to buy, having fairly good stocks. Dealers bought so much in September, believing they would get no flour, whereas it can be bought a dollar cheaper to-day. Brokers here state they cannot bring Ontario flour in here and sell it profitably at prevailing prices. A miller, who last week offered 90 per cents for \$4.90, was early this week asking \$5.10. The strong wheat markets at American and Canadian centres have had a decided improvement in the demand from foreign buyers for spring wheat flour, but scarcity of ocean freight space is holding business back.

Manitoba Wheat Flour—		Per bbl.
First patents	.....	6 70
Second patents	.....	6 20
Strong bakers'	.....	6 00
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car lots. Small lots.
Fancy patents	.....	6 00 6 25
90 per cent., in wood	.....	5 50 6 00
90 per cent., in bags	.....	2 50 2 60
Straight roller	.....	6 70 5 90
Blended flour	.....	5 75 6 25

CEREALS.—This market is without any remarkable feature, prices being steady with moderate demand. The improvement in the oat market during the past two weeks has had a beneficial effect on the market for rolled oats.

Cornmeal—		Per 98-lb. sack.
Gold dust	.....	2 20 2 25
Unbolted	.....	2 05 2 15
Rolled Oats—		
Small lots	.....	90's in jute. 3 10
25 bags or more	.....	3 07½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, over rolled oats in 90s, in jute.	.....	10 per cent. 3 50
Rolled Wheat—		
Small lots	.....	100-lb. bbls. 3 50
Hominy, per 98-lb. sack	.....	2 75

FEEDS.—The tone of this market continues very firm, with a fair demand. However, there is little disposition to buy in car lots, as the dealer considers the price too high. Usually business around New Year is dull, dealers waiting until January to see what develops. Millers state they can afford to wait. Bran brings \$25, shorts \$27, and mid-

dlings \$30. A good trade continues in Moulee, and the market is active and firm. Oats are much dearer in Ontario than in Quebec, where the crop was unusually good.

Mill Feeds—	Car lots, per ton
Bran	..... 25 00
Shorts	..... 27 00
Middlings	..... 31 00
Wheat moulee	..... 33 00
Feed flour	..... 40 00
Mixed chop, ton	..... 38 00
Crushed oats, ton	..... 40 00
Barley, pot, 98 lbs.	..... 4 00
Oats, chop, ton	..... 38 00
Barley chop, ton	..... 36 00
Feed oats, cleaned, Manitoba, bush.	..... 0 68

### TORONTO.

FLOUR.—While the general atmosphere of the flour market is that of the usual year-end, prices are a good deal firmer, and advances are looked for at any moment. Indeed, it is hard to say why prices have not already appreciated. Wheat quotations are up, and flour ought to be up 40 cents a barrel, according to millers. However, it may materialize later. Flour men report a very considerable export trade, as a welcome change from the last three or four months, particularly from Scottish ports. This is for Ontario winter wheat chiefly. Flour was quoted a day or two ago at 34/6 net, Glasgow. But the Ontario farmer is slow with his wheat, and there are less and less offerings. Just now British buyers are favoring this market rather than the States, because they will get their stuff sooner and as cheaply from Halifax as the ports over the line.

Manitoba Wheat Flour—		Small lots. Car lots.
First patent	.....	6 80 6 60
Second patent	.....	6 30 6 10
Strong bakers'	.....	6 10 5 90
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		Small lots. Car lots.
Fancy patents	.....	5 90 5 70
90 per cent.	.....	5 10 4 90
Straight roller	.....	5 00 4 80
Blended flour	.....	5 35 4 95

CEREALS.—Market is distinctly firmer. Lower provinces record advance of 10 cents in most grain lines, but this is not general so far as Ontario and West are concerned. Prices remain stationary, but here, as in flour

market, an advance is impending, and may be registered at any moment. There is a good steady demand in all lines. Peas, despite their high price, command good trade.

Barley, pearl, 98 lbs.	.....	5 00
Buckwheat grits, 98 lbs.	.....	5 50 6 00
Corn flour, 98 lbs.	.....	2 50 3 00
Cornmeal, yellow, 98 lbs.	.....	2 55 2 65
Graham flour, 98 lbs.	.....	3 00 3 30
Hominy, granulated, 98 lbs.	.....	3 90
Hominy, pearl, 98 lbs.	.....	3 00
Oatmeal, standard, 98 lbs.	.....	3 92½
Oatmeal, granulated, 98 lbs.	.....	3 92½
Peas, Canadian, boiling, bush.	.....	2 90 3 00
Peas, split, 98 lbs.	.....	5 00
Rolled oats, 90-lb. bags	.....	3 37½ 3 57½
Rolled wheat, 100-lb. bbl.	.....	3 75 4 00
Rye flour, 98 lbs.	.....	3 00
Wheatlets, 98 lbs.	.....	3 75 4 00
Whole wheat flour, 98 lbs.	.....	3 75 4 00

MILL FEEDS.—Prices are very firm and remain good. In bran, shorts and middlings demand is particularly brisk, though there is little doing in oats at present. Reports from East indicate good demand there for feeding lines, and it is said that oats will advance 5 cents a barrel. One or two men are already getting higher prices, though market is not officially higher.

