

**PAGES
MISSING**

Featuring—Handling and Selling Fish: Fish Day, February 29.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, FEBRUARY 11th, 1916

No. 6

Welch's

"The National Drink"



Make plans *now* for your most profitable grape juice season by placing your order for Welch's for Spring delivery.

Each year the hostess finds new uses for Welch's. In Lemonade, Punches, Highballs, Frappes, Ice Creams, etc., it is ever a social treat and solves the problem of "What to Serve."

Recommend Welch's to your particular customers and they will thank you.

Welch profits are safe and sure—every bottle guaranteed—every bottle bought means a satisfied sale.

Sold by leading jobbers

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

All Our Products Are Canadian-Made—and every one is a leader

In featuring our lines you are not only offering your customers the very best obtainable but you are also encouraging Canadian enterprise and Canadian labor.

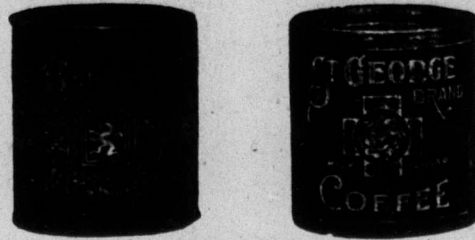
We set out to produce here in Canada a line of milk products whose quality would not only equal but excel anything manufactured inside or outside the Dominion. That we have succeeded is evidenced by the splendid quick selling popularity of our goods wherever displayed.

Here are our 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	5.50
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	4.00

Order a supply to-day

Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO



No. 35

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

The Fire on the "Hill"

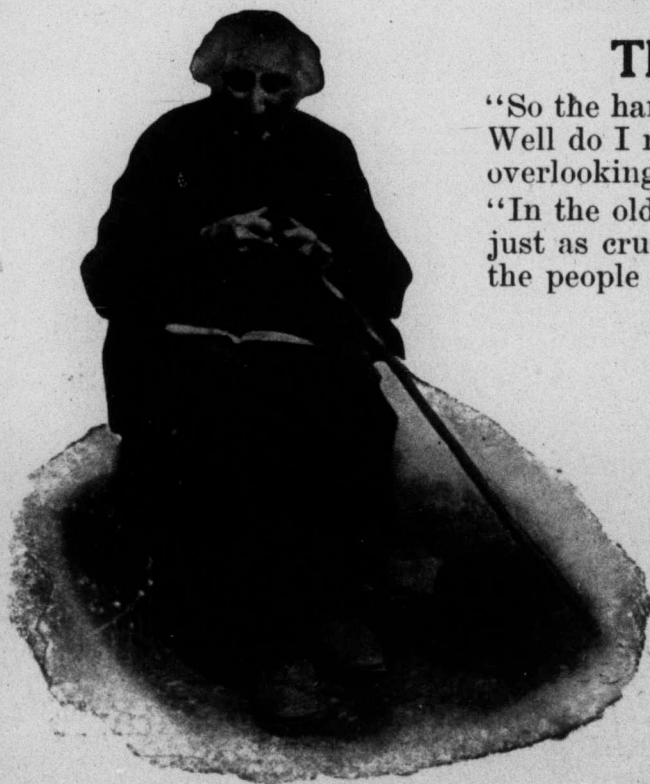
"So the handsome old Parliament Buildings are gone. Well do I remember when they were built on the hill overlooking the Ottawa River.

"In the old days of Canada the Government seat was just as crude as the country. The representatives of the people were raw countrymen, and like the people

enjoyed their rough fare—even while sitting in Parliament. A plug of Tobacco—not KING GEORGE NAVY—but a much inferior grade, was in a secret pocket, and a sly chew was indulged in occasionally."
KING GEORGE NAVY IS THE BEST CHEW OF EVERY CLASS.

Order your supply now.

Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



The Housewife Is Interested In SUGAR

Mr. Grocer, the Housewife to-day is doing what she never did before in her life—she is comparing sugars.

Whenever she opens her home paper, she sees the "LANTIC SUGAR" advertisements. When she goes shopping or calling, she has LANTIC SUGAR before her on the billboards.



Naturally of an inquiring turn of mind, she asks herself, "What is this new sugar—is it better than what I have been using?" Mentally, she is already comparing sugars.

Her next move is to come to you, Mr. Grocer—and this is what sometimes happens:

"Have you LANTIC SUGAR?"

"No; Madam, but we have something just as good."

Madame is perhaps in a hurry and may take the substitute. But she is a little disappointed. She wanted to see if there is any real difference in sugars. LANTIC advertising has done its work.



The next time she runs out of sugar, she tries another retailer.

"I want a bag of Lantic Sugar."

"Yes, Madam, we have it. What else?"

Frankly, Mr. Grocer, isn't this a typical case, not only as applied to sugar, but also to other high-grade, well-advertised products.

Now that Mrs. Housewife has the genuine LANTIC SUGAR, she immediately puts it to every conceivable test possible for the sake of comparison. The results are she finds that—Lantic Sugar dissolves instantly in her tea or coffee—No waste.

Lantic Sugar is just ideal for making cakes, pies and puddings, because in making a batter, it mixes easily—No effort.

Lantic Sugar serves her as an all-purpose sugar—Can be used for cereals, fruits, etc. No other sugar needed.

Let us send you a trial order of Lantic Sugar in cartons or bags through your wholesaler.

**Atlantic Sugar Refineries
Limited Montreal**

Advertising costs money

It pays to advertise, but there are more ways than one to do it.

Instead of spending our money advertising Minto Tea to the consumer and forcing the retailer to handle tea which possibly nets him a very small margin of profit, we are enclosing the actual amount of money in each package (½ and 1 lb.) that it would cost us to advertise it in other ways. You can readily see the talking point you have, and especially when you actually know that the quality of Minto Tea has not been sacrificed, and besides this, your profit is excellent. Minto Tea costs you 33c, and retails at 40c.

Send for a trial shipment to-day.

Minto Bros.

New Address: 284 Church St.

TORONTO

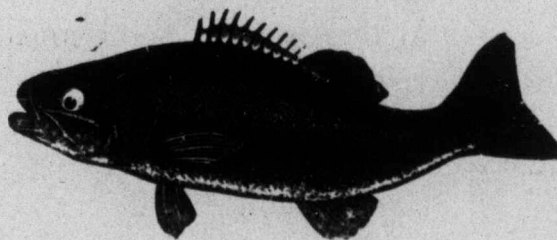
GIPSY
Stove Gloss
sells well
and
pays well

Order from your wholesaler.

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

Western Agents: For Manitoba, Lightcap and Grant, 179 Bannatyne Ave. East, Winnipeg. For British Columbia and Yukon: Creeden & Avery, Ltd., Rooms 5-6 Jones Block, 407 Hastings St. W., Vancouver, B.C.

How About



SPECIAL PRICES
for LENT on
Salted Lake Herring
in Kegs or Pails

**SALT MACKEREL and FRESH
LAKE HERRING**

IF IT SWIMS. TRY US.

Ask for Price List

J. BOWMAN & CO.

WHOLESALE FISH

26 Duncan Street

TORONTO, ONT.



What Our Reputation Means to You

You know, of course, that a quality reputation behind a line of goods is always a splendid factor in producing quick sales and a bigger turnover.

The reputation built up by

Borden's Milk Products

means much to the dealer stocking the Borden Lines, because this reputation has been established long ago on a bedrock foundation of purity and high-grade value.

This winning quality characterizes every Borden product—the Borden signature is a guarantee of mutual satisfaction to dealer and customer.

We maintain this winning quality by exercising the greatest vigilance in selecting and processing only the very highest grade of pure milk. Anything that would tend to lower the Borden standard of excellence is scrupulously avoided.

Look over your stock of Borden's to-day and get up an effective display in your window. Bring them before your customer's notice. **First sales will be easy, and bigger ones will follow.**

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office—No. 2 Arcade Bldg., Vancouver, B.C.



Brunswick Brand Sea Foods

give you a two-fold profit

—the profit on the sales direct and the bigger profit that increased customer confidence will create in other lines.

The appetizing goodness of

Brunswick Brand Sea Foods

makes a winning appeal to lovers of palatable wholesome sea foods, hence initial sales are only the beginning of a steady repeat business for the Brunswick Brand dealer.

Ideal location, perfect equipment, and experienced workmen are the three big reasons for Brunswick Brand superiority. The scrupulous care we exercise in selecting, preparing and boxing the pick of the catch guarantees perfect purity and satisfaction in all our sea foods.

Get a supply of Brunswick Brand today, and see what selling effects a window or counter display will produce.

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

MENNEN'S TALCUMS

Mennen's
Borated
Talcum

Mennen's
Violet
Talcum

Mennen's
Sen Yang
Powder

Mennen's
Narangia
Talcum

Mennen's
Talcum for
Men

For a generation Mennen's Borated has been the standard of purity and safety in a Talcum Powder and has merited the endorsement of thousands of doctors, mothers and nurses. The demand for Mennen's is universal. It is extensively advertised, and you will find that the mere display of these Talcums in your store is sufficient to "make a sale."

Selling Agents:

Harold F. Ritchie & Co., Ltd.

12-14 McCaul St., TORONTO

Made in Canada by Gerhard Mennen Chemical Co.
MONTREAL

The Wayne Side- walk Pump

For Gasoline attracts the Trade and keeps it. You never lose a Customer when using a

WAYNE PUMP

Clean Gasoline, Filtered Gasoline and Correct Measure for Your Customer.

Ask us all about it.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.



WAYNE OIL TANK & PUMP CO., Ltd.
WOODSTOCK ONTARIO

We Know That Grocers Prefer to Sell the Best

Here Are Some Facts for You Mr. Grocer—

“Canada First” Evaporated Milk set
a standard years ago.

The Dept. of Inland Revenue, at
Ottawa, tested all brands in
1910. “Canada First” stood
first then.

For proof of this see Bulletin No. 208.

Further—

In 1915, “Canada First”—Bulletin
No. 305, again tells the story.

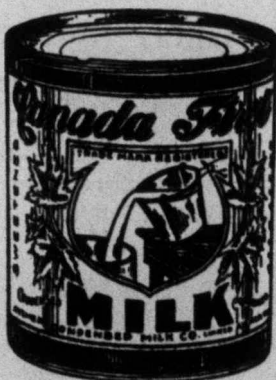
For years “Canada First” has set the
highest standard for Quality
and Food Value.

It's the best by every test—It's
Canadian Made by Canadians.

Push its use—knowing that you are
selling the very best, and explain
to your customers why you recom-
mend it. It will interest them.



Best for Coffee,
Salads, etc.



Best for Baby,
Cake, Candies

Aylmer Condensed Milk Co., Limited
AYLMER - ONTARIO

WAGSTAFFE'S

Celebrated

Seville Orange Marmalade and
Jelly Shred Marmalade

SEASON 1916

Now ready for delivery.

No advance in Price.

Support Canadian Industries.

WAGSTAFFE, LIMITED

Hamilton, Canada



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

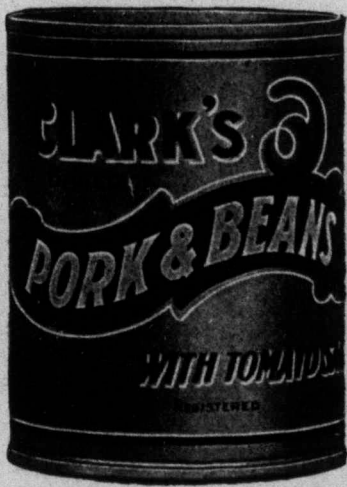
SOLE PACKERS

Halifax - N.S.

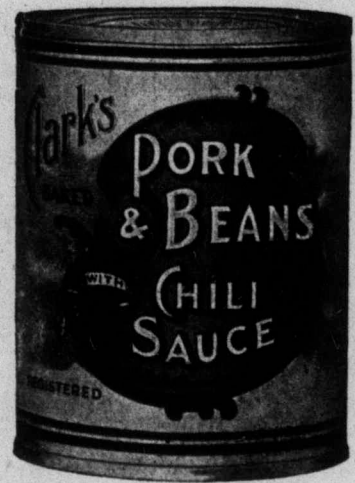
In our Classified Columns on page 52, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

THERE IS NO DOUBT
about the
QUALITY
of
CLARK'S
PORK and BEANS



They are the best
and there is
no doubt about
the



NATIONALITY
of the Manufacturers

They are Canadian and British. Stand by your own.

W. CLARK, LIMITED

Clark's

MONTREAL

CANADIAN GROCER

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

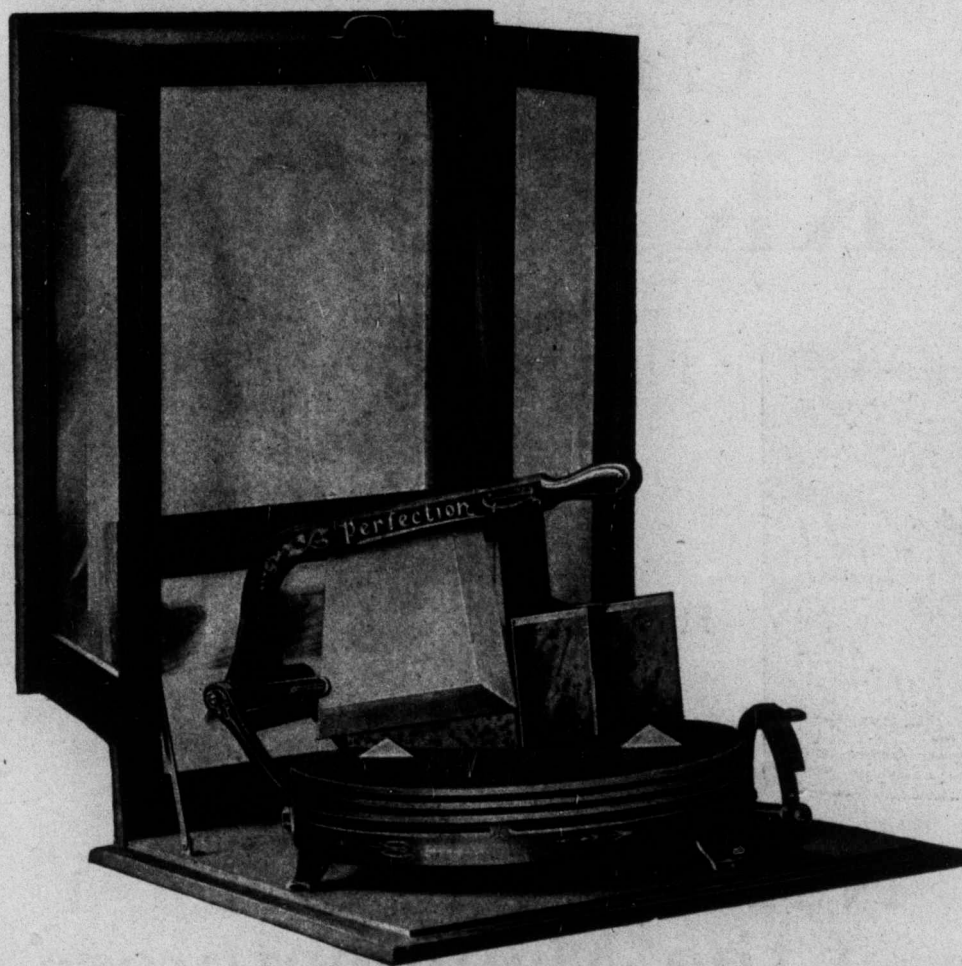
IT IS A CHEESE CUTTER WORTH HAVING.

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.

**American Computing
Company**

HAMILTON, ONT.

IT
SAVES ITS
COST in a
few months and
lasts a lifetime.

BUY IT NOW.

IF
BUSINESS
is BAD or
GOOD, you
need A PROFIT-
SAVER.

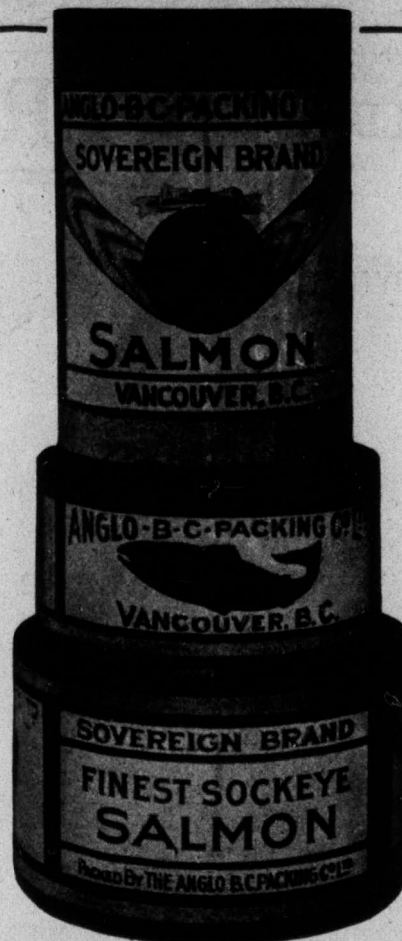
BUY IT NOW.

Century Salt

Pure,
even
crystals

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

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO



Have you
tried
Leacock's
yet?

Leacock's Molasses

*Extra Fancy
and
Extra Choice*

The Canadian housewife is quick to appreciate quality and LEACOCK'S offers her a quality that is absolutely unbeatable.

Leacock & Co.

*Exporters of
highest grade
Molasses*
BARBADOS, B.W.I.

A stock of Leacock's will pull results which spell a bigger and better business.

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

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

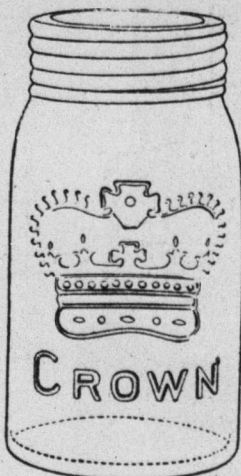
H. J. Heinz Company

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

BUILD UP YOUR **FRUIT JAR** BUSINESS

AROUND THE BEST

IMPROVED CROWN



Made
in
Canada

PERFECT SEAL



With
Canadian
Money

IMPROVED GEM



Your Jobber Carries Them. Manufactured by

DOMINION GLASS COMPANY, LIMITED

MONTREAL

TORONTO

HAMILTON

WALLACEBURG

REDCLIFF



Star Egg Carriers are enabling 63% of your fellow Grocers to put up, grade and candle their eggs in less time than you can simply fill a paper bag or carton. And, best of all it's increasing the profits of their Egg Department hundreds of dollars each year.

Star Egg Carriers will do the same for you. Our booklet S-174 tells how. Write for a copy.

STAR EGG
CARRIER &
TRAY MFG
COMPANY

JAY STREET
ROCHESTER
NEW YORK



Pretty Clear Evidence



The numbers sold every year, and the steadily increasing demand for

Eureka Refrigerators

is pretty convincing proof that our Thirty Years' experience has made the Eureka the most satisfactory cooling system on the market.

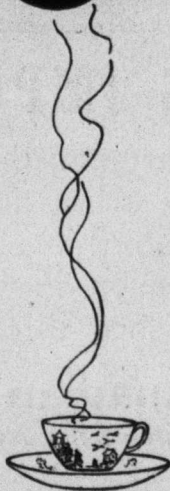
We have embodied in this refrigerator all the most practical and scientific principles of construction, air circulation, etc., that our long and exclusive refrigerator manufacturing experience has given us. The materials used in the construction of the Eureka guarantee contents against spoilage while its superior display facilities create quick easy sales.

A post card will bring you full particulars of the popular refrigerator. We would also like to mail you list of satisfied Eureka users. Write to-day.

REPRESENTATIVES: - James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Eureka Refrigerator Company
31 Brock Avenue LIMITED TORONTO

JAPAN TEA



A cup of good tea is the best natural stimulant for body or brain. The soldier in the trenches, the worker in the fields and woods drinks it in great quantities. The brain-worker in the cities finds grateful comfort in its use. Physicians the world over recommend it.