Mill Feeds—	Mixed cars, per ton
Bran	..... 25 00 27 00
Shorts	..... 28 00 29 00
Middlings	..... 30 00 32 00
Wheat moulee	..... 30 00
Feed flour, per bag	..... 1 85 1 90
Oats—	
No. 3, Ontario, outside points	..... 6 50 6 51
No. 3, C.W., bay ports	..... 6 00

### WINNIPEG.

FLOUR AND CEREAL.—A quiet tone to the market is noted. It seems quite likely, however, that this quietness will result in heavy ordering when the new year opens. The demand for rolled oats and all cereals continues large.

Manitoba Wheat Flour—		Per bbl.
First patents	.....	6 40
Second patents	.....	5 80
Strong bakers'	.....	5 10
Cereals—		
Rolled oats, per 90 lbs.	.....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs.	.....	2 80

## FEARMAN BROS.

Merchandise Brokers

66 York Street, - Hamilton, Ont.

We thoroughly cover Hamilton and Western Ontario and solicit your business.

# RESOLVED

that during the year 1915 we will give a square deal to every merchant in Canada.

## WE GUARANTEE

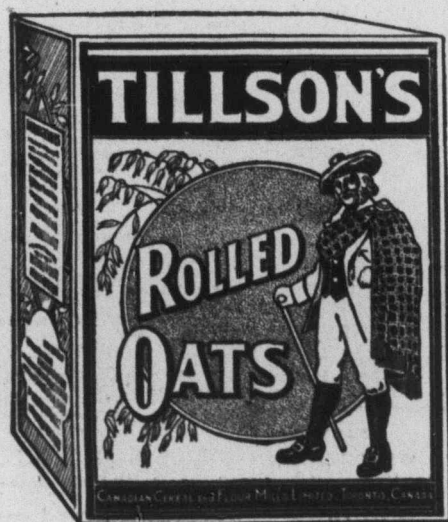
quick shipments, highest quality and prompt service in every department. This is the best time to look over your goods and see how many brands bear the "Made in Canada" label.

## OUR PRODUCTS

are all Canadian grains grown in Canada by Canadian farmers. Do you know we are a strictly Canadian company? By handling our products you help keep Canadian laborers from idleness. All our money remains in Canada instead of being shipped to a foreign country. Is this not worth your consideration?

## ABSOLUTELY PURE

We know that we lead in quality and purity. Let us prove it to you. Every customer will tell you of the superior flavor and quality of RAINBOW FLOUR and TILLSON'S OATS.



A  
Food  
Not  
A  
Fad

We carry a complete stock at all our warehouses. Write or phone us, Main 5069, for quotations.

WE LEAD  
OTHERS FOLLOW

Canadian Cereal  
and Flour Mills,  
Limited

TORONTO, ONT.



Canadian made,  
from Canadian-grown wheat

THE ONLY CANADIAN MACARONI

# HIRONDELLE

(Swallow)

"L'Etoile" Brand

# MACARONI

Manitoba hard wheat is the finest in the world, containing as it does 4% more protein than any other.

The flour made from this wheat is used exclusively in the manufacture of the Canadian-made Macaroni, **Hirondelle** and **L'Etoile**.

There is now no need to import either Macaroni or wheat for its manufacture. The finest quality of Macaroni is now made in Canada, making a greater home market for her wheat, giving labor to her sons and daughters.

Encourage Home Industry by pushing **Hirondelle** and **L'Etoile** Macaroni. Ask your jobber.

## C. H. Catelli, Limited

Montreal

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER.

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

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

#### COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

#### ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than or 10 cases 10 case lots. and over
Dime	\$ .95	\$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

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

#### FOREST CITY BAKING POWDER.

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

#### BLUE.

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

#### COUPON BOOKS—ALLISON'S.

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

#### UN-NUMBERED.

100 books and over, each	0 03 1/2
500 books to 1,000 books.	0 03
For numbering cover and each coupon, extra per book, 1/2 cent.	

#### CEREALS.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 60

	Per case.
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. ....	3 30
King's Food, 2 doz. to case, weight 95 lbs. ....	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs. ....	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. ....	3 30

#### DOMINION CANNERS, LIMITED.

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

#### Aylmer Pure Jellies

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

#### Aylmer Marmalade

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

#### Aylmer Pure Preserves—Bulk

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

#### Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

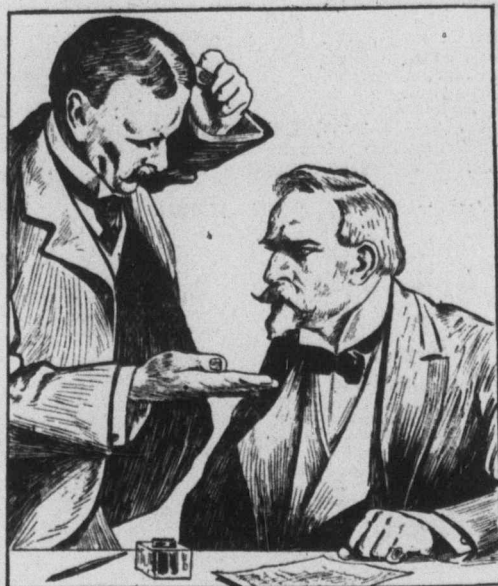
#### COCOA AND CHOCOLATE.

##### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz. ...	4 50
Perfection, 1/2-lb. tins, doz. ...	2 40
Perfection, 1/4-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 35
Soluble bulk, No. 1, lb. ...	0 20
Soluble, bulk, No. 2, lb. ...	0 15
London Pearl, per lb. ...	0 22
Special quotations for Cocoa in barrels, kegs, etc.	

##### (Unsweetened Chocolate).

Supreme chocolate, 1/4's, 12-lb. boxes, per lb. ....	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz. ....	0 80
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 25



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

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

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

# NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

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

## A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

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

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

## Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



# Don't Shoot at Random!

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

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



AGENTS:  
Wm. H. Dunn  
Limited  
Montreal

Dunn-Hortop  
Limited  
Toronto

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

T. A. MacNab  
& Co.  
St. John's  
Newfound-  
land

**CARR & CO. CARLISLE ENGLAND**

## Better Dealer Service



The greatly increased demand for

## CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insure a neater package.

Chinese Starch fits in with the

### "Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

**OCEAN MILLS, Montreal**

Order from any Wholesale Grocer

Diamond, 8's, 6 and 12-lb. boxes	0 29	Peerless Brand, Hotel, each, 2 doz.	4 28
Diamond, 8's and 7's, 6 and 12-lb. boxes	0 26	Jersey Brand, Hotel, each, 2 doz.	4 25
Diamond, 4's, 6 and 12-lb. boxes	0 27	St. Charles Brand, gallons, each 1/2 doz.	4 78
Icings for Cake—		"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/4-lb. packages, 2 doz. in box, per doz.	1 00	"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
Chocolate Confections Per lb.		"Regal" Coffee and Milk, each, 2 doz.	4 50
Maple buds, 5-lb. boxes	0 37	"Reindeer" Cocoa and Milk, each, 2 doz.	4 80
Milk medallions, 5-lb. boxes	0 37		
Chocolate wafers, No. 1, 5-lb. boxes	0 31		
Chocolate wafers, No. 2, 5-lb. boxes	0 26		
Nonpareil wafers, No. 1, 5-lb. boxes	0 31		
Nonpareil wafers, No. 2, 5-lb. boxes	0 28		
Chocolate ginger, 5-lb. boxes	0 31		
Milk chocolate wafers, 5-lb. boxes	0 37		
Coffee drops, 5-lb. boxes	0 37		
Lunch bars, 5-lb. boxes	0 37		
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36		
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85		
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37		
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37		
Nut milk chocolate, 5c bars, 24 bars, per box	0 85		
Almond nut bars, 24 bars per box	0 85		

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

**WHITE SWAN**

1 lb. tins, 2 doz. to case, weight 35 lbs.	30
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

**ENGLISH BREAKFAST COFFEE.**

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

**MOJA.**

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

**PRESENTATION COFFEE.**

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

**MINTO BROS.**

**MELAGAMA COFFEE.**

	Whol. Retail.
1s, 1/2s, Grd.	25 30
1s, 1/2s, B. & G.	32 40
1s only, B. & G.	35 45
1s, 1/2s, B. & G.	38 50
Packed in 30 and 50-lb. cases.	
Terms net 30 days prepaid.	

**(MINTO COFFEE (Bulk))**

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

**FLAVORING EXTRACTS.**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 28
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 08
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 88
Bulk, per gallon, weight 16 lbs.	10 00

**CRESCENT MFG. CO.**

**CRESCENT MAPLEINE.**

Special Delivered Price for Canada

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



Your customers will be pleased and will come back for more if you make it a point to recommend

## ROYAL BAKING POWDER

An article that sells steadily, pays good profits and repeats with regularity is the article for you to make a leader.

**Royal Baking Powder** is easy to sell and when sold you have positively pleased the purchaser, who will in turn recommend it to others. Don't forget that the ultimate profit on **Royal Baking Powder** is greater than you could make on any other baking powder.

ROYAL BAKING POWDER COMPANY, NEW YORK

### To Our Friends and Patrons

The Thousands old and new—

Who out of the goodness of their hearts and the fulness of their means have so liberally patronized us.

### GREETING

May the Coming Year bless you and yours with a bountiful measure of **HAPPINESS** and **PROSPERITY**.

For your valued and loyal support, for the privilege of enjoying your patronage, **WE THANK YOU**.

May we merit a continuance of these cordial relations and share with you the dawning prosperity of 1915.

THE MONTREAL BISCUIT COMPANY

Manufacturers

Biscuits and Confectionery

MONTREAL

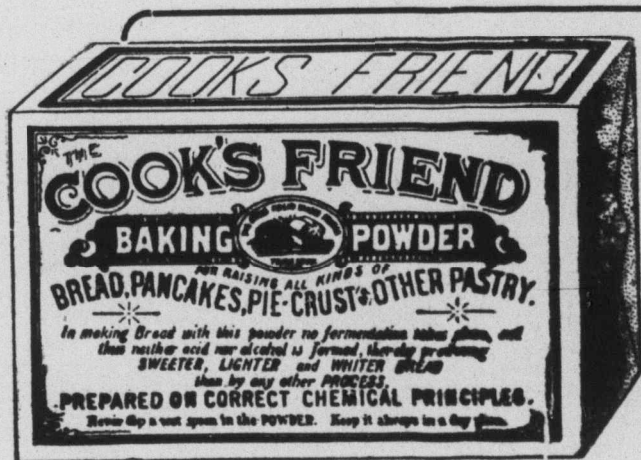
# Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

**F. W. Fearman Company**  
LIMITED  
HAMILTON



## Quality that brings New Trade

is worth pushing aggressively, and a sale of Cook's Friend Baking Powder has always meant continued business. Better and lighter bread, cakes and pastry, and better satisfied customers cannot be secured than with Cook's Friend Baking Powder. Feature it in your windows to-day.

**W. D. McLAREN LIMITED**  
Montreal

### BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.

### MUSTARD.

COLMAN'S OR KEEN'S.

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

Per jar.

Durham, 4-lb. jar .....	0 87
Durham, 1-lb. jar .....	0 28

### WHITE SWAN LYE

Single Cases, 4 doz. ....	\$3 40
3 case lots, 4 doz. ....	7 30
5 case lots, 4 doz. ....	3 20
Shipping weight 50 lbs. per case.	

### JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

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

### JELL-O.

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

### JELL-O ICE CREAM POWDER.

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

### SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

### FELS NAPTHA.

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

### STARCH.

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

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

### Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn .....	.07%
40 lbs. Canada pure corn starch .....	.06%
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb. ....	.10

### BRANTFORD STARCH. Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ....	.07%
Barrels, 200 lbs. ....	.06%
Kegs, 100 lbs. ....	.06%
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs. ....	.07%
8 in case .....	.06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.06%
Kegs extra large crystals, 100 lbs. ....	.07%
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case .....	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case .....	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.06%
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.07%
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. ....	.07%
(20-lb. boxes ¼c higher than 40's.	

## Are You One of the Capable Men of Your Locality?

Does your present income permit you to enjoy all the every-day luxuries, an occasional vacation trip, a new watch, bicycle, or possibly an extra fall suit?

We are anxious to appoint a capable man in your district to represent MacLean's and The Farmer's Magazine.

In all parts of the country hundreds of energetic men are representing our publications, supplementing limited home incomes, or, in other cases, making this work their only vocation. Some of them earn more than managers of leading concerns.

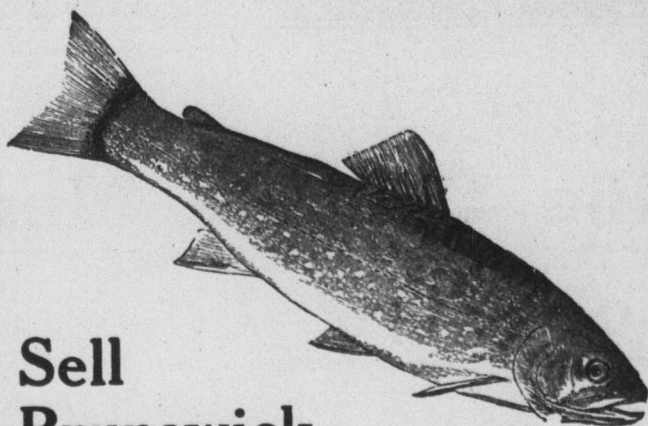
The work is enjoyable, keeping you out of doors and in touch with the activities of the community. You will not be a canvasser, for as a representative of MacLean's or Farmer's Magazine you will be received as one of the successful, capable men of the community. Consequently your success is assured from the very start.

On each order, new or renewal, you will receive a definite commission, so that your salary will be gauged entirely by your efforts. No previous business experience is necessary. We coach you and co-operate with you at all times. If you will write us to-day, we will gladly tell you further about the work.

*Do not delay Writing*

**The MacLean Publishing Company, Limited**  
143-153 UNIVERSITY AVE. TORONTO, CANADA





# Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of "Brunswick Brand" Sea Foods has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

- |                       |                   |
|-----------------------|-------------------|
| 1/4 Oil Sardines      | Kipperd Herring   |
| 1/4 Mustard Sardines  | Herring in Tomato |
| Finnan Haddies        | Clams             |
| (oval and round tins) | Scallops          |

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



**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

**COW BRAND BAKING SODA.**  
In boxes only.

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

**SYRUP.**

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

2-lb. tins, 2 doz. in case... \$2 65  
5-lb. tins, 1 doz. in case... 3 00  
10-lb. tins, 1/2 doz. in case... 2 90  
20-lb. tins, 1/4 doz. in case... 2 85  
Barrels, 700 lbs. .... 3 1/2  
Half barrels, 350 lbs. .... 4  
Quarter barrels, 175 lbs. .... 4 1/4  
Pails, 35 1/2 lbs. .... 1 95  
Pails, 25 lbs. each ..... 1 40

**LILY WHITE CORN SYRUP.**

2-lb. tins, 2 doz. in case... 3 00  
5-lb. tins, 1 doz. in case... 3 35  
10-lb. tins, 1/2 doz. in case... 3 25  
20-lb. tins, 1/4 doz. in case... 3 20  
(5, 10 and 20-lb. tins have wire handles.)