Japan Tea is preferred to all others because of its unequalled delicacy and its full-flavored strength.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it.
Ask HIM.

Are you reaping benefit from the Japan Tea advertising which is appearing in Canada's leading papers of national circulation?

Your patrons will welcome the delicious, wholesome flavor of this natural green leaf tea. **ORDER FROM YOUR WHOLESALE.**

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense

Phone Nos.
3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

IT IS IMPORTANT!

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

Canadian Grocer
143 University Avenue, Toronto

TEA

With high freight and insurance rates and a shortage of tonnage, the situation is getting stronger every day, and it is impossible to predict how high Ceylon or Indian Teas may go. As Ceylon and Indian Teas advance China Congous will undoubtedly strengthen in price.

Japans are selling freely, and the best values are being rapidly picked up, and as it will be six or seven months before new goods arrive, the selection of these teas, we fear, will be very poor three or four months hence.

Therefore, our advice to buyers is to buy desirable spot goods now and anticipate your requirements for some time ahead.

Communicate with us, we are Tea Experts and handle tea exclusively, and will be pleased to send you samples and quotations for any tea you desire.

John Duncan & Co.

Established 1866

MONTREAL

The Finest Cane Syrup Made Crystal Diamond Syrup

Literature
Art
Language
Traditions
TRADE

Links OF EMPIRE

Canada—Britain—Australia—South Africa—we are all links in one Imperial chain. On the battlefields and in the markets of the world, our strength is in unity and mutual support.

Canadians who buy British-made goods here at home are helping Canada as well as Britain, just as Canadians at the Front are fighting for Canada as well as the Old Country.

And there are no British-made goods which stand higher in reputation, both among Canadians at home and among Canadians in the trenches than Pascall's Candies and Chocolates. They stand for that quality, purity and integrity of manufacture which is one of the great assets of the Imperial Business Partnership. Ask your storekeeper for James Pascall's Candies and Chocolates—and do not be put off with any substitute.

Representatives for Canada

W. H. ESCOTT CO., LTD., 181-183 Bannatyne Avenue, Winnipeg.
MR. H. A. LOUND, Vancouver Hotel, Vancouver, B.C.
MESSES. ANGEVINE & McLAUCHLIN, P.O. Box 72, St. John, N.B.; also P.O. Box 820, Truro, N.S.
MR. C. H. COLE, 33 Front St. East, Toronto, Ontario.

Pascall's

LONDON ENGLAND

<p>Crakerjac TRADE MARK</p> <p>Patented</p> <p>Display Racks Tops and Fixtures</p> <p>Money makers for you. Write for full catalog or for any fixture that you may want.</p> <p>Evan L. Reed Mfg. Co. 604 A Street STERLING, ILLINOIS Canadian Agents Wanted</p>	<p>A "Crakerjac" Pickle Salesman</p> <p>Sanitary Steel Slide Jar Rack</p> <p>New 1916 Model just out with numerous improvements. Racks that pay for themselves in a few months. They add to your bank account as well as to the reputation of your store.</p> <p>Complete with Nine Jars, \$25.00. Six Jars \$20.00</p>	<p>Best Made Stay Either Open or Shut. 25 and 50 lb. Dried Fruit.</p> <p>Box Display Tops & Pail Covers 75c. Each</p> <p>Barrel Tops, any size. \$1. each</p>	<p>No. 264 SALT FISH RACK</p> <p>White Porcelain Jars with Fish in Natural Colors. Rack in White Enamel.</p> <p>Will treble sales of brine goods. State what kind of fish labels you want on jars.</p> <p>Price \$17.00 Complete</p>
	<p>Comply with the Pure Food Laws and keep goods off the floor and sidewalk.</p> <p>"Crakerjac" Basket Tripods</p> <p>Best Made. \$1.75 per Doz.</p>	<p>The Best Bag and Twine Holder Can be Used in Any Position</p> <p>"Crakerjac" Sack Rack with Takeup Twine Holder.</p> <p>Holds more, easiest to fill, easiest to take out, twelve compartments.</p> <p>\$2.75 Each</p>	

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 agents wanting agencies.

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

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

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

ON SPOT
White Beans,
Evaporated Apples
Currants and Raisins
W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ontario

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO
We specialise on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

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.

WESTERN PROVINCES.

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

O. F. LIGHTCAP
Wholesale Grocery Broker and Manufacturers' Agent. Domestic and Foreign Agencies Solicited.
O. F. LIGHTCAP,
179 Bannatyne Ave. - Winnipeg, Man.

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

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.

ALL ORDERS PAYABLE
IN ADVANCE.
PRICE \$2.00

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

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

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"

We Need Salesmen

High-grade men to call on Grocers in connection with Star Egg Carriers and Trays, in use to-day by 63% of the grocers in Canada and the U.S. We have a few very desirable Canadian territories open which offer excellent opportunities to men of ability.

For particulars, apply
**STAR EGG CARRIER & TRAY
MFG. COMPANY**
ROCHESTER, N.Y.

A Traveller's Letter that will Interest You

Geo. H. Campbell, Esq.,
c/o T. H. Estabrooks Co.

Dear Mr. Campbell:—At the beginning of the war a good many grocers on my trip began a campaign against the sale of package goods and in favor of bulk. It will interest you to know that it is about all over now.

Mr. —, on my north trip, had a large and well-established business that had begun to ebb, set his employees at doing up tea, rolled oats, etc., in paper bags. In my regular calls I began to notice that they were paying more attention to wrapping up goods than to their customers. A little later two of the clerks were let out. Another day I called I actually found the remainder of the staff, under the management of the grocer, tying up soda biscuits in paper bags. It was noticeable that Blank & Blank, and Mr. Blank, younger grocers in that locality, that were not so prejudiced against package goods, began to increase their business. I also noticed that Mr. —'s sales of Red Rose Tea were decreasing while his neighbors' sales were increasing, so I concluded it was up to me to say something to him about it. We had a good plain talk about the business and the result of dictating to customers. He was very much put out for a while, but I notice that his clerks are filling orders again, and not tying up so many packages—and, best of all, he is selling more Red Rose Tea.

Yours truly,

A great many similar instances have come to our notice through travellers' letters and travellers' meetings. Is the risk worth while? Why not avoid the risk and recommend

RED ROSE TEA

CANADIAN GROCER



Keen's Oxford **BLUE**

—the blue of blues

—THE BLUE of the Century, THE BLUE of the present, always the same high standard of quality upon which its enviable reputation has been built. Keep Keen's Oxford Blue before your customers.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

Next February 29th is
A FISH DAY

PUT THE FISH ON THE MAP

Everybody will talk and eat fish on Fish Day. What does it mean to the trade?

Suppose that every citizen of the Dominion consumes one-quarter pound fish on the Fish Day. That is a distribution of 2,000,000 lbs. assured.

Think of it and get ready for the occasion.

Send in your orders to the old and reliable headquarters—

D. HATTON COMPANY
Montreal

Established 1874.

CANADIAN GROCER

VOL. XXX

TORONTO, FEBRUARY 11, 1916

No. 6

Fish Day, a Retailer's Day

February 29, the Odd Day of the Leap Year, is Going to Mean Much for the Dealer Who Goes After Fish Trade—Comes Prior to Lenten Season—Deserves Best Consideration Of Entire Trade

By J. A. Paulhus, Canadian Fisheries Association

THIS is a Leap Year. One more day is added to the calendar, one more working day means a lot in economic value. It means more wealth for distribution, more savings for the thrifty, more knowledge for the student, more ideas for the intellectual, more value all around added to the year. It is our duty to make the most of this extra day.

In our particular sphere of action, could not something be done to enhance and promote the interests of our industry? It strikes me that this particular day of this leap year, February 29th, should be a fitting occasion to inaugurate a day, which would be known in the years to come, as the Fish Day of the Dominion. It is said "Every dog has his day," and why should not the fish have it's day? To that effect I propose most earnestly that after this year our association, at its general meeting, should decide the date of an annual Fish Day. I believe, however, that it should take place during the month of February. Firstly, because in the abstract February in the calendar year is under the sign of the fishes—this appeals to the imagination.

Secondly, it is during this month that as a rule the Lenten season commences, and we all know the concrete influence of this season on the fish trade.

Thirdly, at this particular period of the year, stocks of all kinds of fish have accumulated in great variety and it affords a greater choice from which to select. It is also the period of cold weather when fish can be conveniently and more safely carried and distributed.

An Occasion for Action

The Fish Day that we wish to inaugurate should not be merely an occasion to make speeches, to read papers, or to comment on the operations of the



Even the fish are looking forward to it.

Naval Service Department, and revise the statistics. It should be a day of action, and the slogan: "Eat Fish, more Fish, and plenty of it," should be more in evidence than ever.

It should be a festival of good cheer, bon viveur, after the style of the old mythological feasts, so that a fat salmon buried in crisp Boston lettuce adorned with thin slices of juicy lemon, cucumber and other tasty seasonings would become as significant to us, of good things, as Bacchus crowned with vine leaves was to the ancients. Or our Fish Day might be a repetition of those fairs of more modern epochs. The part of the trade in this festival would be to make a great demonstration by the fishermen, an exposition of the riches of our prolific waters, decorated with bunting, mottoes, inscriptions; even illuminating signs should be displayed at every market and business place.

There should be everywhere an atmosphere of bustle and activity, so that hesitation to participate for the good influence in this festival would be impossible. In the public demonstration new adherents to the cause would join by myriads. But to make the Fish Day a success and to implant the idea securely in the hearts and minds of our people, it is necessary to give it a wide publicity. From the Arctic Sea to the Great Lakes, from the Atlantic to the Pacific, the press of our country should proclaim the advantages and the merits of fish as a

food. Every member of our association should do his share of advertising in this connection. It is also the duty of each one of the executive not to spare efforts, but to co-operate fully with the press and give all attention to the movement.

I say also that our Provincial and Federal Governments, our Transportation and Public Utilities Commission, should throw all their influences to bear upon a subject which is interesting and concerns every citizen of Canada. After all, the Fish Day will be a stimulant and a means to develop one of this country's best assets. It is also a patriotic effort in every sense of the word.

Deserving of Our Best Efforts

For many reasons our fish industry should receive more encouragement, as it is a better asset for our country than any of our other industries. All that is necessary is to exploit the fish—nature constantly replenishes the losses without any cost or effort to the exploiter.

In the case of our mines, after the ore is taken out, nothing of any value is left. It takes one hundred years to replace the growth of a forest that has been cut, and if farming could be done without tilling the soil, planting the seed and fertilizing, it would then be on the same footing as our fisheries.

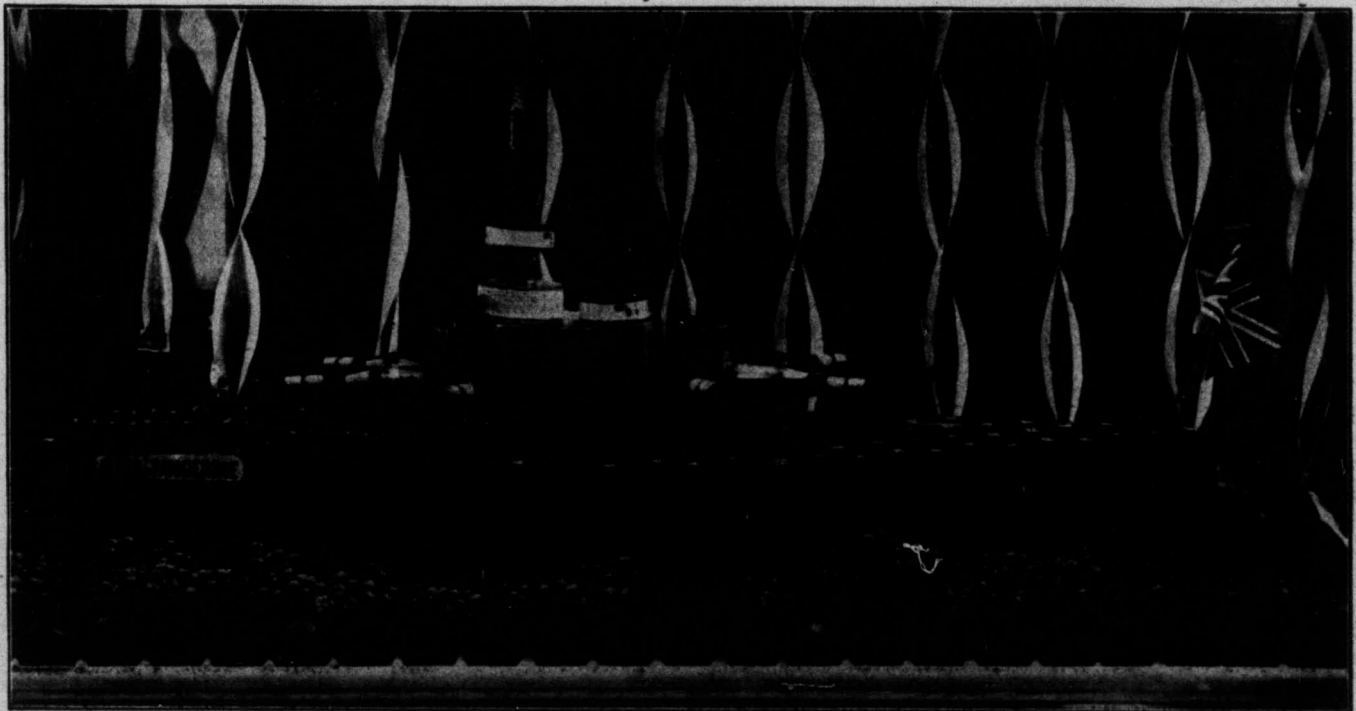
And as regards food products, crops will fail, disease will spread and annihilate cattle, but no famine is possible with our fisheries, and the more we develop them the more valuable they will become. So a Fish Day every year is imperative. We must at all costs get the public interested in the development of our fisheries.

Let everyone be ready, then, for February 29, the first Fish Day to be celebrated in this country.

FISH DISPLAY SUGGESTIONS



This illustration shows how an eastern retailer interested his customers in fish. Naturally a display like this would attract considerable attention.



There are many good suggestions here for a canned fish window, including salmon, sardines, kippered herring, cod, clams, lobsters, etc.

Picking Money Out of Fish

Methods of Two Montreal Dealers—One Caters to Trade in Workingman's District While Other to High Class Trade—Each Has His Own Distinctive Plans But Both Are Making Money—Sell Fish For Fish Day

Especially written for Canadian Grocer

A MONTREAL dealer has had great success in the use of placards showing the relative value of fish and various other foodstuffs. Sometimes he chooses one particular element in which the fish surpasses, driving home his points using that day's superior feature as a hammer.

Thus—"This fish is only 2 per cent. poorer in nitrogen than a roast of beef," and is 10c a lb. cheaper. Can you beat it?"

Also—"This haddock is richer in nitrogen than mutton and costs less." "Halibut is richer than any meat in nitrogen, including pork, one of the richest of meats. Compare their prices." His windows were full of these cards, each one of which brought out the nitrogenous qualities of fish. The whole display was grouped around a central placard, which read: "The highest medical authorities unite in declaring that fish has no equal as human food. It surpasses other foods in the quantity of that nitrogenous matter which is the tissue builder and the strength supplier of the human body. In addition, fish is the source of that material that growing children require to attain a healthy and normal development of mind and body, and of that energy that adults require to prosecute their work successfully."

Patriotic Fish Display

On another day he showed a Patriotic window and devoted himself to that theme. The central show card read: "Made in Canada." The lesser ones read: "In the temperate zone fish attain a greater proportion of body-building constituents than in any other. A northern climate always produces the most nutritious foods. Canada is in the North Temperate Zone." "It was the needs of the fishing industry that created the

Eat Fish on Fish Day

Tuesday, February 29, is our first National Fish Day. It is a fish day for everybody—of all creeds, young and old. Fish, when properly handled and cooked, makes a most appetizing and nourishing meal. As a food it ranks among the best in nutriment. Don't overlook fish for the big day. Serve it for luncheon or dinner, or both. Note the following partial list from which to choose:

Hallbut Steak , white Western, per lb., ...c.	Ciscoe Herring , a smoked fish that always gives one an appetite, per lb., ...c.
Salmon , for frying or baking, per lb., ...c.	Finnan Haddock , another smoked line that makes a splendid dish, per lb., ...c.
Mackerel , a tasty dish, per lb., ...c.	Oysters , raw, scalloped, in pottle or in the stew—make an appetizing meal, per pint, ...c; quart, ...c.
Pickarel , Pike or Whitefish, baked with dressing, makes a delicious meal, per lb., ... and ...c.	

Come in and see our other fish—smoked, frozen, dried, fresh and pickled—a fish for every taste.

James Brown

115 Main Street

Phone 75

A newspaper ad.—suggestion for retailers' use in connection with Fish Day. Any line above mentioned not being in stock could be eliminated and others substituted.

British Navy—Buy fish and help beat the Germans!"

This man is partly in a Jewish neighborhood, so he makes it a point of learning in advance when their feast days occur, and what variety of fish they are partial to. Then he pushes the sale of that fish when that date falls due. He makes a specialty of catering to those who keep a meatless Friday, and finds that the same arguments appeal to both Catholic and Protestant, as his appeal is made on strictly non-sectarian lines.

His trade is largely made up of working people, to whom one hundred cents are one dollar. In consequence, his heaviest lines are in the cheaper grades and in smoked and pickled fish, etc. His talking points must be based on sound principles of economy and thrift. These points he brings out in a variety of ways.

Sold Tinned Fish for the Trenches

Probably the greatest extravagance of ideas that he allows himself is illustrated by his soldiers' day, when he ignored thrift in his argument to preach "good cheer," and advised his customers of the value of smoked and tinned fish to the soldiers in the trenches. In spite of the knowledge of the postage that would have to be used to send these presents away—many of the presents were registered.

His "Housewife Days" probably bring in more direct results than any other. He points out all the superlative talking points of fish. "A pound of fish is a pound of food, not bone and gristle; " For 25c you can have the fish equivalent to a 50c meat dinner." He makes dinner suggestions on cards, pushes the distribution of governmental and fish dealers' pamphlets that instruct the housewife how best to prepare fish, and is continually offering well advertised lines, as another man might sugar. His fish

prices are given daily in the papers with his grocery lines, and his prices fluctuate with the market. Of course, he makes leaders of the lines that are well down in price at the time. He says that the education of the housewife in his district to the lines that are low in price each week offers the best medium he knows of with which to increase his sales. He dissects the fish, metaphorically speaking, and dwells each day on some one superior point. It is broad advertising, and, although some of it has no immediate effect, eventually 90 per cent. of it matures into sales; for when a shopper can be shown there is a real saving in any article, that article is as good as sold.

As a usual thing a woman is versed only in the quick lunch delights of canned salmon, lobsters and shrimps, or

perhaps finnan haddie, smoked, or kippered herring. There her knowledge ceases. If she takes a chance and buys fresh fish, her imagination and her knowledge rarely carry her beyond fried or boiled salmon, cod, haddock or halibut. It is at that point the dealer steps in with his superior knowledge. For he has made a serious study of fish cooking. The store interior is hung with fresh-looking cards that bear simple fish recipes, short and easily remembered. He himself is prepared to answer all kinds of questions—to advise, assist and instruct in the keeping of fish, the preparation and, later, cooking of it.

Modern Handling Methods

The store is a model of cleanliness and freshness, the fish rarely handled, and always kept at a uniform temperature and away from other articles of food. There are at least twenty-four different methods of cooking a codfish, fifteen for halibut, twelve for mackerel, and as many more for the score of varieties

that are commonly handled and as uncommonly known. These things this dealer points out to his customers, and incidentally presses on them the Naval Department's book, "Fish and How to Cook It."

Fish in Higher Class Store

In direct contrast to these methods are those of another dealer, who caters to what is probably the best trade in the city. His store, needless to say, is attractive. He has two storage plants. His fish are always well cared for, and are only exposed in the window for a few hours in the morning and set back in the cold room before they can soften. His best selling lines are fresh fish and shell fish, and his greatest care is promptness in delivery and the freshness of his goods. He plans on getting to his customer's table tomorrow the fish that are in the water today. Although he is a regular consistent advertiser in the daily papers and uses his window to good advantage, he maintains

that his best advertising medium is undoubtedly his service. Prices are not always considered by his class of trade, but service always is. His customers insist on the best, fresh-looking, nice tasting, promptness in the fulfilling of their wants. These things require great exactitude on his part in the arranging of his buying, and later keeping the fish so as to eliminate spoiling and wasting, and a close supervision of the packing of all orders that go out. His methods would probably ruin the other man's business and vice versa.

There is one very convincing point on which all the dealers lay especial emphasis, and that is the consumer who is once a user of fish is always a user of fish. Once the opening wedge of an appreciation and a demand is created it grows of its own volition and by its own merits. The greatest booster of a fish diet is the fish eater.

Shell fish and lots of it for Fish Day—February 29.

Campaign To Boost Fish

Canadian Fisheries Association Elect New Officers and Discuss Coming Fish Day—Hon. Mr. Hazen, Minister of Canada's Fish Department Tells of Move to Send Our Sea Food to the Trenches—D. J. Byrne Re-elected President.

MONTREAL, Feb. 7—(Special).—The Canadian Fisheries Association held its first annual convention in the Windsor Hotel, under the presidency of D. J. Byrne, last week.

Morning and afternoon sessions were held, and the various committees turned in their reports of their activities. D. J. Byrne, of Montreal, was re-elected president; S. Y. Wilson, of Halifax, first vice-president; W. H. Barker, of Vancouver, second vice-president; and F. William Wallace, of Montreal, secretary-treasurer.

The new executive committee will be composed of A. Handfield Whitman, Halifax; H. B. Short, Digby; W. P. Scott, Queensport; Walter Leonard, St. John; R. O'Leary, Richebucto; W. S. Loggie, M.P., Chatham, N.B.; Hon. J. McLean, Souris; Charles Longworthy, Charlottetown; J. A. Paulhus, Montreal; A. H. Brittain, Montreal; W. R. Spooner, Montreal; F. T. James, Toronto; J. Bowman, Port Arthur; M. Lapointe, Ottawa; J. W. Simpson, Selkirk; W. Douglas, Winnipeg; Major H. A. Green, Saskatoon; W. Reid, Regina; A. L. Hager, Vancouver; Peter Wallace, Vancouver; H. S. Clements, M.P., Prince Rupert.

There were eighty guests present at the banquet that night, and speeches that emphasized the need of making fish an every-day article of food were made

by the Hon. J. D. Hazen, Minister of the Naval Service; E. E. Prince, Dominion Commission of Fisheries; A. Sheriff, Deputy Minister of Fisheries for Ontario; W. A. Found, superintendent of fisheries; J. A. Paulhus, chairman of the Publicity Committee, and A. H. Brittain, chairman of the Transportation Committee.

An Idea That Caught On

The first toast following that of "The King" was that of "Our Fisheries," proposed by Mr. Paulhus, who reminded the Minister of the need of attracting national attention to a neglected industry. Mr. Paulhus asked that the people be educated by the Government in the food value of fish, and prophesied an increased consumption of it as a direct result of the war. He described a plan which he had fathered, and which he now submitted to the association for its consideration: to wit, to name an official Fish Day for the country, and to present the idea of it among the dealers and the people at large by all legitimate means.

The speaker sat down amidst applause that evidenced the success of his idea. It was formally decided by the association that February 29 should be the Fish Day this year, and that suitable advertising preparations should be made at once by a committee of Mr. Paulhus' choosing, and of which he was to head.

Canadian Fish for the Front

Replying to the toast of "Our Fisheries," Hon. Mr. Hazen brought out many interesting points in connection with the possible development of the industry. Possibly the chief point lay in the announcement that plans were under way to introduce Canadian fish into the army abroad, and thus establish an opening wedge for an export trade. Mr. Hazen said in part:

"The Militia Department of Canada has made arrangements under which there will be shipped thousands of pounds of fish every week now from the port of St. John, N.B., and in the summer months from the St. Lawrence river ports, for the purpose of feeding our troops who are at the front, and who are at the camps in England. Is there a man interested in fisheries who does not believe that once our fish are introduced in the British Isles or Europe, the move will lead to the permanency of the industry, because of the superiority of the fish in the waters that wash the eastern and western shores of Canada?

"On account of the careless and inefficient way in which our fish are handled, particularly herring," said the Minister, "and the cheap and leaky barrels in which they are usually marketed, they are rightly regarded with suspicion by the dealers, and bring a low price.

(Continued on page 36.)

Advertises for Home-Baking Trade

Stratford, Ont., Dealer Uses the Newspaper Intelligently—Winter Months All Appropriate for This Business—Merchants Who Plan Ahead by the Year—One Retailer Who Advertises Year Round.

A FEW weeks ago W. J. McCully, a Stratford, Ont., grocer, got after business in Home Baking lines. A part of his campaign was an appropriate advertisement in the local paper. This advertisement is reproduced here in small space, and presents a splendid idea for seasonable business.

Winter time is the time when fires must be kept on all the time. The housewife, economically inclined, takes advantage of this fact, and does more home-baking than during the summer season. She says to herself: "I might just as well bake my own bread this winter and my own pastry instead of having the baker call or buying from the confectionery store." So she sets to work to produce as far as possible as much of the food for the household as she can, which formerly was purchased from stores other than grocery stores.

It will be noticed that Mr. McCully has advertised flour for bread baking, pancake flour, syrup, prunes and rice, shortening of various kinds, beans, macaroni and cheese; also there are a number of suggestions for luncheon, including ginger bread with raisins, and, of course, in the manufacture of this molasses is required, and potato cakes, with which are associated honey and maple syrup.

As the average woman is susceptible to suggestions, this idea of a campaign on home-making materials should produce results in every store. It is an easy thing to suggest to a customer that now, since the fire has to be kept on all the time, she might just as well do some baking of her own. In the advertisement shown by Mr. McCully actual suggestions are made for home baking and baking for luncheon, such as pancakes and syrup, rice with prunes, macaroni and cheese, ginger bread with raisins, etc. This is the sort of suggestion that gets attention. During the winter months every grocer should draw his customers' attention several times to the home-baking goods.

There are some retailers who

have a plan of a year's campaign drawn up in advance. For instance, there are times when the dealer should get after certain seasonable trade; if he misses that opportunity it is gone forever. So these merchants provide themselves with a list of goods which should sell during a certain month, such as Home-Baking materials. Other special seasons should be utilized to sell special goods. These

include seasons for cold weather lines, marmalade and marmalade oranges, etc.; house-cleaning lines, maple syrup, canned fruits and vegetables, Easter goods, picnic supplies, various fruits, Thanksgiving goods, etc., etc. By planning in advance, the dealer has a splendid opportunity to take full advantage of all these and other seasons. He will see to it that no chance of extra business is allowed to slip by. His window displays and newspaper advertisements will be timely and appropriate, and his energy will not be expended without results.

A YEAR ROUND ADVERTISER

ADVERTISING the year round gets results. So claims Porter S. White, a Peterborough, Ont., grocer, whose copy may be seen in any issue of the local papers that one might chance to pick up. Mr. White is a firm believer in advertising—that is persistent advertising. He believes in it, because he gets results—because it is a paying investment.

In a recent issue of "The Examiner," of Peterborough, there appeared the following in reference to Mr. White's advertising: "If there is any time when business is likely to be dull in a retail grocery store, it is round about the second week of January, when the wintry weather and the slippery highways keep shoppers at home.

"It was with pleasure, therefore, that an exception to this rule was found in the store of Porter S. White, George Street, which commands a steady trade all year round. The clerks seemed to be as busy as ever, and customers were steadily coming in with orders to be filled for the next day, Saturday. Some one spoke up and said something about there being no need of having dull times in a store if the storekeeper was on to his job, kept a clean stock of foodstuffs, bought as closely as possible, and did a reasonable amount of honest advertising.

"Yes, yes, we know. Advertising seems to be as necessary as keeping stock right these days. (Continued on page 36.)

HOME-BAKING TIME

These cold, wintry days when a continuous fire has to be kept going in the kitchen range, the opportunity presents itself for more home baking. The odor of freshly baked bread, buns, pies, fried cakes, muffins, scones, cookies, gingerbread, etc., makes the kitchen more homelike and actually creates appetites. To be well cooked, however, the best materials are necessary, and herewith are tendered several suggestions:

FLOUR.

For baking good bread or buns good flour is absolutely essential. We recommend McLeod's Flour, made from No. 1 Manitoba and Ontario wheat. **.85**
24-lb. sack for

PANCAKE FLOUR.

Who is there who does not enjoy a steaming hot dish of Pancakes and Syrup.
Pancake Flour, per package **.13**
Golden Syrup, per tin **.13**

PRUNES AND RICE.

After all there are few desserts that will beat the old-fashioned rice, cooked with an egg or two.

Stewed prunes served with boiled rice makes an excellent dish.

CAROLINA RICE, per pound **.10**

RANGOON RICE, per pound **.05**

CALIFORNIA PRUNES, per pound 10c, 15c, 20c

SHORTENING.

In making smooth, flaky pastry and delicious, flaky pie crust you must have pure lard or some rich shortening. We recommend Mathew's Pure Lard per pound **.18**
CRISCO, per tin **.30** and **.60**
COTOSUET, per pound only **.15**

SPECIAL IN WHITE BEANS.

What is more tempting than a steaming dish of Baked Beans? We have secured a half ton of these beans, with a few dark shaded ones running through them, which we will sell this week, at per pound **.07**
4 pounds for 25c.

MACARONI AND CHEESE.

Makes a delicious dish and will replace meat at any meal.
Ready Cut Macaroni, pkg. **.13c**
Long Macaroni pkg. **.15c**
Ringlet Macaroni pkg. **.10c**
Lettered Macaroni, pkg. **.10c**
Spaghetti, pkg. **.15c**
Vermicelli, pkg. **.15c**
Noodles, pkg. **.10c**

For To-Morrow's Luncheon

Try one of these:

GINGERBREAD.

You will be surprised at the improvement a few Seedless Raisins makes in the gingerbread.

SEEDED RAISINS, per package **.13**

SEEDLESS RAISINS, per package **.15**

Fancy Molasses, **.10** and **.15**
per tin

POTATO CAKES.

The old-fashioned Potato Cakes are surely fine—a real treat for the family. Served hot with White Clover Honey or Muskoka Syrup.

White Clover Honey, per pint jar **.30**

White Clover Honey, per comb **.25**

Muskoka Syrup, per bottle **.25**

W. J. McCULLY

Quality Grocer.

PHONES 64 AND 65. DOWNIE AND ERIE STREETS

Newspaper advertisement of a Stratford, Ont., dealer on Home-Baking goods.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Canadian Grocer is a member of Audit Bureau of Circulation, the recognized authority on expert circulation examinations.

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

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

GREAT BRITAIN

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, \$2.00; United States, \$3.00.
Great Britain, the Colonies and Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXX.

TORONTO, FEBRUARY 11, 1916

No. 6

SELL FISH FEBRUARY 29

FEBRUARY 29 has been set apart as a national Fish Day in Canada, for the first time. The Canadian Fisheries Association is working energetically to create a wider interest in fish among the consuming public and therefore to make fish a more valuable article from the standpoint of the retail grocer. The success or otherwise of Fish Day this year will therefore mean a great deal to the retailer, not only now, but in the future. If every effort is bent in making this day a success, it will mean increased sales of fish and therefore greater turnover and more profit for the grocer. It is up to the dealer, therefore, to go after fish trade for February 29th, with all possible enthusiasm. Muster up the salesmen some of these days, explain to them the nature of Fish Day and get their co-operation in making it a gala day in the history of the store.

Every grocer appreciates the fact that fish is a most important article of food. Just now there is a great variety from which to draw. The retailer has everything at hand to take advantage of the publicity on Fish Day and the interest that will be aroused all over Canada on the value of fish.

In this issue, Fish Day is fully explained and there are many suggestions on the handling and selling of fish that will be found valuable for every reader. Remember February 29 is the date. Be ready for a big day in fish. Display fish, advertise fish and eat fish yourself and help make this the biggest fish day in Canadian history.

JAM AND PRESERVED FRUIT TIME

NOW is the time to go after jam and preserved fruit trade. The supplies "put down" last year by the Canadian housewife must in a great many

cases be pretty well exhausted so that therefore it is assured there is a certain amount of business to be got.

A suggestion over the counter or over the phone will lead to more or less definite information as to supplies in a customer's cellar. If they are exhausted, an order is likely. If not the customer will likely say so and if she is at all communicative she will give some idea of the quantity on hand. That knowledge can be used to advantage.

Preserved fruits and jams, too, should be prominently displayed in the window and on the counter or display table. Use a show card or two calling attention to the display and when an order is given suggest these goods. They are sure to be required by many and the stronger this business is gone after, the better the results.

BIG REDUCTION IN BAD EGGS

ONE of the chief problems discussed at the Fourth Annual Convention of the Canadian Produce Association in Belleville this week was the Loss-Off system in buying and selling eggs. From all accounts this system has been working splendidly. Four or five years ago the loss caused by allowing eggs to deteriorate in quality reached the huge amount of 17 per cent. of our production. It was this knowledge that led the Canadian Produce Association on its inauguration to institute a campaign for the elimination of the bad egg. They called their method the Loss-Off System, or in other words they decided to purchase eggs on a straight quality basis. When an egg dealer sent in a case of eggs before this system was put into force he got so much per dozen for his eggs. Now, however, he gets paid for the good eggs only and he is necessarily more careful.

Commission merchants and wholesale produce men in the larger centres claim that the percentage of bad eggs has been reduced wonderfully in the past four years. It is stated in fact that five or six per cent. would cover the entire loss. This is a reduction of 11 or 12 per cent. and means a wonderful saving. This saving, however, does not represent the entire country, but it shows the possibilities if eggs were bought and sold throughout the Dominion on a quality basis. A further impetus was given the campaign at the Convention in Belleville. During the coming year we should see the loss of bad eggs still further reduced.

One of the men chiefly instrumental in establishing the Loss-off System was Lt.-Col. John A. Gunn, of Montreal, who is to-day at the front fighting for the maintenance of the Empire.

ST. VALENTINE'S DAY

ST. VALENTINE'S DAY, February 14, is near at hand. Three classes of retailers get the chief benefit from this—the bookseller, the confectioner and the grocer who carries a confectionery stock.

Next Monday is St. Valentine's Day. Between now and then there will be good business in high class confectionery. Every grocer should present a display at once. A display card is essential and we would suggest one with an inscription along these lines: "Dainty St. Valentine's Confectionery." This would attract the attention of the young men—the prospective buyers in this case.

NEW BUDGET RUMORS

IT IS not anticipated, says the Ottawa correspondent of The Financial Post, that there will be any changes in the tariff this year—if there are any they will be of a minor character. The present war taxes, including the extra war postage, taxes on stamps, financial papers, railway tickets, etc., will all be maintained. The taxes on banks and loan and trust companies will also be kept in force. Some of the banks at their annual meetings have protested against the heavy taxation, but it is not believed it will be of much avail.

As to new taxation it is doubted whether there will be many drastic changes. There has been an agitation for a taxation of the profits of concerns making munitions and equipment. The matter is being given serious consideration by Sir Thomas White. There are difficulties in the way. The minister has given no intimation as to his intentions, but it would not be surprising if there was legislation of some character, although not as far-reaching as that in effect in Great Britain.

The likelihood is that the budget will be brought down by Hon. W. T. White towards the end of February. The bill to extend Parliament will take at

least a week's discussion. The federal prohibition resolution will probably follow and it will likely be the end of the month or the first week in March before Mr. White will be able to make his annual budget statement.

Sir Thomas a year ago predicted, with his new taxes and increased duties that the revenue for the year would total \$150,000,000, and did not calculate upon the basis of so enormous a western crop and resultant prosperity. Judging by the recent growth in the revenue figures the total will be \$180,000,000.

The Dominion financial statement for the ten months of the fiscal year issued this week shows an increase in revenue of thirty million dollars. There are still two fat months to come. In addition there has been a decrease in expenditure outside of militia, of some eighteen million dollars.

OVERCOMING BANKRUPT SALE EVIL

THERE is a movement on foot in Western Canada to overcome the Bankrupt Stock evil. It is estimated there is considerably more than one million dollars' worth of bankrupt stocks reverting into the hands of the Canadian Credit Men's Association each year from failures among stores in the West. The disposition of these stocks is a serious problem occupying the minds of the retail merchants and credit men, and the plan is now under way to establish a clearing house in Winnipeg to which these stocks can be brought, made up into lots, and sold to retailers on the trades sales principle.

The Canadian Credit Men's Association discussed the question recently and passed a resolution asking the board of the association to take the matter up and, if possible, give the method a trial. The Winnipeg Retail Merchants' Association has already expressed itself whole-heartedly in favor of trades sales with regard to bankrupt stocks, and have promised to cooperate with the credit men in any action they may take favoring such a method.

It is felt by wholesalers and retailers that the Credit Men's Association provides the best machinery for handling these trades sales, and that the inauguration of them will result in better dividends being paid to creditors than would otherwise be the case.

EDITORIAL NOTES

FEBRUARY 29—Canada's first big Fish Day.

* * *

REMEMBER THE oyster on February 29. He will not speak for himself so give him a little boost.

* * *

GET READY in advance to sell more fish on Fish Day; and then display fish, advertise fish, talk fish and SELL fish.

Loss-off Egg Basis Endorsed

Lengthy Discussion on Its Operation at Fourth Annual Conference of Canadian Produce Association—System Saving Many Eggs, But it is Not Yet in Use by All—Problems of the Country-town Egg Buyers.

Special Staff Correspondence

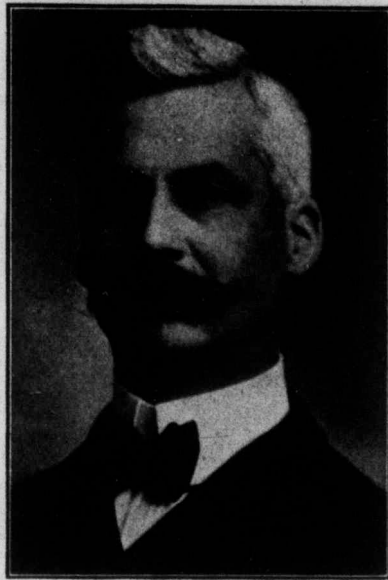
BELLEVILLE, Ont., Feb. 8.—After a thorough discussion of how the loss-off system of handling eggs was operating in various parts of the country, the Canadian Produce Association, in convention here to-day and to-morrow, passed a resolution confirming its adherence to the principle. The resolution was to the effect that the wholesale and produce dealers would agree to buy solely on that basis in future, and would see that their representatives did the same. A standing vote was taken and practically every wholesale produce member confirmed it.

When the meeting was called to order for the afternoon session on Tuesday, the president, R. J. McLean, manager of the produce department of The Bowes Co., Toronto, called upon the Mayor of Belleville, who gave the delegates a hearty welcome. Mr. Elliot, a prominent Belleville banker and Board of Trade member, also welcomed the city's guests. The City Hall, where the meeting was held, was full.

President McLean then addressed the convention. After reviewing briefly the history of the association, he dealt specifically with the egg problem, which was the dominant one during the two days' convention.