**CANNED HADDIES**

**"THISTLE" BRAND.**

A. P. TIPPET & CO., Agents  
Cases, 4 doz. each, flats, per case ..... \$5 44  
Cases, 4 doz. each, ovals, per case ..... 5 40

**INFANTS' FOOD.**

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

**BEAVER BRAND CORN AND MAPLE SYRUP.**

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

**MOLASSES.**

**THE DOMINION MOLASSES COMPANY, LTD.**

**Gingerbread Brand.**

2c, Tins, 2 doz. to case.  
Quebec, per case ..... \$1 85  
Ontario, per case ..... 1 90  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ... 3 60  
Alberta, per case ..... 2 70

**DOMOLCO BRAND.**

2c, Tins, 2 doz. to case.  
Quebec and Ontario, per case 2 95  
Manitoba, per case .... 3 40  
Saskatchewan, per case ... 3 65  
Alberta, per case ..... 3 75  
British Columbia, per case. 3 85  
British Columbia, per case. 3 40

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

1/2-pint bottles 3 and 6 doz. cases, doz. .... 6 90  
Pint bottles, 3 doz. cases, doz. .... 1 75

**H. P.**

H. P. Sauce— Per doz.  
Cases of 3 dozen .. 1 00  
H. P. Pickles—  
Cases of 2 doz. pints ... 3 25  
Cases of 3 doz. 1/2-pints.. 2 20

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**  
2a size, gross ..... 2 80  
6a size, gross ..... 2 40

**NUGGET POLISHES.**

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

**TEAS.**

**THE SALADA TEA CO.**

East of Winnipeg.

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

**ORANGE MARMALADE.**

**"BANNER BRAND" PURE FRUIT PRODUCTS.**

**JAMS AND JELLIES.**

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

**MARMALADE.**

2's, per doz. .... \$3 30  
4's, per pall ..... 0 40  
5's, per pall ..... 0 45  
7's, per pall ..... 0 65  
30's, wood, lb. .... 0 08  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00

Prices subject to change without notice.

**MINTO BROS., Limited.**

Toronto.

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

**MELAGAMA TEA.**

	Whol.	Ret.
Red Label, 1s or 1/2s	0 29	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 80
Gold Label, 1/2s only	0 70	1 00

**MINTO TEA.**

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

**YEAST.**

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 15

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

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. .... \$0 38  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 46  
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 46  
Currency, 6s, 1/2 butts, 9 lbs. 0 46  
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 46  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes ..... 0 67  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 67  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddles ..... 0 67  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57  
Empire, 7s and 14s, caddles 15 lbs., 1/4 caddles 6 lbs. 0 52  
Great West, pouches, 9s. .... 0 67  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 80

# UPTON'S

## White Clover Honey

The government report just issued gives it the highest standard of purity.

*Order from your jobber  
or write us for price list*

**The T. Upton Co., Limited**  
ST. CATHARINES

Factories at Hamilton and St. Catharines

# "Golden Orange"

## BRAND

### CALIFORNIA NAVELS

Are now arriving at regular intervals. The quality, this year, is right up to the usual high standard. Commence the New Year by specializing on this brand. Our Orange trade has increased beyond our fondest hopes, and we attribute a great deal of this increase to the uniformly high quality of "Golden Orange" pack.

It has done this for us. Let it do the same for you. Order to-day.

THE HOUSE OF QUALITY

## Hugh Walker & Son

Established 1861

Guelph and North Bay



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S.

Retails at 10 Cents per Cake.

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

## Brooms of Quality

to introduce our

### CANADA LINE

Please note the following:

## Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

**Walter Woods & Co.**  
HAMILTON

# Buyers' Guide

## Write us for New Price List of WINDSOR SALT

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

## Dr. JACKSON'S ROMAN MEAL

Made in Toronto  
ROMAN MEAL CO.  
MONARCH ROAD

## EGG FILLERS

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

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

## MERITOL SYRUP

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

## SUCHARD'S COCOA

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

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

If you are interested in Irish trade.

## Raw Materials and Equipment

Some of the largest bakers in America are  
placing the buying of their materials and  
equipment in our hands. They know that they  
get better value through us.

The Biscuit & Cracker Mfrs. Co.  
105 Hudson St. New York City

## STORAGE IN OTTAWA BOND AND FREE

Direct Railway connection. Car distri-  
bution. Write for rates.

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

THEY ARE GOOD  
OLD STAND-BYS

## Baker's Cocoa and Chocolate



Registered  
Trade-Mark

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

Trade-mark on every  
genuine package

MADE ONLY BY

**Walter Baker & Co. Limited**

Established 1780  
Montreal, Can. Dorchester, Mass.

Every Merchant who handles—

## Mathieu's Nervine Powders



Syrup of Tar and Cod Liver Oil

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's is a specific in all forms of colds.*

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

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....  
With (Name of firm) .....  
Street .....  
City or town .....Prov.....

## HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.



ESTABLISHED 1849

## BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

**Thomas C. Irving,** General Manager  
Western Canada  
TORONTO

**CLASSIFIED ADVERTISING**

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

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

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

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

**MISCELLANEOUS**

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

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

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

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

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

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

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

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

**WANTED**

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

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

**TRAVELLER CALLING ON THE GENERAL** trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

**AGENCIES WANTED**

**WANTED-AGENCIES FOR PROVINCE OF** Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

**FOR SALE**

**McCASKEY ACCOUNT REGISTER-GOOD AS** new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

**FOR SALE-AN ADVERTISEMENT UNDER** this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

**STORE TO RENT OR LEASE-TWO-**storey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

**GENERAL MERCHANT'S BUSINESS, POST** office attached, for sale, on Vancouver Island. Turnover \$15,000 yearly. Sound business; \$10,000 will handle; \$3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

**FOR SALE-GENERAL STORE SITUATED** 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

The

**CONDENSED AD.**

PAGE

WILL INTEREST YOU

**Safe Investments**

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.


The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

**The Financial Post of Canada**  
Toronto

"The Canadian Newspaper for Investors"

**OAKLEY'S KNIFE POLISH**

WELL-KNOWN



**JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.**

AGENTS:

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

20th Century Retailing DEMANDS the use of

**ALLISON COUPON BOOKS**



You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

**HERE'S HOW THEY WORK:**

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.  
**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.

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

The Condensed Ads. in this Paper will bring good results

*Richards*  
QUICK NAPTHA  
THE  
WOMAN'S SOAP

The Sign of a  
**Good Buy in Soaps**

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

**The Richards Pure Soap Co.**

Limited  
Woodstock - Ontario

**ROWAT'S FAVOR LIES  
IN THEIR FLAVOR**

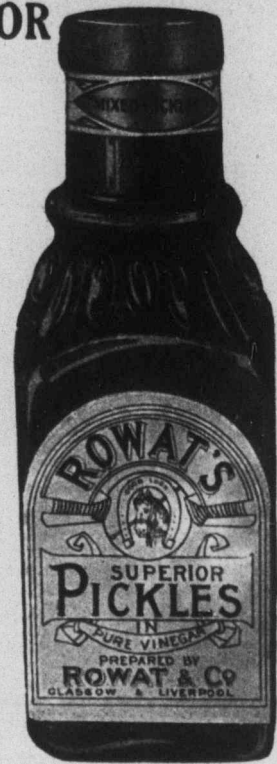
For Rowat's show how good pickles really ought to taste. More and more are being used in Canada all the time. Grocers find it pays handsomely to push

*Rowat's Superior Pickles.*

**ROWAT & CO.**

Glasgow - Scotland

CANADIAN DISTRIBUTORS  
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



The most welcome news to your competitor is the report which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

## Country Pork Sausage

Made from absolutely nothing but Pure Pork Meat.

Average amount made daily is over 1,000 pounds.

Its looks make the sales, and its taste brings the repeat orders.

Try a shipment of pure Sausages and boost your Provision Dept. sales.

"Twelve Varieties."

**J. M. SCHNEIDER & SONS**  
LIMITED  
Berlin, Ontario

## Apples

We will pack

**10,000**

**barrels**

of the celebrated  
Georgian Bay Apples  
this Fall. Place your  
orders early.

**LEMON BROS.**

Owen Sound, Ontario

Compliments  
of the  
Season

from

**Franc Tracuzzi**  
Packer, Messina

**J. J. McCABE**

Agent

**Toronto**



### Mr. Retailer:

*Have you calculated the profit  
you make when selling*

**TUCKETT'S  
T & B  
10c. PLUG**

?

Tuckett Ltd., - Hamilton

# BUSINESS LOGIC!

**A**DVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

Should not the process of familiarizing and educating go on?

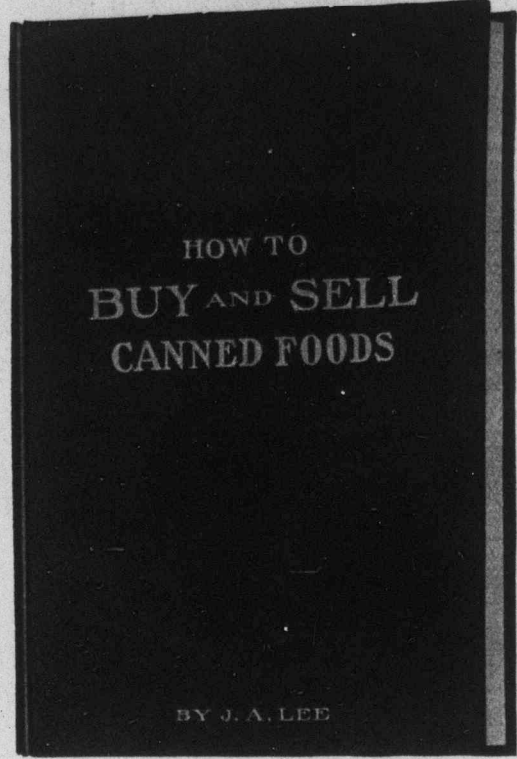
¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