"A few years ago," he said, "the produce dealers of Canada were buying all the eggs that the merchants offered them at one price; in fact, they were making no distinction between bad and good, or stale and fresh. Consequently conditions were such that the dealer did not know where his profit was going to come from; there was no basis from which he could figure.

"About four years ago an agitation was started for the organizing of the produce trade. Jas. T. Madden was foremost in this agitation for better conditions in the trade, and a meeting was called in the Board of Trade, Toronto. This was very well attended and progress was made, committees were appointed and the association was organized, and the policy of buying eggs on the loss-off basis was adopted. Mr. Madden was elected the first president of the Canadian Produce Association, and has given a good deal of earnest thought and work to it. At the end of the first year he saw fit to retire and Col. John A. Gunn was elected. During the year war broke out, and Col. Gunn



JAS. T. MADDEN,
The first President of the Canadian
Produce Association.

gave up his position, ease and comfort, and the greatest sacrifice of all—the breaking up of a home, to go to the front and help fight the battles of the Empire. To-day he is somewhere in France. Automatically when Col. Gunn resigned, J. L. Bowes, being vice-president, stepped into his place and carried on the work of the association until the convention in Guelph last year, when he stepped aside from it, and the nominating committee saw fit to place the honor on me, for which I wish to thank the association.

"In the short history of this association progress has been made and reports all along the line are encouraging. The fact that we adopted the policy of buying eggs on the 'Loss-off' basis has improved the situation from different standpoints. Three or four years ago the Government investigated the loss question through the produce dealers' candling reports and found that actual loss on eggs was from 17 to 20 per cent. We find that since adopting this policy the improvement is very marked from all reports, and, although this had some opposition at first, the members are beginning to see the benefit of it, and even the most skeptical of them are falling into line. Not only is there an improvement in deliveries of eggs from standpoint of bag eggs, but the quality is better, and they are arriving in better condition. This is at it should be. The question is,

why should the public have to pay for bad eggs any more than they have to pay for bad fruit or bad vegetables, or any other food product, and surely there is no more popular food product than the egg. And it seems to have had less care and attention than any other. However, those days, we believe, are past, and we will still go on to further progress and further improvement in the handling, marketing and care of eggs.

British Market Possible

"A word as to export trade. The year that has just passed has been a banner one for the exporting of eggs. Not only from the quantity of eggs exported, but from the prices obtained. The British market is ours, if we stretch out our hands for it and put the eggs up in the proper condition. This market demands the best eggs, carefully packed in strong cases, in good, clean, white fillers, and if the care is taken, there is no reason why we should not enjoy its confidence. While we have had high prices from the export standpoint, we must realize this may not continue, and the question comes, how long will the market stand this? The only answer is 'when the war stops.' When this occurs we may expect prices to change. This is rather an uncertain reply, but it is the best any of us can give at the present time. It, therefore, is necessary for us to enter this next season's business with great care and caution, so that it may not be disastrous.

"Now a word on the source of supply. There is no other farm stock that yields as good a dividend for the farmer or producer for the amount of money invested than poultry. But we find in the past this has been given less care and attention generally than any other department on the farm. This should not be, as the expense of putting up a poultry house with runways wired in, so that the poultry would be kept in bounds, is not great. And if the export business prospers, as we look for, it will be to the advantage of the farmer and producer to take note and make improvements accordingly, for there is a great opening for increased production of both eggs and poultry.

"The Government should insist," maintained Mr. McLean, "that if we export Canadian eggs they should be stamped as such. If, on the other hand,

CANADIAN GROCER

United States eggs are brought in to Canada and exported, they should be marked accordingly. Let us see to it that the Canadian product is protected along that line. There is no harm or nothing wrong in bringing in United States eggs and exporting them; but if they should be of an inferior quality and not marked according to their country of origin, not only one shipper, but the entire Canadian produce trade is given a black eye.

"I notice in the constitution of the Canadian Produce Association the 'Declaration of Purpose.' It says here that it shall be the purpose of this association—1. To inculcate honorable and equitable practice in trade. 2. To acquire and disseminate valuable business and educational information. 3. To conserve the natural resources of trade. 4. To co-operate with the agricultural and fruit departments of the Federal and Provincial Governments in the enforcement of the pure food laws, and to get the agricultural and fruit departments to join with us in a campaign of education as to the best methods of producing and handling dairy products so as to eliminate the very large losses now incurred.

"Gentlemen, are we living up to this declaration of purpose? Let each of us ask ourselves if this is the case, so that we may build up a strong foundation, and so inculcate honorable and equitable practice in the trade, and that we strive at all times to deal squarely and uprightly in all our business, and so acquire and disseminate valuable business and educational information.

"This surely is the basis and foundation of greatness in this land of ours; a land that is giving its best blood to uphold the honor and integrity and greatness of the British Empire. Let us see, then, that we do not fail to do our part in helping to uphold the honor of the Mother Land."

A Letter From the Trenches

A feature of this session was the reading of a letter from Lt.-Col. John A. Gunn, a former president of the association, who is now at the front. This gave some interesting information of life in the trenches, and was greeted by great applause. Lt.-Col. Gunn finished his letter as follows:—"Eggs are eggs," they say; I wish I had a dozen here."

J. J. Fee (Toronto), secretary-treasurer of the association, reviewed the work of the past year. He referred to an effort being made to place on this Dominion's statutes a law making it a criminal offence to sell rotten eggs. This matter is in the hands of the Hon. Martin Burrell, and is being considered. The secretary also reported a balance in favor of the association. The dues are \$2 annually.

Jas. T. Madden (Harris Abattoir Co.,

Toronto), chairman of the Arbitration Committee, reported that during the year there were no arbitrations. He added that he was extremely gratified at the results of the work accomplished by the association; Mr. Madden was the first president.

Personnel of Working Committees

The various committees were then appointed, the Committee on Resolutions being A. E. Silverwood (London), H. R. Gray (Montreal), J. R. McNabb (Dun-gannon), and A. S. Duclos (Edmonton). On Nominations—H. B. Clemes (Toronto), Mr. Ritchie (Charlottetown, P.E.I.), Mark Sprague (Belleville), J. E. Wilson (Montreal), and Mr. Smith (Stratford). The Transportation Committee consists of J. A. McLean (Toronto), H. R. Gray (Montreal), M. Lemon (Owen Sound), A. H. Dalrymple (Montreal), and E. Rainey (Toronto). Arbitration Committee: Jas. T. Madden (Toronto), J. H. Atherton (Toronto), C. M. Thacker (Montreal), J. A. Vaillancourt (Montreal), R. C. Hunter (St. Mary's). Legislation Committee: H. Fearman (Hamilton), A. E. Bailey (Belleville), J. B. Hambridge (Aylmer), H. S. Johnston (Lindsay), Jas. T. Madden (Toronto), J. R. McLean (Toronto). By-laws and Regulations: A. H. Wilford (Wingham), A. E. Silverwood (London), E. J. Smith (Stratford), Mr. Ashton (Morrisburg), Mr. Ritchie (Charlottetown), A. S. Duclos (Edmonton), John Burns (Calgary), Mr. Moore (Moose Jaw), Mr. Bayman (Ottawa), K. Symons (Winnipeg), F. F. White (Toronto), A. E. Bailey (Belle-

ville), J. D. Nasmith (Vancouver), J. A. Kennedy (St. John, N.B.), J. E. Emond (Quebec), and R. B. Colwell (Halifax).

How Loss-off System is Working

Reports on the Loss-off system were then called for.

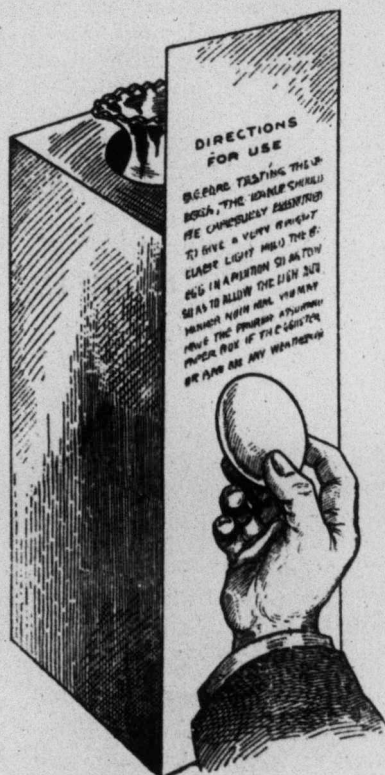
Mr. Bayman (Ottawa) reported that since the last meeting of the Canadian Produce Association a branch association was formed in Ottawa. He declared there were certain buyers from Montreal still buying eggs in the Ottawa district on straight count basis, and urged that some remedy should be introduced. There was, too, he said, considerable overlapping. The Government should, he maintained, provide an inspection of egg-trading conditions in the country, as in many cases produce was being marketed under conditions that were not sanitary.

Mr. Vaillancourt (Montreal) read a number of letters from produce merchants on the "Loss-off" system, showing that generally it was improving the quality of eggs. There were nevertheless some exceptions. Among the exceptions was the Ottawa district—(laughter)—and also Belleville. The retail merchant is certainly marketing eggs with greater facility, according to these letters. All letters emphasized the gain to all concerned due to operating on the new system.

Mr. Fearman (Hamilton) reported that all dealers are buying on the Loss-off system there, and there was a better quality of eggs on the market all round. During the past year they have had few complaints from customers, all realizing that the firms were doing what was fair in paying for quality.

J. J. Fee (Toronto) reported that the system there is working fine. All the large firms were adhering to the "Loss-off" system generally. There were but a few exceptions, and this was due to the opposition encountered. Personally, he hadn't bought an egg in a year without deducting for the bad eggs. If every other produce dealer went back to the old system, he would still continue to buy on the quality basis. The garbage waggon, he said, was having a rest on Front Street of late.

A. E. Silverwood (London) said that so far as Western Ontario was concerned there was no trouble with Toronto. He believed that if the outside dealers understood those in the big centres better a great deal of the trouble of overlapping would be eliminated. Our eggs have certainly improved in quality, the entire trade is getting a better profit, and the public a better article. The major portion of Western Ontario dealers were making an honest endeavor to buy eggs on the quality basis. There were a few who didn't. He urged that every effort be made to further this splendid system.



Egg-candling device which Agricultural Department gives free to merchants for distribution among egg producers.

CANADIAN GROCER

J. R. Hambridge (Aylmer) endorsed what Mr. Silverwood had said. There are a few who are not following the system, but the majority were and results were splendid.

R. J. McNabb (Dungannon) urged greater co-operation among the produce men in each district.

President McLean believed that each man should say to himself, as did Secretary J. J. Fee: "I won't buy any eggs any way but on the 'Loss-Off' system. Had it not been for the unfortunate accident at Ottawa, the president would have had a reply to the question re legislation on bad eggs. He read a letter received some time ago from Hon. Martin Burrell in reference to the matter. This stated that it was a question whether any legislation, apart from war measures, would be brought up at this session. Mr. McLean also read a letter he had sent the Minister giving in detail the reasons for the proposed bad-egg legislation, urging that the buyer should be just as liable as the producer or seller.

Mr. Johnston (Lindsay) said there had been a marked improvement in his section. The firms have been conscientious in endeavoring to charge back bad eggs, and believed it was only a matter of time when everyone would be working on the same basis. He predicted a further improvement during the coming years.

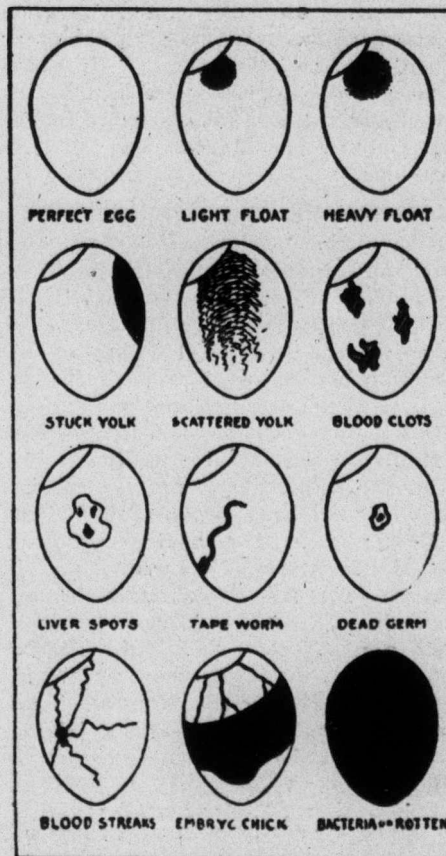
Mr. Baker (Campbellford) maintained that the loss should be charged back to the farmer. He believed there should be an inspector to go along and fine any producer who sold rotten eggs. Although a year ago he was not in sympathy with the Loss-Off system, he is now.

A. E. Bailey (Belleville) maintained that the new system was certainly not carried along fairly. "You men," he said, "have a jolly good time when you get together, but when you want eggs, you —, well, you get them. I am glad to see that this new legislation is being gone after. We want something at the back of us. Belleville, some of you said, was a sinful district, and that's why I had to tell you straight what's what."

B. Squire (Norwood): "Men will buy their eggs on the straight case count if they know they can sell them that way. I think it would be the greatest calamity that could happen this association if the members went back to the old system. If all firms who buy on the 'Loss-Off' basis pay a little more for the eggs, soon all eggs would be bought on that basis." Mr. Squire is a retailer in Norwood, and for several years has always bought on quality.

Another speaker said that some firms candle eggs honestly, but others do not.

M. Sprague (Belleville): "I have been shipping eggs for a long time to Montreal, and the firm for whom I purchase



Egg-candling will show up these conditions in an egg.

advised me that they were buying strictly on the loss-off basis. That has been my purpose during the past year. The legislation is for those who break the law and who do not intend to observe it. I am a firm believer in the Loss-Off basis, but I would like to know why some men come here, join our association, agree on this method, and then go out and buy on the old basis."

Chas. Ivory (Omeme) said that he had been buying eggs as far as possible on the "Loss-Off" basis. It has not, however, been done strictly in the Lindsay district. "I cannot buy eggs from a merchant on this basis if someone else pays him straight case count. What we want is strict co-operation. It cost me last season \$183.15 for bad eggs out of my own pocket. No loss-off was introduced until late in the season. Put a fine on the man who does not live up to the system."

President McLean—"We have heard all your arguments, gentlemen, and they're no good. If the man who buys on the 'Loss-Off' system offers a cent more than the man who buys on the case count, he's going to get them. I say again these excuses are no good."

In Prince Edward Island

Mr. Ritchie (Charlottetown) reported that some progress had been made during the year, and with few exceptions we have been able to satisfy our customers. However, I think we could

safely say we could buy 100 per cent. of our eggs on the "Loss-Off" basis if it weren't for certain Montreal dealers.

Jas. Pickett (Mount Forest)—"I have never bought an egg this past season except on the 'Loss-Off' system. I work on a commission basis, and while I could make more money on straight count, yet I feel in honor bound to buy on quality."

J. A. Cook (Mount Forest)—"Are the packing houses in Toronto giving us buyers a fair average on the loss-off? I know of cases where eggs were left lying in wholesale houses two, three, four days to a week before candling them. That isn't fair to us."

Conditions in the West

A. S. Duclos, president of the Alberta Produce Merchants' Association, addressed the gathering. Referring to the grading system of butter and cheese inaugurated by the Provincial Government of Alberta, under the direction of the Hon. Duncan Marshall, Mr. Duclos stated that the Government certificate attached to large shipments to Australia, Toronto and Montreal had been the means of assuring the purchaser that he was getting a graded article. Mr. Duclos said he would seek the co-operation of the Dominion Minister of Agriculture in having the grading system placed upon the statute books with a view to improving the egg industry in the Dominion.

"Having introduced the grading system," remarked Mr. Duclos, "the merchants in Alberta find a remarkable improvement in prices. We now see on the horizon that the produce business is becoming a pleasure and not a bore. This end has been gained through consistent advertising, together with the improved transportation facilities. The railway companies have awakened to the fact that the produce business is a very important one to them. In addition to placing cold storage car facilities of weekly service at the disposal of shippers they have gone so far as to make the agent at the shipping points responsible for any breakages of shipments from his station, at the same time pointing out that agents must not accept shipments of eggs in orange and lemon boxes or in any other box but the regular egg case.

"The password for the current year should be more farm products for the Motherland. It should be the aim of the produce associations throughout the Dominion during the current year to produce an increased supply of eggs, butter, cheese and poultry."

Alberta has 13,500 dairy farmers, 15 central creameries, 48 local creameries, and 13 cheese factories. (In 1914 there were only 5.) The population is 300,000. Mr. Duclos gave some interesting figures showing the advance in mixed

farming in Alberta. In 1914, 61,000 cases eggs were produced. In 1915 there were 96,000 cases. In 1914 there were 5,000,000 lbs. butter, and in 1915, 7,400,000 lbs. There were 70,800 lbs. of cheese produced in 1914, as against 372,693 lbs. in 1915. In 1914 there were 665,000 lbs. poultry produced, while in 1915 the quantity was 887,000 lbs.

Out West, he emphasized, they buy and sell eggs on strictly grading basis; 1's, 2's, and 3's. A member asked: "What grade do you put the rotten eggs in?" Mr. Duclos replied: "We put them in the garbage barrel."

A standing vote was then taken of wholesale and produce dealers who would agree to buy solely on the "Loss-Off" basis, and who would bind their representatives to do the same. The resolution based on this point was overwhelmingly carried.

President McLean then asked what about the egg dealers who shipped to the wholesale houses. Would they charge back the loss-off?

Harper R. Gray, joint manager Gunn

Langlois & Co., Montreal, introduced the subject: "Quality Payment and Uniform System of Inspection."

"There are three things," he said, "that would greatly assist in bringing about better conditions: Insist on buying eggs 'Loss-Off'; educate the farmers to market better quality, and pay the farmer a price for his eggs based upon their quality." He maintained that the farmer who marketed good eggs and poultry should be protected, and there must be co-operation along these lines. Just as the farmer secured a better price for No. 1 wheat than No. 2, so should he get a better price for good eggs than inferior quality. We have our Canadian standards in eggs, and there is absolutely no reason why eggs should be marketed by the case count. There were merchants today paying more for eggs than they get for them. This should not be. Merchants should get together and decide to pay for eggs according to quality. No honest farmer will object to the candling system, as this has been proven by the

candling stations in Prince Edward Island. Experience has proved it to be fair, practicable and most profitable to all concerned. Literature distributed by the Canadian Produce Association through the proper channels would do a great deal of good.

The association, too, Mr. Gray claimed, should strongly urge that the present egg standards be adopted throughout the country. An educational campaign along this line would be effective.

As regards a uniform system of inspection, he urged that this be dealt with along these lines. As to the grading of eggs by dealers in their own premises, and by a uniform system of inspection by some capable official so that the man who sells on a certain standard, and the man who buys from that dealer, knows he is guaranteed a special quality.

The words Special, Extras, No. 1, and No. 2 are the present names to designate the various standards.

The conclusion of the report will appear in next week's issue of Canadian Grocer.

Follow the Markets—Saves Money

Profits Are Often Made or Lost by the Grocer Failing to Follow Carefully the Upward and Downward Tendency of the Existing Prices — Current Events Play Big Part in Dictating Prices—Some Concrete Examples.

THERE has not been a week pass since the outbreak of the war, nineteen months ago, that some lines of foodstuffs have not changed in price—chiefly advances. And the present outlook is for still further advances. Conditions are such that the supply in many lines becomes less and less. This is especially true of most imported lines. Finding himself in the midst of such conditions, it behoves the grocer to follow the markets in Canadian Grocer from week to week with religious care.

It is not when stocks are running smoothly that buyers save money. It is close watching and personal study of the trend of events that places dollars in the pocket. It sometimes happens that when commodities are on an upward trend the merchant should place his orders. Of course, the best moment to buy is when the goods in question are at their lowest ebb and about to soar. This moment, however, is not always easy to determine, and few are able to say with any assurance just when the tide is about to turn. But the grocer who exercises good judgment, who follows carefully the events in the trade and manages his business accordingly, will find himself on solid ground.

Knowledge Must be Widespread

On some lines it is hard to judge when

to buy unless one has information from all sides. For instance, when the great Western wheat crop was harvested in 1915, and the figures compared with those of former years, the dealer would naturally say to himself: "Flour will be cheaper, and by January or February it will be a glut on the market." But there is more than merely the extent of the Canadian crop to take into consideration. The yield of other countries must also be remembered. If Canada's wheat crop was a complete failure, or if trampled under foot by contending armies, the Canadian miller would have to look elsewhere for his supply. His first search would be to the country lying immediately to the South. But if the States' crop was also short, he would have to apply to the Argentine or some other wheat-yielding country. The nearer home, as a rule, the cheaper the commodity.

In the case of flour, there was something more to consider than merely the local supply. There was the scarcity in other lands and the extra demands made upon their diminished supply. This was the ruling factor in the case of flour, which goes to show that special care should be exercised in following the trend of the market, even in locally-produced commodities.

Consider Olive Oil Situation

And foreign goods should be watched with even greater care. In recent issue of Canadian Grocer olive oil was shown to have advanced 22 per cent. In normal times the grocer would probably be justified in postponing orders for olive oil. Peculiar circumstances are governing the cost of nearly all lines at the present time, allowing no room for laxity in following the current events, which now play a big part in markets of the world.

In the case of olive oil, the article went on to say it would probably go still higher; and it gave reasons backing up this statement. These same reasons are going to almost dictate the prices on many foreign goods. They are unavoidable and must be taken into consideration so long as they exist. The exporter, the broker, and the wholesaler follow these events, and the grocer must watch them even closer. The retailer must know why. If he has not lowered his price simply because he has stock on hand for which he paid the high figure, his trade may be affected. The wise merchant follows the events of the day to help him guard against an overstock when the market turns.

(Continued on page 36.)

Finding the Exact Cost

Getting at the Exact Basis—Interest on Investment if Property is Owned Must Be Included—
Groups of Expenses—A Formidable List—Extent of Depreciation

By ED. E. SHEASGREEN

COST is a tremendous subject—one that can be traced in every living thing; a force with which we come in contact the moment we take our first breath and which force goes on and on in our interest long after we have become but the faintest memory.

Cost is a something that at all times, in all places, and under all conditions is working full twenty-four hours a day. Cost is an exact quantity, but, more often than otherwise, men in business do not know what their exact quantity of cost is. Also, there are a few fundamentals which enter into cost, which the average man knows, but very, very often overlooks.

For instance, we all know that the three forces of production are land, which we must have before we can have the other two; labor, of which there is but two kinds in all the world, hand and machine, productive or non-productive; and the third force, capital. Capital is that part of wealth that can be used to create more and other kinds of wealth, which is invested in four grand divisions—the human machine, land and buildings, tools, and all office and machinery equipments, and in commercial investments, and which does not direct the forces of production, the consumer doing this. A combination of these three forces gives "production," and because of production we have what men call business. Business is said to be either brisk or dull, or to be in a good or bad way so far as competition is concerned. Competition, the cut-throat variety, is due to the prevailing ignorance of what the cost of production and of conducting business is.

Business is first the production of a thing. By that we mean that the laborer, the working man, the artisan, or whatever you choose to call him, is the first business man to touch a product. Next, "business" is accumulating, speculating or merchandising in the products of labor.

There are only two elements in a product, time and material. Then the cost must be borne by these two elements, the material that is sold and worked into the product carrying its share of the cost together with the share of the cost which the labor must bear. This means then, that to get the "load" placed correctly a method of distribution must be followed that will properly place this burden.

The Basis of Cost Finding

It is on the law of distribution that the science of cost finding is based, while on the law of balance is built the science of accounting. These are two sciences that, while related in a way to each other, are still very much different. I have known companies to have the very finest accounting system, the most efficient salesmanship and service systems, the best arranged credit bureaus, and still be going down-hill. Why? Because every dollar that was going into the business was not being brought back through their cost system; their method of cost finding was all wrong. If the Apostle Paul was living to-day and preaching a business gospel, I believe that he would say: "The science of accounting, the science of salesmanship and service, the science of credits, and the science of cost finding, these four, but the greatest of these is the science of cost finding."

This law of distribution is the least known of all business laws. The ignorance of how properly to apply and how to use it is one reason why we have so many business failures, such a vicious competition, and a terrible unrest throughout the society of the civilized world. It is as necessary properly to distribute every expense item which a business has as it is to have mail properly distributed, properly to deliver groceries, or for the compositor to "throw in" his type correctly. As soon as this law is better understood by all business men, just that soon will the distribution of wealth throughout society become more equalized.

There is always in any case of distribution a "load" or "burden" that must be properly broken up, placed and assimilated. Now let us see what that burden is that must be borne by the men engaged in the grocery line.

Include Interest on Investment

In the grocery business, as in any other business, the original capital invested in the land and buildings must bring back, and the same must be included in the cost, a rent made up of the interest on the original capital invested in the land and buildings, taxes on the same, insurance on buildings, and a replacement of the original capital invested in the buildings according to the construction—much more for frame or mill construction than for that of steel or concrete. If there are to be permanent

caretakers, and if heat and elevator service are to be furnished the tenants, these are also rent charges.

We find so many good business men do not figure rent into their cost because they own the property on which they do business. When they leave rent out of their cost they are giving away values to the amount of what the rent would actually figure according to the method outlined above.

Whether a company owns or rents its quarters, the following make up its building expense group—rent, heat, janitor expense, and repairs. These are the expenses for area occupied.

After the floor space has been accepted, we must move in our plant and store equipment, and the expense items on the original capital invested in all tools, machinery and office and store fixtures are known as the valuation expense group—the depreciation on the original capital invested and interest at prevailing rates on the same, insurance, and taxes. These are the expenses on the capital invested in the mechanical or physical equipments of the business.

The "load" is increasing, for now we must add the general office expense group—executive, clerks, bookkeepers, and cost clerk salaries, telephone and telegraph, postage and supplies, organization, dues, and miscellaneous.

And Still They Come

And still we are not through with the "burden," for now there looms up the selling and shrinkage expense group, such as salesmen's salaries, clerks, bookkeepers, and telephone and telegraph operators (where a sales department has such service), travelling expenses, allowances and deductions, bad accounts, commissions, interest and discounts, and interest on commercial investments—such as interest on—now listen—raw stocks, manufactured goods, accounts and bills receivable, bank balances, and in case of manufacturing institutions, work in process.

And still we must "load" the poor product with expenses, for we face the stock storage group—items that are chargeable directly to each commodity handled, such as the packing, delivering, car fare, barn and wagon expense, cartage, etc.

In order to have some help with this "load" we must have light and power, and then continue to add department

CANADIAN GROCER

direct expenses, department pay roll, supervision, and all spoilage items chargeable to a department.

This is truly a tremendous load that the product must stand, and in distributing these items we face the real problem of cost finding.

But the problem of solving any problem is the problem of proper treatment.

In solving the problem of distribution we find that all the cost items we have mentioned must be distributed according to the units that have benefited by the expense, whether that unit may be area, dollars of investment, or pounds, gallons, feet, yards, or hours, according to the best way of measuring and calling the unit. At the end of a month, when the total number of units, the cost of which are to be found, such as the cost of a ton of sugar, a gallon of vinegar, or a productive hour, are known, and the total of these units is divided into their total cost, we have the "cost per." This cost is cost, not "gross," or "prime," or "wage," or "up," or "down"—but cost with every cent covered.

To each commodity goes its own floor space expense, as if each commodity was in a store by itself; its own valuation expense; its share of the following—general office; selling and shrinkage; stock storage (or warehousing and handling); its own pay roll; its department direct expense; its own share of light, power, supervision, and the spoilage for which it is responsible.

Depreciation to Be Added

In figuring depreciation, or "replacement," on the original investment in equipment, we mean, in addition to the cost of the upkeep of the machinery or office or other equipments, actually to replace the original capital invested. To do this we follow a 10 per cent. basis, which will replace the original in ten years, and leave a man safe. In the method followed by so many, of figuring a depreciation on a depreciated amount, it has been found that it will take in the neighborhood of one hundred years to replace the original investment. To figure interest in all investments figure the prevailing rate.

There are many commodities that must be carried at a loss. These losses then become part of the selling or advertising expense, as the manager might view the situation, and should be borne by all the departments, except where a commodity is carried at a loss to boost the sale of something in its own department—then the loss becomes a direct department charge.

When the true cost has been found there is but one thing left to do in getting at the profit end—at the selling end, and that is, to decide the profit wanted, and which will allow of the selling of the goods.

Total cost has nothing to do with sales, except as the base on which a selling price is to be made. Neither have sales any relation to cost when one is seeking to know first the total cost line. Total cost comes first, and total cost is cost. After cost comes the first penny of profit, and selling prices come last.

The grocery business presents, very often, problems in which comes the manufacturing of goods. There are wholesale stores manufacturing processes, such as spice-grinding, extract making, bottling, printing, etc. These conditions complicate the cost problems for the manager. At no stage of the game, however, unless there is positively no other way out, should distributions of expenses to these departments be made on a percentage basis.

Get at the True Cost

No matter what conditions may exist in any kind of a mercantiling, or a combination mercantiling and manufacturing institution, or a straight manufacturing plant, the true cost can be found. More often than otherwise, when found, it is so far above what anyone dreamed as to be almost appalling. I have seen men when they have found the true situation get up from their desk, go out into the plant or outside the building where quietly, and alone, they could have a session of tears.

The high cost of living is due to the high cost of production, and to nothing else; society being a tremendous manufacturing plant, the cost of computing which is not and never has been known. Consequently there can be no very great degree of scientific business management or efficiency until a knowledge is had of what true cost is. When this knowledge is had, then, and only then, can scientific business management be brought about, and this, in fact, will be efficiency.

Let us remember that cost is a law of nature, that everything in nature pays its cost. Let us remember that the cost question of life follows man from the cradle to the grave. It reaches out into the years long after he is gone and calls for time and effort to be spent in keeping his last resting-place green. Remember that whether white or black, red, yellow, or brown; whether highly civilized, semi-civilized, or savage; whether nobleman or pauper; whether free man or slave; whether living under this government or some other, all men from their first breath face this consuming and exacting law of nature, whether they recognize it or not, and by that law every act of their lives is measured, their prosperity is governed, their existence consumed.

Geo. Spray, general merchant, Gibbs, Sask., has sold to W. Morgan.



Charles R. Furness, who has been on the traveling staff of the Red Rose Tea Co. for many years, has enlisted with the 92nd. He handled the Hamilton trip for the company. Sidney Rolfe, the shipper in the Toronto warehouse, and also the cashier, Frank Jones, enlisted during the past ten days. It is interesting to note that for the past four months the above company have been refusing to engage any man who was eligible for military service. T. H. Estabrooks, the president of the company, urges this not from any selfish motives, but simply to leave these men available. While this rule has been found a hardship in some cases, it is already working out well.

This makes a total of 29 employees of this firm who have enlisted. The number includes two A1 travellers.

Geo. Dobson, Hamilton Ont., who has enlisted for overseas service with 120th, was presented by the office staff of Tucketts, Limited, with a wrist watch and set of military brushes.

Letters to the Editor

Editor Canadian Grocer.—I read with interest the article in "Canadian Grocer" a few weeks ago on how advertising sold California raisins. Those raisins are pretty nice goods, but would someone be good enough to tell the packers to put the loose ones up in decent cases that would hold together until they get into retailers' hands? The easily split boxes some use come to our hands with big openings in the majority of them, out of which much of the fruit has been lost; and frequently they burst open as soon as we pick them up. A good box would interest the retailer in pushing California fruit by insuring his getting all the goods he bought. That hard fibre box I have seen on some of the goods is good.

It is not a matter of a box or two, but about eight out of every ten have a big sliver off them, with a few raisins lost—not enough to make a claim on each shipment, but bulking up to quite an item in a year's business.

Udora, Ont. W. O. WEBSTER.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

Paul Payment, general merchant, St. Genevieve, Que., has registered.

A. Thompson, grocer, St. John's Nfld., sustained a fire loss recently; insured.

Mrs. Alex. Sauve & Cie, general merchants, Dalhousie Station, Que., have registered.

Arthur Boutilier and P. G. Boutilier spent a few days in Montreal following the annual meeting of the Canadian Fisheries Association there. Arthur Boutilier is owner of the National Fish Co., of Halifax.

W. S. Loggie, member from Northumberland Co., N.B., had just finished his speech in the House of Commons, on the fish question relating to the price difference between producers and retailers in reply to the question of Mr. Jameson, of Digby, when the fire interrupted proceedings.

F. X. St. Charles, a well-known grocer of Montreal, passed away on Feb. 3rd, after a short illness. The late Mr. St. Charles started a clerk with Dufresne & Mongenais on St. Lawrence street. Later he opened a retail store of his own which he afterwards gave up to go into the wholesale business. He was a member of the St. Denis, Canadien and Reform clubs.

Stanford's Ltd., have moved from their old St. Catharine street quarters to a new building at 128 Mansfield street. The new store is said to be the finest retail store on the continent. It is finished in marble and dark oak, and is unusually well equipped with lights in white and green. Several innovations for convenience and sanitation have been installed. There is a separate display counter for fish, game, meat, etc. The total cost of the new store was \$110,000.

Ontario

F. A. Ward & Co., general merchants, Humberstone, Ont., have sold to D. Bell.

T. H. Watson, general merchant, Seagrave, Ont., is succeeded by Frank Hawkins.

R. Rubinoff & Son, wholesale grocers, Toronto, are succeeded by Ontario Grocers Ltd.

Canada Soaps, Limited, has been granted an Ontario charter with head offices in Toronto.

Johnson B. Whaley, a traveler for the Cowan Company, Toronto, died suddenly in Sarnia from pneumonia. He lived in Toronto.

A. F. MacLaren, ex-M.P., and familiarly known as the "Cheese King" celebrated his sixty-second birthday on Thursday, Feb. 3.

About 30 students of the economics class at the Western University, paid a visit yesterday to Perrin's biscuit factory, London, Ont.

Mrs. David McIntosh, general merchant, and Jas. McKee, general merchant, Cold Springs, Ont., have each sold to Norman D. McIntosh.

John Morrison, a grocer in Hamilton, Ont., for many years, died recently at age of 67. He was born in Scotland and came to Hamilton forty years ago.

S. J. McLardy, grocer, St. Thomas, Ont., has purchased from Emmerson McCance the two-storey red pressed brick store at the corner of Kains and Manitoba streets, where he has conducted a grocery business for the past year and a half.

J. A. Wambold, Exeter, Ont., has disposed of his grocery and confectionery business to C. L. Wilson who took possession February 10. Mr. Wambold has been in business here for several years coming from Dashwood. He has not yet decided what he will do. Mr. Wilson clerked for several years with J. A. Stewart.

I. K. Knetchel, who recently purchased the grocery of H. G. Lemon, Hariston, Ont., has disposed of the business to McDonald & Pridham, who take possession at once and will conduct this business in connection with their meat business. Mr. Knetchel leaves for Mildmay, where he will engage in a similar business with his brother.

E. R. Frech, manager of the produce department, Swift Canadian Company, St. Lawrence Market, Toronto, who is leaving Toronto to take up a position in the sales department of the Packard Motor Car Company of Chicago, was the recipient of a gold watch and chain presented to him by the management and employes of the Swift Canadian Company.

Alderman L. O. Pearson, builder and contractor, St. Thomas, Ont., has purchased the grocery business lately conducted by Herbert Morton, on Talbot street. Until about three years ago Ald. Pearson was associated with Mr. Morton in this business, and disposed of his interests to the latter. The purchasing of the business will not interfere with Ald. Pearson's contracting business, as he has

placed in charge of the grocery business Orville Laur, who has been associated with Mr. Morton for the last five years.

Western Canada

During a big fire at McCreary, Man. last Wednesday, February 2nd, the store of James Riddell narrowly escaped destruction.

The wholesale liquor store of T. J. McManus, Costello Block, Calgary, was destroyed by fire on the morning of January 31st.

John D. Burke, of Coleman & Burke, Winnipeg, manufacturers' agents, died last week in his 54th year. He formerly ran a general store at Morris, Man.

Damage amounting approximately to \$20,000, was done to the general store of J. H. R. Dixon, Belle Plaine, 17 miles east of Moose Jaw, on January 31st.

Mr. Martin, of the Swift Current grocery staff, Swift Current, Sask., and his wife have left for Fredericton, N.B., where they expect to make an extended visit.

F. T. Rolph, has taken over the grocery business formerly operated by F. T. Rolph & Co., Saskatoon, Sask. The hardware and crockery stock has been disposed of and groceries and confectionery concentrated on.

Doig, Rankin & Robertson, Ltd., Brandon, Man., whose department store was destroyed by fire in January, have secured temporary premises in the Hughes Block, 10th street, and expect to be opened by March 1st.

Duncan MacDonald, Winnipeg, well-known Western pioneer, and brother of Alex. MacDonald, president of MacDonald-Chapman, Ltd., wholesale grocers, Winnipeg, died on Wednesday night, Feb. 2, at the age of 74.

S. A. McGaw, general manager of the Western Canada Flour Mills Co., Ltd., Winnipeg, was presented with a gold watch and an illuminated address by the employes and members of the firm last week. Mr. McGaw recently retired from active business, and has gone to California.

The following Westerners were appointed on the new executive committee of the Canadian Fisheries Association, at the annual held in Montreal, February 1st: J. W. Simpson, Selkirk; W. Douglas, Winnipeg; Major H. A. Green, Saskatoon, W. Reid, Regina, A. L. Hager, Vancouver; Peter Wallace, Vancouver; H. S. Clements, M.P., Prince Rupert.

Marmalade and Teas Advance

Tea Situation Firmer in London—Freight the Big Difficulty — Many Spice Changes — Sugar Very Firm—Prunes Are Slow Selling—England Buying Raisins Firms Prices.

Office of Publication, Toronto, February 11th, 1916.

MOLASSES is very firm this week, but so far remains at fairly low prices. This is causing considerable speculation in the trade because the whole tendency in the market at present is bullish. Importers and wholesalers alike profess to see no material reduction of present prices ahead unless the shortage of freight is corrected, in which event the present high prices of sugar, if maintained, would tend to attract molasses cane and operate to maintain a high level of prices. Here again, as in many other lines of groceries, the freight situation is an important factor. These columns have shown again and again how this freight tension is affecting the flour market, which state of affairs, by the by, continues this week and does not show any easement. The freight situation is also affecting molasses, spices, currants, teas and indeed anything and everything which is liable to be imported and exported.

Possibly more than anything else, the uneasiness in freight is the primary reason for such a very firm market in teas as exists at present. Fundamental conditions, so it is claimed, would point to a tea market which would not be nearly so strong were it not for the awkwardness in the situation regarding freights.

This week currants, which have been one of the high spots in the grocery market for many months, have advanced another cent, and are very scarce at that. It is said that there will be a boat into New York at the end of the month which may affect a slight relief in the situation. For the present, however, buying demand is very keen and stocks are low both in Canada and in the States. Several English lines are reported higher this week. For instance, the recent rise in sal soda, referred to last week in these columns, has been productive of advances in washing powders, and kindred lines. Also some English lines are higher, notably pickles and jams of English manufacture, which have advanced about 5%.