INDEX TO ADVERTISERS

<b>A</b>		<b>M</b>	
Allison Coupon Co. ....	50	MacGregor Paper Co. ....	6
Anglo-B.C. Packing Co. ....	9	MacLean's Magazine .....	64
<b>B</b>		MacNab, T. A., & Co. ....	16
Baker & Co. ....	58	Magor, Son & Co. ....	20
Balfour-Smye & Co. ....	12	Malcolm's Condensing Co. ....	49
Barr Register .....	18	Maple Tree Producers Assn. .	7
Benedict, F. L. ....	58	Mathieu & Co., J. L. ....	58
Betts & Co. ....	13	McAuley, W. T. ....	16
Bickle & Greening .....	52	McCabe, J. J. ....	61
Biscuit & Crackers Mfrs. Ass.	58	McLaren, Limited, W. D. ....	54
Borden Milk Co. ....	3	Measam, George E. ....	16
Bradstreets .....	58	Millman, W. H., Sons .....	16
<b>C</b>		Montreal Biscuit Co. ....	53
Campbell Brokerage Co. ....	16	Mott, John P., & Co. ....	57
Canada Starch Co. ....	20	<b>N</b>	
Canada Sugar Co. ....	18	Nicholson & Bain .....	49
Canadian Cereal & Flour		<b>O</b>	
Mills, Ltd. ....	47	Oakey & Sons, John .....	59
Carr & Co. ....	50	Ocean Mills Co. ....	50
Catelli & Co. ....	48	Ott Co., W. T. ....	7
Clark, Ltd., W. ....	11	<b>P</b>	
Classified Condensed Ads. ....	50	Pascall's, Ltd. ....	15
Coies Mfg. Co. ....	2	Paterson & Sons .....	8
Comte & Cie. ....	58	Patrick & Co., W. G. ....	16
Connors Bros. ....	56	Pennock, H. P., Co., Ltd. ....	16
Continental Bag & Paper Co. .	8	<b>R</b>	
Cowan Co. .... Inside back cover		Reckitts, Limited .....	4
<b>D</b>		Richards Soap Co. ....	66
Dominion Cannery, Ltd. ....	5	Robinson & Co., C. E. ....	13
Dominion Warehousing Co. ....	58	Rock City Tobacco Co. ....	8
<b>E</b>		Roman Meal Co. ....	8
Eckardt, H. P., & Co. ....	51	Rowat & Co. ....	60
Escott & Co., W. H. ....	16	Royal Baking Powder Co. ....	53
Estabrooks, Limited .....	19	Ruttan, Alderson & Lound,	
Eureka Refrigerator Co. ....	19	Ltd. ....	16
<b>F</b>		<b>S</b>	
Fairbank Company, N. K. ....	4	Sanitary Can Co. ....	12
Fearman Bros. ....	16	Schneider & Sons .....	61
Fearman, F. W., Co. ....	54	Smith & Proctor .....	12
Financial Post .....	59	Smith & Son, E. D. ....	3
Forbes & Nadeau .....	7	St. Lawrence Sugar Refining	13
Furnivall-New .....	19	<b>T</b>	
<b>H</b>		Taylor, Alfred .....	16
Hargreaves (Canada), Ltd. ....	9	Tippet, Arthur P., & Co. ....	1
Helz Co. ....	9	Toronto Salt Works .....	58
Hillock & Co., John .....	2	Trent Mfg. Co. ....	58
Hobart Mfg. Co. ....	17	Tucketts, Limited .....	61
Holland Rusk Co. ....	58	<b>W</b>	
Horne Co., Harry .....	16	Walker, Hugh, & Son .....	57
<b>I</b>		Walsh, Martin M. ....	16
Imperial Extract Co. ....	2	Watson & Truesdale .....	16
Irish Grocer .....	58	Welch Grape Juice Co. ....	Front cover
<b>J</b>		Wellington Mills .....	59
Jonas & Co. ....	9	Wethey, J. H. ....	57
<b>L</b>		White & Co. ....	52
Lake of the Woods Milling		White Swan Spices & Cereals	Inside front cover
Co. .... Back cover		Wiley, Frank H. ....	16
Lambe & Co., W. G. A. ....	16	Woods & Co., Walter .....	57
Leeuw, Henri de .....	16	Woodruff & Edwards .....	7
Letch Bros. ....	8		
Lemon Bros. ....	61		
Lindners, Limited .....	15		



**A Practical Text-Book of the Canning Trade**

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

**INDEX TO CONTENTS**

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

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

**The McLean Publishing Company, Ltd.**  
 Book Department  
 143-153 University Ave. TORONTO



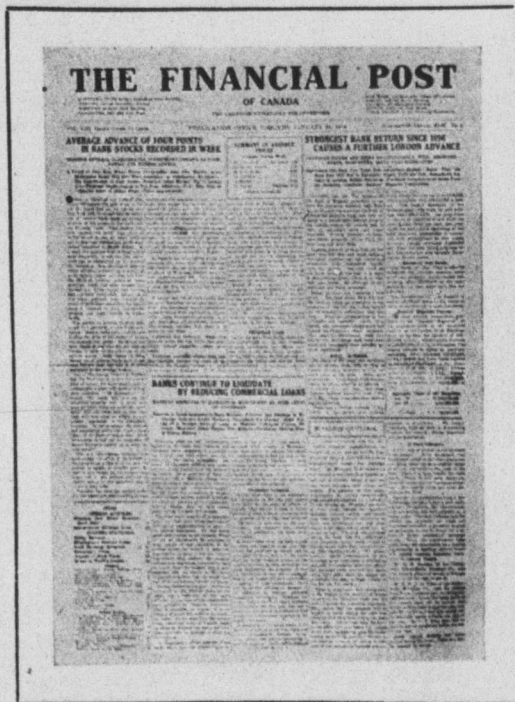
# BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

## WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.



Annual Subscription \$3.00 the year

Date 1914

To:

THE FINANCIAL POST  
143-153 University Ave., Toronto

Dear Sirs:

Please enter <sup>my</sup> <sub>our</sub> subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or  
Box No.....

City.....

WHY NOT HAVE THE FACTS?  
C. G.

**THE CANADIAN BUSINESS MAN** has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET  
**The Financial Post**  
of Canada  
serve you at least during the next four months.  
Write for a free sample copy or

**Sign** ← the attached Coupon and return  
to us with one dollar for four months, or if more convenient pay on receipt of bill.

# Cowan's Perfection COCOA

Most Important  
of all

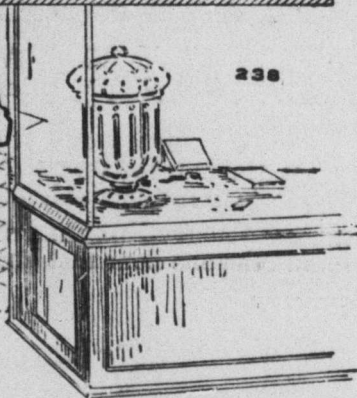


MAPLE  
LEAF  
LABEL

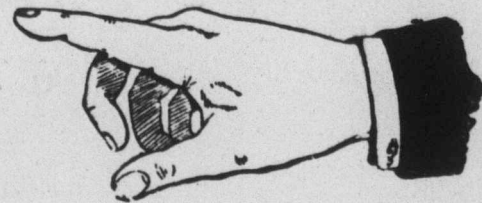
A food that is at once  
appetizing, nourishing  
and easy to digest.

Do you sometimes  
overlook this impor-  
tant purchase?

**COWAN'S**  
PERFECTION  
**COCOA**



We Introduce It  
You Display It  
It Sells Itself



The accompanying advertisement illus-  
trates how we introduce Canada's leading  
beverage to the people. This and other  
Cowan advertisements go into every  
Canadian home and pave the way for a  
big Cocoa business for you.

**The Cowan Co., Limited**  
Toronto, Canada

CANADIAN GROCER



—*this bread sells your flour*

It's the stuff it makes that sells FIVE ROSES for you. And every meal supplies you more selling features, Brother Grocer.

Whether baked in a round pan or a square tin, the colour of the crust and crumb, the general eating qualities, the nutrition, the economy in production of a FIVE ROSES loaf have set very high the standard of comparison.

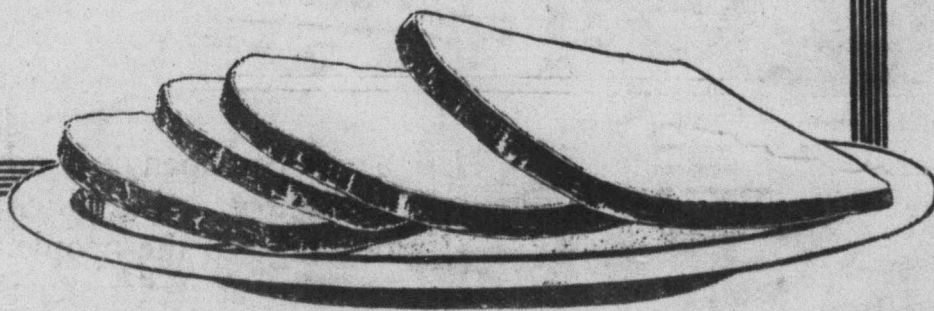
Sell the flour that scores the highest at every point—sell

## FIVE ROSES

*Not Bleached* **FLOUR** *Not Blended*

The Christmas season is a great big selling opportunity. The Christmas dinner comes but once a year; it demands the very best breadstuffs in the world. The home baker's every baking instinct is alert for commendation.

Don't merely *wish* your customers a Merry Xmas and a Happy New Year—make dead sure of it by selling the one flour that guarantees Christmas quality at *every* dinner in the New Year.



**L**OOK at the loaf shown above—a reduced reproduction of an actual FIVE ROSES loaf of bread, baked not by an expert, but by a plain, everyday housewife. In the famous FIVE ROSES Cook Book, 28 full pages are devoted to the baking of breadstuffs alone, showing real photographs in colour of the good things that your own customers can make. No other miller has given such thought and money to simplify the salesmanship of his retailers.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**  
Toronto, Ottawa      "The House of Character"      London, St. John  
Winnipeg, Vancouver      Daily Capacity 12,000 bbls.      Keewatin, Medicine Hat  
**MONTREAL**