A situation which is beginning to trouble the manufacturers of groceries and will in turn reflect on the retailer is that the manufacturers of Canadian grocery sundries are exceedingly pinched in some materials, the price of which are needed for packing their goods. Such things as bottles, etc., tinplate, boxing materials and gelatine. All these things are higher and there has been a 5% advance on many lines of sundries as a way of meeting the advance in packing material. For instance, in the case of some biscuit manufacturers, though not all, the advanced price of tinplate has been productive of an advance in the manufactured product of about 1c per pound. This is to take care of the increased cost of boxing. It is well that the public should understand the fundamental reasons for the advances which are likely to take place; obviously if the manufacturer puts up his prices the retailer has to cover himself and the public must help to stand the impact.

QUEBEC MARKETS

MONTREAL, Feb. 9.—The freight situation continues to be the ruling factor of this market. The conditions in relation to molasses constitute the feature of the week; a very uncertain market being decidedly bullish, but this state of affairs is threatened with an influx of new supplies. The Appam incident has added to the strong undertone of the market and has caused a slight advance in war insurance rates in the affected area. The forthcoming budget

is being awaited with intense interest, particularly by sugar, tea and coffee interests. The general state of business is quiet with just a fair demand. Sugar continues firm but in an unsettled state.

Currants have advanced another cent and are very scarce on this market. English sprats are 50 cents higher and are now being offered at from \$8.00 to \$8.50. All washing powders are very firm as the result of the recent rise in sal soda. Pickles and jams of English manufacture have advanced about 5 per cent.

Markets in Brief

QUEBEC MARKETS.

FISH AND OYSTERS—
Government orders firm prices.
Haddock slightly higher.
Lobsters advance again.
Oyster stocks scant.
FRUIT AND VEGETABLES—
Scarcity in bananas.
Lemons very scarce.
Apples higher.
Oranges still high.
Celery scarce and higher.
Potatoes advance again.
FLOUR AND CEREALS—
Flour prices less firm.
Oats and middlings firm.
Corn very strong.
Freight difficulties annoy.
PRODUCE AND PROVISIONS—
Lard prices unchanged.
Cheese higher in London.
Poultry scarce and firm.
No change in butter.
GENERAL GROCERIES—
English products higher, also hard to get.
Molasses situation peculiar.
Speculation as to tariff.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour levels maintained.
Cereal list easier.
Some scarcity in feeds.
Temporary drop in grain prices.
FRUIT AND VEGETABLES—
Potatoes slightly lower.
Cabbage higher.
Oranges in demand.
Good season for grapefruit.
Onions advance sharply.
General business good.
FISH AND OYSTERS—
Whitefish still best seller.
Halibut in demand.
Oysters get good sales.
Natives said to be scarce.
PRODUCE AND PROVISIONS—
Lard trifle easier.
Butter range tightens.
Cheese up again.
New laids down slightly.
No change in poultry.
GENERAL GROCERIES—
Marmalade prices up.
Teas up in London.
Sugar quite firm.
Many spice changes.
Prunes slow sellers.

MANITOBA MARKETS.

FLOUR AND CEREALS—
Flour remains at \$7 per bbl.
Cornmeal jumps 10c.
Oatmeal up to \$3.25.
Rolled oats firmer again.
FISH AND POULTRY—
Cheaper herrings expected.
Scarcity of dressed poultry.
Little live stock arriving.
Advance in dressed stock.
FRUIT AND VEGETABLES—
Florida strawberries down 5c qt.
Squash jumps to 5c per lb.
California celery up to \$1.50 doz.
PRODUCE AND PROVISIONS—
Live hog receipts light.
Higher meat prices quoted.
Easier meat market predicted.
Winter creamery bringing 37c.
American eggs delayed.
GENERAL GROCERIES—
B.C. sugar up in Manitoba.
Advance of 10c in corn syrup.
Higher tea prices now sure.
Currants soaring again.
Evaporated apples tend downward.
Advance in tapioca seems sure.
Coffee market stronger.

There is a very firm market on sardines in general with stocks running low and not much opportunity to replenish.

CANADIAN GROCER

Alum has advanced 300 per cent. and is now offered at from 8c to 10c per pound. Trade chemicals continue to suffer as the result of the concentration on munitions chemicals. Manufacturers of Canadian grocery sundries are beginning to feel the pinch in some lines, such as packing material, bottles, etc., and in the price of some raw materials such as gelatine. There has been a 5 per cent. advance on many lines of sundries this week as the result of the conditions described. Owing to the advanced price of tin plate some biscuit manufacturers have advanced their product 1 cent per pound to cover this increased cost in the boxing. Wines have advanced 10 per cent.

SUGAR.—The undertone of this market continues very firm in spite of a slight weakness that developed in the raw market as a result of strikes in New York refineries which was reflected in producing centers as likely to restrict demand. Otherwise the general situation is unchanged from last week and prices are likewise with refined at \$6.00 in New York. Demand continues fair and for the time of year is considered good. Stocks in wholesale warehouses are fair chiefly as a measure of precaution against possible tariff changes in the new budget. There is no uneasiness evident on this score and an utter lack of knowledge of the Governments intentions is expressed by interested parties. The best sugar market in the States has responded to the recent firmness of the whole market and is now quoted at from \$5.80 to \$5.90 per cwt. The sugar monopoly that is about to be established by the Swiss Government has been the cause of some speculation but it is not expected to have any decisive market affect. The predominating factor continued to be the scarcity of bottoms with which to move the Cuban crop that continues to pile up at primary distributing centers

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 65
25 lb. bags	6 75
3 and 5-lb. cartons	6 95
Extra Ground Sugars—		
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Yellow Sugars—		
No. 1, 100 lb. bags	6 25
Dark yellow, 100 lb. bags	6 05
Bright yellow, bbls. only, cwt.	6 50
Powdered Sugars—		
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—		
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—		
Barrels	7 25
100 lb. boxes	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 00
Half cartons	8 25
Crystal Dominoes, cartons	8 15

MOLASSES AND SYRUPS.—Molasses are firm at the lower prices the future of which is the cause of considerable speculation. The whole tendency of this market is a very bullish one and importers and wholesalers pro-

fect to see no material reduction of present prices ahead unless the present shortage of bottoms is corrected in which event the present high prices of sugar if maintained would still tend to attract molasses cane, restrict molasses production and operate to maintain a high level of prices. The new make is expected to appear on this market in from two to three weeks, and such contracts as have been made at this date would preclude a decline of more than a few cents from existing prices. Some buyers are waiting on the market. The freight situation and the strong sugar market are looked upon as the two determining factors of this market. In this connection it is stated that up to date no tonnage has been obtained for direct molasses shipments to Montreal and present prospects are for lake and rail shipments via St. John or United States points.

	Price for	
	Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	0 53	0 45
Barrels	0 55	0 48
Half barrels	0 58	0 50
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½	
Pails, 8¾ lbs., \$1.35; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 06	
Cases, 2 lb. tins, 2 doz. in case	3 60	

COFFEE.—The coffee market remains unchanged except for a ¼c advance in Rios and a more acute freight situation that has become the chief factor in the market and dominates all others. The advance in Rios is said to be the result of conditions in the primary market. Stocks are in good shape with plenty of coffee for existing needs on hand and the aim of interested parties is to keep them this way against the tendency of the conditions to hold back shipments from producing and distributing centers.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 28
Mexican	0 25
Jamaica	0 22
Santos	0 19
Rio	0 16½
Chicory	0 14

NUTS.—Prices on nuts are unchanged and demand continues steadily to improve as it has been doing since the first of the month. Almonds continue scarce at from 18c to 18½c and other lines are as quoted below.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 19	0 17
Marbots	0 14½	0 15
Shelled walnuts, new, per lb.	0 35	0 38
Shelled almonds, 25-lb. boxes, per lb.	0 40	0 42
Sicily filberts	0 14½	0 15
Filberts, shelled	0 33	
Pecans, large	0 17½	0 18½
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 07	0 11

TEA.—This market continues very strong with teas moving freely and in good demand at unchanged prices. There is a very general improvement in this trade particularly in the higher priced goods that is attributed partly to

the result of a better educated public, the general result of the war and the prohibition wave that have combined to cause a greater consumption of tea. The budget and the freight situation continue to be of absorbing interest. Freight rates from Ceylon and India are now 200 per cent. above normal while the insurance rates from these points is 5 per cent. higher by the Suez route than formerly. Colombo quotes higher prices weekly at primary market, Congos and Formosas tend to stiffen in sympathy with the advances in India and Ceylons at primary markets. Japans are very active particularly in spot first hands. Some fairly large quantities are being turned over. The increased demand continues to be the ruling factor in the market. After allowing for this general increase in consumption it is estimated that there is a surplus of 50,000,000 lbs. in the East but that this stock cannot affect prices as long as freights continue at their present level.

DRIED FRUITS.—Currants have advanced one cent and are now offered at 12½c. There are no loose black currants on the market now and it is stated that stocks are practically exhausted. This market is very firm and it is stated that, whereas in ordinary times every wholesaler has at least 200 cases or more on hand all the time, at present there are not 500 cases in the city. There are good stocks of raisins on hand and the market is very strong. Price is unchanged. The primary market for prunes has stiffened without any change in price here. Apricots are firm and unchanged although the present price is one cent below that on primary market. The market in general is quiet.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 11½
Apples, choice winter, 50-lb. boxes	0 11
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 08
Pears, choice	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 23
Lemon	0 20
Orange	0 19
Currants—		
Filiatras, fine, loose, new	0 12½
Filiatras, packages, new	0 12½
Dates—		
Dromedary, package stock, old, pkg.	0 09
Faris, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 00
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11½
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscateis, loose, 3-crown, lb.	0 05½
Muscateis, 4-crown, lb.	0 06½
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 10
Choice seeded, 16 oz. pkgs.	0 09
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

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

DRIED VEGETABLES.—Market is quiet and unchanged with demand steady and good. All good beans continue scarce. Hand picked Canadian are from \$4.80 to \$5.00 per bushel and very scarce. Choice quality boiling peas are scarce at \$3.25 a bushel. Good boiling are scarce. Barley is plentiful and unchanged in price.

Beans—		
Canadian, 3-lb. pickers, per bushel.....	4 20	4 20
Canadian, hand-picked	4 80	5 00
Canadian, 5-lb. pickers	4 80	5 00
Yellow eyes, per bushel	4 20	4 20
Lima, per lb.	0 60	0 05%
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 95 lbs.	4 00	4 00
Barley, pot, per bag	3 00	3 00
Barley, pearl, lb.	0 04%	0 05

RICE AND TAPIOCA.—Genuine Carolina rice has declined one cent but is firm at from 8 to 9c. This market is very firm as a result of the acute freight situation and in spite of a large rice crop. An increased demand tends toward holding stocks down in primary markets. Tapioca continues firm and unchanged in price.

Rangoon Rice—		
Rangoon, "B"	4 20	Per cwt.
"C.C."	4 16	
India bright	4 35	
Lustre	4 40	
Fancy Rices—		
Mandarin, Patna	4 30	
Pearl	4 75	
Imperial Glace	5 40	
Sparkle	5 00	
Crystal	5 00	
Snow	5 20	
Ice drips	5 20	
Java Onyx	5 20	
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).		
Imported Patna—		
Bags, 224 lbs.	0 05%	Per lb.
Half bags, 112 lbs.	0 05%	
Quarter bags, 56 lbs.	0 08	0 09
Velvet head Carolina	0 09	0 10
Sago, brown	0 05%	0 07
Tapioca—		
Pearl, lb.	0 07	0 07½
Seed, lb.	0 07	0 07½

SPICES.—All lines are moving very freely without any price changes on local market although primary costs are running up so that current prices are said to be below the market. Gingers, black peppers and cassias are all very high in primary markets. The freight situation is very acute. Spot supplies in America are being depleted without a corresponding restocking except at the most advanced prices.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	0 16	0 09	0 23
Cassia	0 22	0 09	0 29
Cayenne pepper	0 28	0 10	0 29
Cloves	0 28	1 05	0 25
Cream tartar—50c.			
Ginger, Coshin	0 22	0 10	0 29
Ginger, Jamaica	0 23	1 00-1 15	0 21
Mace	0 20	0 10	0 29
Nutmegs	0 40	2 40	0 75
Pepper, black	0 22-0 35	0 50-1 00	0 29
Pepper, white	0 30-0 33	1 15-1 20	0 37
Pastry spice	0 22	0 05-1 20	0 29
Pickling spice	0 14-0 15	0 15	0 29
Turmeric	0 21-0 23	0 15	0 29
Lower prices for pails, boxes or ballers when delivered can be secured.			
Cardamom seed, per lb., bulk	3 00	2 50	
Carraway—			
Canadian	0 12	0 12	
Dutch	0 20	0 22	
Cinnamon, China, lb.	0 14%	0 18	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 38	0 42	
Shredded cocconut, in pails	0 15%	0 22	
Pimento, whole	12-15		

CANNED GOODS.—A strained condition in most canned goods lines still prevails and goods are being offered at a price below that warranted by the state of the market the undertone of which is strong.

ONTARIO MARKETS

Toronto, Feb. 11, 1916.—This war has played havoc, among other things, with supplies of importations from England. Take, for instance, pickles and such. These are now on the luxury list. Few are getting over. Some supplies come along, of course, but compared to what arrived before the war, they are few and far between. Jams have been almost entirely cut off. English marmalade is coming in in comparatively slight quantities. Price is about ten per cent. higher than last year, which is quite a considerable increase.

Bearing out our contention last week that, though there was a big surplus in the tea crop at Calcutta and Colombo, that in itself didn't relieve the tension any, is the advance at the London auctions this week of half a cent in both cases. There is a big surplus of tea, even when increased consumption is allowed for, but that doesn't help London or Canada any, since it is well-nigh impossible, under existing freight conditions, to get the stuff through.

The situation in olive oil is interesting. The foreign markets are very firm in feeling, according to advices that are received by New York importing houses. Increasing difficulties are being experienced in securing further shipments from Europe. A slightly stronger tone appears to be dominating in bulk French and Italian oil, though case goods seem to be coming into America in fair quantity at the present time. There is a good seasonal demand for supplies, though there is no heavy buying in progress in any quarter. In general the prices prevailing throughout the United States and Canada at the present time for all grades of edible olive oil are considered low in comparison with the prices that are being asked by the foreign holders.

SUGAR.—The tone of the market is very firm. Raw values are fully maintained, deliveries being fair. There is not much speculation as to higher levels, despite the firmness of New York, and correspondingly this market. Buying is average. From last week the market has eased slightly. It is still firm, as has been said, but little guessing at an advance is heard.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 26
100 lb. boxes	7 36
50 lb. boxes	7 56
Cartons (20 to case)	8 01
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	8 36
Paris Lump—	
100 lb. boxes	7 36

50 lb. boxes	7 56
25 lb. boxes	7 66
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—Both the Ceylon and Indian markets in London this week, according to cable advices, advanced half a cent, and are quoted firm. Market for spot teas there shows no sign of anything but firmness. The "London Grocers' Gazette" says recently, with regard to tea: "If last week was the wind, this week was the whirlwind as regards prices. Everything was on the bound, but where prices were so strong for all, they were perhaps strongest in the case of Assams. Every kind of tea was dearer, and it was only a question of degree. The fact is that the auctions are not at the moment large enough for the time of year, and for the trade doing. Running requirements from week to week are so huge now that buyers soon get anxious. The periodic Government tenders too exercise a distinct effect on prices. Their average requirements are probably from 5,000 to 10,000 chests per week. This is a big item when there is not too much tea about."

There is nothing materially new in market conditions.

MOLASSES AND SYRUPS.—Molasses is strong at present, despite the fact that prices, on the whole, are fairly low. Fundamental conditions are somewhat unsettling. Transportation difficulties bristle, and they are happening along at an awful time. The strength of sugar in New York, too, is a strengthening influence for molasses. There are those who talk of higher prices in the offing, but there is nothing definite.

DRIED FRUITS.—Prunes seem to be rather dull for this time of the year. This is their season, as it were, and more activity in buying is looked for. Curiously, however, the same condition apparently applies at the Coast. New 1915 crop stuff is comparatively quiet. In New York, too, like demand is showing. Spot stocks of California stuff at the Coast are firm, but reports say there is little interest. Thus Toronto reflects the primary market. Spot prices are firm, but buying is only hand-to-mouth.

Difficulties of cable communication with Greece are tying up currant negotiations. Amalas are firmly held, notwithstanding, and no lower prices are looked for. Spot stocks in Toronto are small, and demand is stiff, imposing decided strength to the market.

Raisins are all firmer, chiefly on inquiries from England. She is anxious to secure further stocks, particularly of seedless, it is said. Strangely, the reason advanced for English buying of Coast raisins is that they can't get adequate stocks of Amala currants. Thus, as has been pointed out before, stiffness in one line is frequently duplicated in another.

CANADIAN GROCER

Apples, evaporated, per lb.	0 10%	
Apricots—		
Std., 25's, faced	0 12	0 12%
Choice, 25's, faced	0 13%	0 14
Extra choice, 25's, faced	0 14%	0 15
Fancy, 25's, faced	0 15%	0 16
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 22%	0 23%
Currants—		
Filiatras, per lb.	0 12	0 13
Amalas, choicest, per lb.	0 13%	0 14%
Patras, per lb.	0 13	0 14
Vostizas, choice	0 13%	0 14%
Cleaned, 1/2 cent more.		

Dates—		
Fards, choicest, 12-lb. boxes	0 09%	0 10
Fards, choicest, 80-lb. boxes	0 09	0 09%
Package dates	0 07%	0 09
Hallowees		0 07

Prunes—		
30-40s, California, 25-lb. boxes	0 12%	0 13
40-50s, 25-lb. boxes	0 10%	0 11
50-60s, 25-lb. boxes	0 09%	0 10
60-70s, 50-lb. boxes	0 09%	0 09%
70-80s, 50-lb. boxes	0 08%	0 08%
80-90s, 50-lb. boxes	0 08%	0 08%
90-100s, 5-lb. boxes	0 07%	0 08
25-lb. boxes, 1/2c more.		

Peaches—		
Choice, 50-lb. boxes	0 06%	0 07
Std., 50-lb. boxes	0 07	0 07%
Choice, 25 lbs., faced	0 07%	0 07%
Extra choice, 25 lbs., faced	0 08%	0 09
Fancy, 25 lbs., faced		

Raisins—		
Valencia, Cal.	0 09	0 09%
Seeded, fancy, 1 lb. packets	0 08%	0 10%
Seeded, choice, 12 oz.		0 08
Seedless, 16 oz. packets	0 11%	0 12
Seedless, 12 oz. packets		0 10
Raspberries, black, dried, 25-lb. boxes	0 40	0 42

NUTS.—The market shows little of interest. Brazils, which are firm in primary markets, are strong here too. Otherwise a merely hand-to-month. Demand sums up the conditions.

In Shell—		
Almonds, Tarragona	0 15%	0 16%
Brazils, medium, new	0 18	0 18
Brazils, large, washed, new	0 20	0 22
Chestnuts, peck	1 78	2 00
Filberts, Sicily, bags 110 lbs.	0 14	0 14%
Peanuts, Jumbos, roasted	0 13%	0 14%
Peanuts, hand-picked, roasted	0 11	0 11%
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 14%	0 15%
Walnuts, Bordeaux	0 11	0 11
Walnuts, Marbots	0 12%	0 13%

Shelled—		
Almonds	0 45	0 48
Filberts		0 35
Peanuts	0 11	0 11%
Pecans	0 50	0 55
Walnuts, new, halves	0 38	0 40
Broken	0 31	0 32

BEANS.—There is no change to report. Poor crop, small stocks, high levels—there are the conditions, unchanged from heretofore.

Beans, choice primes, bush	4 25
Beans, hand-picked, bushel	4 75
Peas, blue, bushel	3 00
Split, lb.	0 06%

SPICES.—All lines continue firm, freight difficulties weighing heavily. Cream of tartar is noticeably strong. All spice is much higher. So are cloves, and coriander. Ginger, on the other hand, is somewhat easier.

Spices—		
Allspice, ground	Compound, per lb.	Pure, per lb.
Allspice, whole	0 19	0 16-0 18
Arrowroot		0 15
Bay leaves		0 20
Bicarb. soda		0 30
Caraway seeds		0 03
Cassia, whole		0 22-0 35
Cassia, ground	0 14-0 16	0 23-0 30
Cayenne		0 30-0 35
Cayenne, Jap. chillies		0 40
Celery seed		0 45-0 50
Celery salt		0 30-0 35
Celery pepper		0 30-0 35
Cinnamon, Batavia		0 30-0 40
Cloves, whole		0 30-0 45
Coriander seed		0 12-0 13
Cloves, ground	0 18-0 22	0 30-0 35
Cream of tartar	0 48-0 50	0 50-0 55
Curry powder		0 25-0 30
Ginger, Cochin	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole		0 25-0 30
Ginger, African, ground		0 14-0 18
Mace		0 30-0 35
Mustard, pure		0 25-0 30
Mustard seed		0 25-0 28
Nutmegs, brown, 8% 52c; 8%		
3c; 10%		0 30

Nutmegs, ground, bulk, 30-35c:		
1 lb. tins		0 37
Pastry spice		0 25-0 30
Paprika		0 35-0 40
Peppers, black, ground	0 14-0 18	0 24-0 25
Peppers, black, whole		0 21-0 24
Peppers, white, ground	0 19-0 24	0 30-0 32
Peppers, white, whole		0 25-0 31
Pickling spice		0 18-0 22
Sage		0 45-0 50
Saltpetre (chili)		0 10
Thyme		0 25
Turmeric		0 16-0 18

COFFEE.—Market is dull and featureless. Buying is small and infrequent and levels are only fairly firm.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 21	0 25
Maracaibo, lb.	0 27	0 28
Mexican, lb.	0 33	0 35
Rio, lb.	0 17	0 20
Santos, lb.	0 21	0 25
Chicory, lb.	0 12	0 14

RICE AND TAPIOCA.—There is a good enquiry at New York for export, and this has firmed up levels somewhat. This applies especially to lower grades. Screenings are scarce. Demand here is distinctly good, freight troubles (and this applies to tapioca too) are hampering arrangements.

Rice—		
Rangoon "B," per cwt.	4 28	
Rangoon, "CC," per cwt.	4 15	
Rangoon, fancy, per cwt.	4 38	6 58
Patna, fancy	0 07%	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07%
Seed, per lb.	0 07	0 07%
Sago, brown, per lb.		0 07

CANNED GOODS.—The activity created by bargain prices on some vegetables has continued now that nominal prices are high again. There is no new feature

MANITOBA MARKETS

Winnipeg, Feb. 20.—Things have been pretty well tied up in the country during the past week with heavy snow, the downfall having been heavier in this part of the country than for thirty or forty years. To give an idea of transportation difficulties: a Winnipeg jobber has had a supply of sugar tied up at Transcona for over a week, only a few miles out of the city, yet unable to have it shipped. The weather has resulted in considerable inconvenience both to retailer and jobber. Over a hundred points on the three railways were cut off during the week. Orders were accepted only subject to delay. The district which suffered most was Southern Manitoba.

With the clearing up of the weather and the arrival in Winnipeg of scores of merchants from all over the West for the bonspiel, jobbers are expecting a big revival in business this week. The inclement weather has had the effect of increasing prices of certain commodities, particularly on hog products. Receipts of live hogs fell off considerably during the past two weeks, but as soon as the snow is cleared away, the influx should be heavy, and prices will take a drop. Receipts of poultry are also light, but this is due more to farmers retaining their stock for laying and hatching purposes, than to the weather.

The most important market changes

are an advance of ten cents in the price of B. C. sugar in Manitoba alone; and a jump of ten cents in corn syrup quotations. The latter has been expected right along on account of the high cost of corn. Many dealers profited by advance information, and laid in good stocks before the advance occurred. The demand is still heavy, as big consumer sales are expected during the coming spring. Heavy sales of tea continue, and owing to the firm market, firms who put up package teas are contemplating raising their prices whether there is a duty imposed or not; they have simply been holding off, hoping to make both advances together.

SUGAR.—The market on B. C. sugar is up 10c a bag, but in Manitoba only. At time of writing there has been no advance in Eastern sugar. Apparently the market is very strong, and it would not be surprising if Eastern refiners did not raise their prices during the coming week, as New York has advanced both refined and raws, although visible supplies of Cuban raws increased last week. The strong market is attributed to European demand and transportation difficulties.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated		7 35
Extra ground or icing, boxes		8 20
Extra ground or icing, bbls.		8 00
Powdered, boxes		8 00
Powdered, bbls.		7 00
Hard lump (105-lb. case)		8 30
Montreal, yellow, bags		6 95
Sugar, Western Ontario—		
Sacks, per 100 lbs.		7 30
Halves, 50 lbs., per cwt.		7 40
Bales, 20 lbs., per cwt.		7 40
Powdered, 50s		8 05
Powdered, 5s		8 25
Icing, barrels		8 00
Icing, 50s		8 25
Cut loaf, barrels		8 10
Cut loaf, 50s		8 25
Cut loaf, 25s		8 00
Sugar, British Columbia—		
Extra standard granulated		7 35
Bar sugar, bbls.		7 50
Bar sugar, boxes		7 75
Icing sugar, bbls.		7 70
Icing sugar, boxes		7 95
H. P. lumps, 100-lb. cases		8 20
H. P. lumps, 25-lb. boxes		8 45
Yellow, in bags		6 95

Quotations in B. C. sugar ten cents higher in Manitoba.

SYRUPS.—The price of corn syrup was advanced this week, and the market still looks very strong. Quotations now are: 2's, per case 2 doz., \$2.73; 5's, per case 1 doz., \$3.08; 10's, per case 1/2 doz., \$2.96, and 20's, per case 1/4 doz., \$2.97; half-barrels per lb., 4.14. Large quantities of corn syrup were sold previous to the advance, and sales are keeping up, as this is syrup time. There is no change in cane syrup, and none is expected at the moment. Molasses will remain firm until a month or so, and are expected to decline considerably on the arrival of the new crop.

Corn Syrup—		
2s, per case 2 doz.		2 73
5s, per case 1 doz.		3 08
10s, per case, 1/2 doz.		2 96
20s, per case 1/4 doz.		2 97
1/2 barrels, by the lb.		4 14
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 15
5-lb. tins, 1 doz. to case, per case		3 50
10-lb. tins, 1/2 doz. to case, per case		3 30
20-lb. tins, 3 tins to case, per case		3 25

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

Molasses—		Per gal.
Barbadoes, fancy		0 70
Barbadoes, choice		0 65
New Orleans		0 35

CANADIAN GROCER

DRIED FRUITS.—New York reports an advance of 1/2c in currants, but no change has been made here, although there must be one sooner later. There is practically nothing arriving from Greece, and leave-overs have been gobbled up. It must be noted, however, that there is a limit beyond which the consumer will not go. Bulk currants at 12c is almost ridiculous, being higher than raisins. Peaches are strong, but most houses seem to have good stocks, and advances are not expected in Manitoba for some time. While there has been no change in the price of raisins, as explained in a previous issue there is very little chance of a decline. There is no change in prunes. The tendency for evaporated apples is downwards, the Ontario market being slightly easier.

Dried Fruits—		
Evaporated apples, 50's	0 11	
Evaporated apples, 25's	0 11 1/4	
Pears, 25's	0 12	
Apricots, choice, 25's	0 11	0 15
Apricots, choice, 10's	0 14	0 14
Peaches—		
Choice, 25-lb. boxes	0 06 1/4	0 06 1/4
Choice, 10-lb. boxes	0 07 1/4	0 07 1/4
Currants—		
Dry clean	0 11	0 11 1/4
Washed	0 11 1/4	0 12
1 lb. package	0 11 1/4	0 12 1/4
3 lb. package	0 23	0 25
Dates—		
Hallowee, loose, per lb.	0 07 1/4	0 09
Hallowee, 1-lb. pkgs.	0 07 1/4	0 07 1/4
Pard dates, 12-lb. boxes		1 25
Raisins, California—		
16 oz. fancy, seeded	0 09 1/4	0 10 1/4
16 oz. choice, seeded		0 10
12 oz. fancy, seeded		0 08 1/4
12 oz. choice, seeded		0 08
Raisins, Muscatels—		
3 crown, loose, 25's	0 06 1/4	0 09 1/4
3 crown, loose, 50's	0 06 1/4	0 09
Raisins, Sultanas—		
California, 50's	0 14 1/4	
California, 25's		0 15
Raisins, Valencia—		
4-cr. layers, 25-lb. boxes		4 10
4-cr. layers, 8-lb. boxes		1 06
Fancy selected, 14-lb. boxes		1 30
Raisins, Cal. Valencia—		
4-cr. layers, 25-lb. boxes	0 08 1/4	
4-cr. layers, 8-lb. boxes	0 08 1/4	
Prunes—		
30 to 100, 25s	0 07 1/4	
30 to 90, 25s	0 08 1/4	
70 to 90, 25s	0 09	
60 to 70, 25s	0 09 1/4	
50 to 60, 25s	0 10	
40 to 50, 25s	0 11 1/4	

DRIED VEGETABLES. — Japanese beans are being quoted as follows: 3-lb. pickers at \$4.40, and hand-picked \$4.60. They are reported scarce, and of excellent quality. Sales are not very big, as prices are too high.

Beans—		
Choice, white, hand-picked, per bush.	4 35	4 30
Fancy, hand-picked; bushel		4 60
California Lima Beans—		
Bag lots	0 07 1/4	
Less than bag lots	0 06 1/4	
Barley—		
Pot, per sack, 96 lbs.	3 30	
Pearl, per sack, 96 lbs.	4 30	
Peas—		
Split peas, sack, 96 lbs.	6 00	6 25
Sack, 40's	3 02	3 13
Whole peas, bushel	2 65	2 75

RICE.—The market is getting stronger every day, the primary market being about 10-12c per ton higher than in December. In cases where big contracts were made at old prices, there are not likely to be any higher quotations in Manitoba. Tapioca and sago are very strong, and it is only a matter of weeks when they will be advanced, and very materially, due to transportation difficulties. The demand here for tapioca is exceptionally good.

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 03 1/4	
Patna, per lb.	0 07 1/4	
Carolina, per lb., extra fancy	0 08 1/4	0 09 1/4
Sago, pearl, lb.	0 06	0 06 1/4
Tapioca, pearl	0 06	0 07

COFFEE.—The market is stronger this week due to high freights and scarcity of shipping room in Central South America.

Coffee—		
Green coffee, No. 7 Rio	0 12 1/4	0 12 1/4
Green coffee, No. 5 Rio	0 13 1/4	0 14
Green Santos	0 16 1/4	0 16 1/4
Roasted Rio	0 17 1/4	0 18 1/4
Santos	0 21 1/4	0 22 1/4
Maracabo	0 24	0 25
Chicory, lb. by bbl.		0 09 1/4
Chicory, lb., 14-lb. tins		0 13 1/4

SPICES.—No change in this market worthy of mention.

TEAS.—Sales continue very heavy in anticipation of a duty. There have been heavy arrivals and big stocks are being carried both by wholesalers and retailers. The market holds very firm, and will have to be advanced on both Indians and Ceylons regardless of whether there is a duty on it or not. One house has been holding their prices down on package teas from week to week to see if a duty was imposed, their intention being to make only one advance when it took place. On account of the strong market, a big advance is certain.

CANNED GOODS.—It is noted here that Montreal jobbers are cutting prices to the core in order to get business. Somewhat the same thing is being done here, although with less show. Many houses are selling at prices lower than canned goods can be brought into Winnipeg. While the market for evaporated apples is tending downward, there is no chance of gallon apples doing the same.

B.C. MARKETS

By Wire

Vancouver, B.C. Feb. 10th.—The demand for Green stuff and fresh vegetables has stiffened during the last week. The California floods and local shortages have served to intensify the ordinary winter demand, and it now looks as though the consumer will have his choice of high prices or a can opener. Choice dessert apples are reported scarce. Eggs, butter and cheese are firm. Potatoes are believed to be at top prices. Dealers ask \$30 a ton for the best grade of Ashcroft and \$25 a ton for Chilliwacks. Onions are \$2 to \$2.50.

ALBERTA MARKETS (CALGARY)

By Wire

Calgary, Alta., Feb. 10th.—Local potatoes are now fifty-five cents bushel, California grapefruit is about over. Oranges are quoted \$4.00 to \$4.50; B. C. onions are up to \$45 a ton. Lemons now fetch \$4.75 to \$5.25. Creamery butter up a cent at 37c. Evaporated apricots are now quoted 12 to 15 cents. Sago, tapioca is worth 7 cents, dried green peas 7 1/2 cents.

All other cereals firm. Cocoanuts are up a cent a pound. Peas and corn are

up 10 cents a case; currants, dates, raisins all tend upwards. Singapore pineapple growing difficult to procure. Scarcity of canned milk likely to be more pronounced soon.

General—		
Beans, small white Japan, lb.	0 07 1/4	
Flour, No. 1 patent, 98's	3 40	3 50
Molasses, extra fancy, gal.		0 67
Rolled oats, ball		3 05
Rice, Siam, cwt.		4 75
Potatoes, local, per bush.		0 65
Sugar, pure cane, granulated, cwt.		7 95
Shelled walnuts, finest halves, lb.		0 40
Shelled walnuts, broken, lb.		0 30
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 21	
Butter, creamery, lb.	0 37	
Butter, No. 1, dairy, lb.	0 30	
Eggs, select, storage, case	8 50	9 25
Lard, pure, 3s, per case		9 90
Lard, pure, 5s, per case		9 85
Bacon, smoked backs, per lb.		0 22
Bacon, smoked bellies, per lb.		0 23
Canned Goods—		
Tomatoes, 3s, standard, case	2 85	
Corn, 2s, standard, case	2 35	
Peas, 2s, standard, case	2 45	
Tomatoes, gala, case	2 10	
Apples, gala, Ontario, case	1 75	
Strawberries, 2s, Ontario, case	4 30	
Raspberries, 2s, Ontario, case	4 60	
Salmon, finest sockeye, talls, 48x1s, ca.	10 60	
Salmon, pink, talls, 48x1s, per case	4 60	
Lobster, 1/2s, per doz.	3 90	
Dried Fruits—		
Currants, lb.	0 13	
Evaporated apples, 50s, per lb.	0 12	0 15
Peaches, choice, 25s, per lb.		0 07 1/4
Apricots, choice, 25s, per lb.		0 10
Pears, choice, 25s, per lb.		0 14
Prunes, 90-100		0 07
Sultana raisins, Cal., extra fancy		0 15
Valencia raisins, Cal., lb.		0 10
Fruits and Vegetables—		
Apples, No. 1, box	1 75	2 00
Apples, cooking, box	1 00	1 25
Bananas, lb.	0 18	0 04 1/4
Grapefruit, Florida, case	4 50	5 00
Oranges, navel, case	4 00	4 60
Onions, B.C., ton		65 00
Lemons, case	4 75	5 25

ALBERTA MARKETS (EDMONTON)

By Wire

Edmonton, Alta., Feb. 10th.—Alberta jobbers held a meeting at MacDonald Hotel, Monday, to discuss business generally, also with the idea of forming Guild. Tie up on western roads is cleared. Freight is coming through, weather is improving, sales are increasing, considerable grain is moving, money is freer.

General—		
Beans, Ashcroft, lb.	0 06 1/4	
Beans, white navy, per bush.	4 20	
Bran, ton		18 00
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 35	0 45
Rolled oats, 30's, 80; 40's		1 80
Rolled oats, ball, \$2.65; 80's		1 75
Flour, fancy patents, 98-lb. sack		3 50
Flour, seconds		3 00
Rice, Siam, per cwt.		4 15
Shorts, ton		20 00
Sugar, standard gran., per cwt.		7 95
Sugar, yellow, per cwt.		7 55
Walnuts, shelled, lb.		0 38
Produce and Provisions—		
Cheese, lb.	0 19 1/4	
Bacon, lb., 20c; bellies, lb.	0 20 1/4	
Butter, creamery, per lb.	0 32	
Butter, dairy, No. 1, 32c; No. 2	0 26	
Eggs, extra, per doz.	0 40	
Eggs, No. 1	0 32	
Eggs, No. 2	0 30	
Lard, pure, 3's, per case	9 00	
Lard, pure, 5's, per case	9 85	
Lard, 10's, per case	9 75	
Lard, pure, 20's, each	3 23	
Canned Goods—		
Corn, standard, per two dozen	2 25	
Peas, standard, 2 dozen	2 25	
Peas, standard, 2 dozen	2 20	
Plums, Lombard	2 25	
Peaches	3 55	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per 2 doz.	2 85	
Salmon, sockeye, 4 doz. talls, case, lb	9 85	
Salmon, pink, case	4 14	
Cohoos, 1's, \$5.90; humpbacks, 1's	4 35	
Lobster	2 35	
Dried Fruits—		
Currants, per lb.	0 13	
Prunes, 70-90, 25's, lb.	0 09 1/4	
Evaporated apples, 50's, lb., 10 1/4; 25's, 10 1/4; 35's		0 12

CANADIAN GROCER

SASKATCHEWAN MARKETS

By Wire

Regina, Sask., Feb. 10th.—Poultry is scarce and prices higher, twenty cents quoted for chicken; No. 1 dressed turkey is twenty-eight; lemons sell for \$6.00 No. 1 dairy butter is now 28c; rice sells for \$4.35. Japan teas have advanced two cents.

Produce and Provisions—	
Butter, creamery, per lb.	0 36
Butter, dairy, No. 1	0 28
Cheese, per lb.	0 21 1/4
Eggs, new laid	0 45
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 5's, per case	10 00
Lard, 8's, per case	9 85
Lard, 10's, per case	9 80
Lard, 20's, per case	3 30
General—	
Beans, Ontario, white, per bush.	4 50
Coffee, whole roasted, Rio.	0 17 1/2
Cream of tartar, lb.	0 80
Cocoa, lb.	0 15
Cornmeal, ball	2 80
Flour, 96's	3 40
Rolls, 80's	4 35
Rice, per cwt.	2 80
Oats, 100 lb.	2 50
Sugar, standard, gran., per cwt.	7 74
Sugar, yellow, per cwt.	7 34
Tapioca and sago, lb.	0 07 1/2
Walnuts, shelled, 47-49c; almonds	0 45
Canned Goods—	
Apples, gala, case	1 80
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 80
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 80
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 06 1/2
Cranberries, per bbl.	10 50
Grapefruit, case	4 00
Lemons	6 00
Navel	4 80
Potatoes, bushel, B.C.	0 90
Dried Fruits—	
Apricots, per lb.	0 12
Citron peel, lb.	0 24
Lemon peel, lb.	0 17
Orange peel, lb.	0 17 1/4

NEW BRUNSWICK MARKETS

By Wire

St. John, N.B., Feb. 10th.—Trade in the Maritime Provinces shows signs of picking up. February promises to be brisker than was January. Wholesalers are well satisfied with general situation. Big drop in new laid eggs is reported; they are now quoted 34 to 35c. Case eggs are worth 30 to 31; Molasses is dropping to 45 and 46c.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22 0 22
Bacon, roll, per lb.	0 17 0 17
Beef, corned, 1's	2 80 2 35
Port, American clear, per bbl.	28 00 28 00
Butter, dairy, per lb.	0 27 0 27
Butter, creamery, per lb.	0 35 0 35
Eggs, new laid	0 34 0 35
Eggs, case, per doz.	0 30 0 31
Lard, compound, per lb.	0 13 0 15 1/2
Lard, pure, per lb.	0 15 1/2 0 15 1/2
Cheese, new	0 18 1/2 0 19 1/2
Flour and Cereals—	
Cornmeal, gran.	4 80
Cornmeal, ordinary	1 80
Flour, Manitoba, per bbl.	8 05
Flour, Ontario	7 19 7 35
Flour, buckwheat, western, 80-lb. bag	3 80
Rolls, per bbl.	6 25
Fresh Fruits and Vegetables—	
Apples, bbl.	4 00 6 00
Lemons, Messina, box	5 50 5 50
Lemons, Cal., box	3 00 4 50
Oranges, Val., case	4 00 5 50
Potatoes, bbl.	3 80
Sugar—	
Standard granulated	6 70 6 75
United Empire	6 80 6 85
Bright yellow	6 80 6 85
No. 1 yellow	6 30 6 35
Paris lumps	7 75
Lemons, Messina, box	5 50
Beans, yellow eyes, per bush.	4 50 4 60
Canned pork and beans, per case	3 80 3 80
Molasses, Barbadoes, gal.	0 45 0 45
Cream of tartar, per lb., bulk	0 45 0 53
Currants	0 12 0 13
Rice, per cwt.	4 90 5 00

RED ROSE TEA CO. DINNER

The Red Rose Tea Co., gave a dinner to their Ontario travellers and their wives, and heads of departments, at the King Edward Hotel Saturday night, February 5th.

The origin of this dinner is rather interesting. During September and October, 1915, the travellers' sales were exceeding those of the same months of 1914, and the firm promised the travellers that if they would beat, during the months of November and December, the sales for the same months of 1913, they would put up a real high-class dinner. It was some proposition to place before the men, as these two months were record months in 1913, but the above information about the dinner shows that the men were successful.

The outstanding features of the dinner were papers read by Messrs. B. E. Miller and R. W. Vout, the two travellers who have been the longest in the service of the Ontario Branch, also talk to the men on various subjects by G. H. Campbell, Manager of the Ontario Branch.

The program for the evening was furnished entirely by members of the staff, Messrs. Frank Jones and C. T. Miller singing, F. Leech reciting a very appropriate piece, and Crompton Jones, one of the city travellers, officiating at the piano, which, next to his ability to sell Red Rose Tea, is his best accomplishment.

A vote of thanks was sent to T. H. Estabrooks, the President of the company, with the statement that there would be more records broken this year.

Charles Furness and Frank Jones who have recently enlisted were very welcome guests at the dinner.

CAMPAIGN TO BOOST FISH

(Continued from page 20.)

Consequently, instead of progressing, the industry has continued to languish for many years.

"From our geographical position none should be able to compete with Canada, especially in pickled herring; but we have the anomalous condition that the United States and Canada as well are being supplied to a large extent from Europe."

Mr. Hazen referred to the fact that our fishing industry had been slow in developing. He attributed this to the fact that we do not as a people properly recognize the value of fish as a food. This, he said, was being remedied.

The Minister's speech made a great impression on the assembled guests through the force and vigor of the ideas

expressed. Toasts were also tendered to "Our Guests," "The Press," etc.

The fact that Canadian Grocer had volunteered to devote a special number to the Fish Day movement was mentioned and favorably commented on.

A programme of music, interspersed the addresses, and the gathering was declared by all to be an immense success.

FOLLOW THE MARKETS—SAVES MONEY

(Continued from page 27.)

The Retailer's Chance

If the dealer must lose on the goods in stock when the market drops, why should he not gain when the prices advance? If, for example, he has on hand or on order an extra supply of sugar when the market advances, why should he not take advantage of the new price? The wholesale cost should govern at all times. When it drops, the merchant must lose, and when it advances, the retailer should take advantage of it by raising the price of the stock on hand.

A close watch on the market reports and a careful study of current events will mean dollars to the grocer, especially during the war.

ADVERTISES FOR HOME BAKING TRADE

(Continued from page 21.)

Some people say it will make two blades of grass grow where only one grew before. We keep on advertising all the year round, and we have an idea that we get fairly good returns from it.

"But advertising, you say, is only to get trade. You've got to hold it some other way. Well, that's up to the merchant. He must do as Porter S. White does—he must take pains to hold his trade; once he has got it. And the way a customer is treated, as well as guarantee the purity of his goods, is about the best policy for a grocer to adopt as an aid to his advertising.

"But, lest the reader forgets, note this one fact: Porter S. White advertises all the year round—not spasmodically."

EXPORT TRADE DEVELOPMENT

As an instance of the growth of Canadian trade with Great Britain since the war may be cited the case of the Dominion Glass Co., which has developed a heavy export trade in bottles for extracts, perfumes and various lines since the war. The greatest difficulty is said to consist not in a lack of business or ability to handle it as in getting shipping space on ships.

Farmers' Clubs Buying Direct

General Merchant Thinks This Should Not Be the Case—What He Proposes to Stop Wholesalers Selling Direct—Retailer Plays Prominent Part in Solving Difficulty —
What Service Means

EDITOR, CANADIAN GROCER.—I have read with great interest, your paper, since I became a subscriber to same and have found a great deal of solid good reading. I might say we have a "Farmers' Club" down here also. There are not only myself, but five other general merchants in this district, some being affected worse than I am.

I have studied this club with great care and have found out some very interesting things. In the first place it is a prominent part of their policy to try to "bulldoze" the merchant. This they are doing and how can we help it if the wholesaler sells as cheaply to them as he would to us—which he does. I can give the names of three firms all large wholesalers which have sold to them direct. The only solution I see for this is, for the retail trade every one to a man to discontinue buying from these wholesalers who are found out from time to time. If this were done the manufacturer would soon stop selling to them. To draw an illustration: A prominent oil company sold to this club here, 1 barrel of heavy black machine oil also 1 case 25c (—) axle grease at exactly what it cost me. I had been this company's representative here until they did this. I stopped dealing with them immediately. Now if every dealer would do this where would the oil company go to? It is the only solid solution I see for it and the sooner a step is taken the sooner we will be through with them.

ONTARIO READER.

The writer of the above letter will have the sympathy of every merchant who has to contend with Farmer's Clubs buying some of their goods direct. Canadian Grocer does not of course lay all the blame on the farmer. While it may not be the case in regard to the general merchant who has written this letter, yet in a great many cases, the merchant himself is partly to blame for farmers not purchasing all their goods in the home town stores. If the retailer keeps the goods the farmers require, if he advertises them effectively, whether it be through personal conversation, and if he gives the farmer a good service and good goods at reasonable prices, he is entitled to receive the support of the farming community.

Some farmers, however, overlook the fact that it costs something to do business. They find out, for instance, that the merchant is charging them 10 cents for an article that they can buy direct for 8 cents and they think that the merchant is a robber. They overlook the fact too that without the home-town merchant and the home-town store they would be greatly inconvenienced every week in the year; that without them too, the values of their farms would not be as great; that they would not get as good prices for their produce; that they would not have the same educational facilities for their children and that indeed life would not be nearly as enjoyable. In spite of these considerations and the chief one is that these stores are ab-

solutely necessary, they still persist in buying wholesale wherever they can, and thereby doing the retailer out of legitimate business. In this they are sometimes aided by wholesalers who are running with the hare and hunting with the hounds.

The contention is also made by people who know little about the grocery business that retailers are making big profits. This is of course not true. Competition is too keen and prices are too well established for that. It may be in particular cases that a retailer charges more than he should because he is not fully acquainted with the cost of his goods, but there are other cases where he is not charging enough to cover his invoice cost and cost of doing business. That there are few millionaires among retailers substantiates this contention.

Canadian Grocer again reiterates the contention that the retailer in the country district should study closely his farmer customers, should keep them interested in the home town and should give them a service which cannot be duplicated by distant catalog or wholesale houses. This will go a long way to prevent the establishment of Farmer's Clubs which buy from distant houses a few goods at low prices, but where service and credit facilities are usually entirely lacking.

Henry Jones, grocer, Welland, Ont., has sold to J. H. Beaver.

SERVICE DEPARTMENT

Editor Canadian Grocer.—Could we trouble your service department for names of some of the larger buyers of potatoes in Toronto?

Fort George, B.C. J. J. A. M.

Edit. Note.—This information has been forwarded.

Editor Canadian Grocer.—Will you send me a Customs Tariff, one with a fairly good binding? If you do not publish this we would be glad to have you procure it for us.

Regina, Sask. M. G. C.

Edit. Note.—This, we are informed, is available only from the Customs Department at Ottawa. Send 20 cents for it.

Editor Canadian Grocer.—Kindly inform us where we can buy peas put up by T. S. Todd, or give us T. S. Todd's address. These are French peas.

Haileybury, Ont. F. C. P.

Edit. Note.—This, we believe, should read J. S. Todd. Where they can be procured has been forwarded to inquirer.

Editor Canadian Grocer.—Will you kindly let us know on what goods a grocer handles the war tax stamp has to be placed, and oblige?

Guelph, Ont. BENSON BROS.

Editorial Note.—Every bottle or package containing a proprietary or patent medicine, perfumery, wines, non-sparkling, and champagne, and sparkling wines is subject to the payment of the war tax. While all these lines are sold in some instances by grocers or general merchants, the chief one, so far as most grocers are concerned, would be the proprietary or patent medicine, which include such proprietary medicines as emulsions of several kinds, hypophosphates, pain killers, ready reliefs, electric oil, pills for various purposes and proprietary stock medicines for animals, such as liniments, salves, egg producers, fly-chasers, etc. In fact, everything is taxed which has a registered number under the Patent Medicine Act. The tax amounts to 1c for every 25c worth of patent medicine sold.

On wines the tax is 5 cents per bottle.



FRUIT AND VEGETABLES



Advance in Fruits: Potatoes Easier

Oranges, Lemons, Apples and Bananas Up—Potatoes Show Slight Easement in Toronto — Montreal Still Higher-wards—Celery Advanced.

MONTREAL

FRUIT.—The week's auction sales have been marked by several advances that are indicative of the whole state of the market which is firm owing to a fair demand on top of a shortage of stocks in some lines. Bananas are very scarce and have advanced 50c over the highest level of the old range and are now being offered at \$2.70 a bunch. There is a very strong market for lemons, which are very scarce. There are none on the market for less than \$4.50 per box, but a decline in price is looked upon as certain to occur as soon as the shortage of spot stocks is made up. Apples have moved up on an average of from 25c to 35c higher although a considerable range of values exists. No. threes show the greatest activity. No. ones and twos are very strong, and any change in them is likely to be an upward one. There is a big scarcity in Spies and Russets and the whole apple market is stronger as a result of the firmness in oranges which has caused apples to move more freely.

Oranges are very strong at prices as per list and expected to remain so in spite of increased shipments from producing centres. The market in U.S. and Canada has been so depleted as a result of the stopping of shipments in the past few weeks that incoming shipments will be absorbed and used as rapidly as they appear. Although shipments are approaching normal from California points, no declines are reported from there. Grapes are very strong here at an advance of \$1.00 per keg, which is still \$2.00 less than New York and general U.S. quotations. Cranberries remain the same with little demand at the prevailing high prices.

Apples—

Fameuse, No. 1's	7 00
McIntosh Reds	6 00
Stars	5 00
Spys	5 00
Ben Davis	4 00
Russets	4 00
Greenings	4 00
Baldwins	4 00
Bananas, bunches	2 50
Cranberries, Cape Cod, bbl.	12 00
Cranberries, Nova Scotia, bbl.	8 00
Grapes, 46-54-64-80-96	2 50
Grapes, Malaga, heavy weight, bbl.	8 00
Lemons—	
California	4 25
Verdellis	4 50
Messina, 300 size, box	4 25

Oranges—

Navela	3 80
Jamaica, 196-200-216	2 25
Porto Rico, 136-150-250-288	2 30
Mexican	2 25
Pineapples, 12-24 and 30-36	4 50
Strawberries, Florida, box	0 80

VEGETABLES.—The feature of the vegetable market is its strength and small to medium advances in many lines. The week in the potato market has been marked by a further advance of 5c on Green Mt., which are now \$2.15. Other lines of potatoes have not advanced but all are very firm as the demand continues good in face of a general shortage and good demand in this market at other points. Spanish onions are very scarce on this market, have advanced 50c, and are now selling at \$6.00 a crate. Montreal onions have declined \$1.00 on account of the poor quality of those offered. They are now offered at \$3.00. Beets are \$1.25 a bag, an advance of 25c. There is a good demand at this price as stocks and supplies are light. California celery has advanced 50c, and is now being offered at \$7.50 a crate. It is very firm at this price although Florida celery for the first time this season has appeared on the local market, and is quoted at from \$4.50 to \$5.00. Leeks are a little scarce and 5c higher. Prices remain the same for all kinds of lettuce with conditions unchanged. Cucumbers are back at their former level of \$2.50 as a result of a transient condition of the market. Rhubarb has advanced 25c, and is in good demand at the new figure of \$1.50 per dozen. Watercress is present in great abundance, and at unchanged prices. Tomatoes, both hot-house and Cuban are scarce, but owing to the present range of price on them there is a very slight volume of trade passing in this line, so the lack of demand prevents the scarcity from being felt in any material way.

Artichokes, bag	1 50
Beets, bag	1 25
Beans, wax, N.Y., per basket	4 00
Beans, green, N.Y., per basket	4 00
Brussels sprouts, qt.	0 14
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, loc.	0 60
Carrots, bag	0 75
Caulliflower, crate	0 50
Caulliflower, Canadian, doz.	1 00
Celery, Cal., crate	7 25
Celery, Florida	4 50
Celery, Montreal, doz.	0 60
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	2 80

Egg plant, N.Y., doz.	2 00
Endive Can., per lb.	0 30
Garlic	0 30
Horse radish, per lb.	0 15
Leeks, bunch	0 20
Head lettuce, Boston, box	2 00
Curly lettuce, box 4 doz.	2 50
Lettuce, Florida, head, hamper	2 75
Mint, doz.	0 00
Mushrooms, 4-lb. basket	2 00
Oyster plant, doz.	0 50
Onions—	
Montreal, 100 lbs., bag	3 00
Spanish, crate	6 00
Parsnips, bag	0 75
Parsley, Canadian, doz. bunches	0 80
Parsley, Bermuda	1 35
Potatoes—	
Montreal, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 10
Green Mt.	2 15
Sweet, hamper	75
Rhubarb, per doz.	1 50
Spinach, New York, bbl.	3 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 30
Tomatoes, Cuban, crate	0 30
Watercress, Boston hothouse, doz.	0 75
Watercress, Canadian, doz.	0 40

TORONTO

FRUIT.—Trade is fairly active on the market now, having taken a spurt this last week. Navel oranges are arriving more freely now, but, notwithstanding this, ample demand raises levels somewhat. We now quote \$3.50 to \$4.25. Florida oranges have taken a leap, too, and an appreciation of half a dollar is recorded in their quotation. Stocks on spot are low. A couple of cars of Florida grapefruit arrived on day of writing and were eagerly snapped up. Quality is excellent. Cuban stuff is higher on limited supplies. Incidentally, this has been an excellent season for grapefruit; each year betters it's predecessor in this regard. Bananas are up another quarter: short stocks the cause. Some hothouse rhubarb made its appearance this week and sold quickly at around \$1 per dozen bunches. Some went for 75c. Two tanks of Florida strawberries also came in, lowering market level somewhat, and selling to responsive trade at 40c.

Apples, No. 2, bbl.	3 50
Apples, No. 3, bbl.	2 50
Apples, snow, bbl.	2 00
Apples, Spies, bbl.	4 00
Apples, Baldwin, bbl. No. 1.	3 00
Apples, Greenings, bbl.	3 00
Apples, Russets, bbl.	3 00
Apples, 11-qt. basket	0 25
Apples, B.C., box	0 25
Bananas, per bunch	1 75
Cranberries, bbl.	13 00
Grapefruit—	
Florida, case	3 75
Cuban, case	3 50
Oranges—	
Florida, case	3 25
Navela	3 50

(Continued on page 40.)



PRODUCE AND PROVISIONS



Cheese Higher: Butter Trifle Easier

London Cables Report Advances of Cheese There — Eggs Will Likely Stiffen if Cold Snap Continues—Poultry Deliveries Short—Pure Lard Lower in Toronto.

MONTREAL

PROVISIONS—Prices in this line are unchanged and demand is fair with a very firm undertone to the market. This is felt to be due to the fact that there is no surplus of packing house products which operates toward firmness of market in the face of a small volume of trade passing. Lards continue to be the centre of interest.

Hams—	
Small, per lb.	0 21
Medium, per lb.	0 20
Large, per lb.	0 19
Bacon—	
Plain, bone in	0 24
Boneless	0 22
Peameal	0 22
Cooked Meats—	
Hams, boiled, per lb.	0 22
Hams, roast, per lb.	0 21
Shoulders, boiled	0 22
Shoulders, roasted	0 22
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	27 00
Heavy short cut clear	27 00
Clear fat backs	28 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14 1/2
Tubs, 50 lbs. net	0 14 1/2
Tins, 50 lbs. net	0 14 1/2
Pails, wood, 20 lbs. gross	0 13
Pails, tin, 20 lbs. net	0 13
Cases, 10 lbs. tins, 60 in case	0 14
Cases, 3 and 5-lb. tins, 60 in case	0 14 1/2
Bricks, 1 lb., each	0 14 1/2
Lard, Compound—	
Tierces, 375 lbs. net	0 12 1/2
Tubs, 50 lbs., net	0 12 1/2
Tins, 50 lbs., net	0 12 1/2
Pails, wood, 20 lbs., net	0 13
Pails, tin, 20 lbs., net	0 13
Cases, 10-lb. tins, 60 in case	0 14
Cases, 3 and 5-lb. tins, 60 in case	0 14 1/2
Bricks, 1 lb., each	0 14 1/2
Hops—	
Dressed, abattoir killed	13 00 13 25

BUTTER.—Prices remain unchanged but there has been a slightly easier feeling in this market. Although it is felt that there is no more butter on hand than will suffice for local needs until new make comes in and in some quarters it is stated that stocks will require replenishing from the outside. In proof of this is cited the fact that spot stocks on Jan. 1st this year were almost identical with those of the same period of last year, less than 48,000 packages in each case. Last year it was found necessary to import some thousands of packages of American creamery butter in order to eke this amount of local stocks out.

Butter—	
Finest creamery, September make	0 36
Finest creamery, fresh made	0 34
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 28
Bakers	0 23

CHEESE.—This market is very firm as a result of a general condition of light stocks and a good demand that is increasingly evident coupled with another advance of one shilling on London landed terms which are now ranging from 97s. 6d. to 100s. for tops in colored cheese only. Local spot stocks remain light which accounts for the continuation of the present high range of values which has also induced a heavier trade than usual in winter cheese. Small factories in this vicinity that are usually closed at this time of year are still making small cheese, which fact it is felt is all that prevents a higher range of values being in force here.

Cheese—	
1915 make	0 20 0 21
Stilton	0 20

EGGS.—New laids have reacted following the sharp drop of the week before advanced one cent, and are now being offered at 36c per dozen. They are very firm at this price as supplies coming in from the country are not sufficient to take care of present demand. Bad weather and resultant bad roads have discouraged country travel, but it is felt that with a resumption of travel a lower range of prices may be predicted as long as severe weather holds off.

Market for storage eggs is less firm as a result of the throwing on this market of some stocks of American eggs that were originally intended for export until market conditions in England made shipment of these stocks out of the question.

Eggs, case lots—	
New laid, stamped	0 36
Selects	0 30
No. 1's	0 27
No. 2's	0 25

POULTRY.—Poultry prices remain unchanged but very firm in spite of the fact that a higher range of prices is in effect to-day than has ever existed before at this season in the memory of the trade. It is felt that any changes that may occur are more likely to be upward than downward. Some lines are scarce,

notably turkeys and fancy chickens but none are plentiful and inquiries from other quarters suggest that this condition is general.

Poultry—	
Frozen stock—	
Turkeys	0 24 0 28
Fowl, large	0 17 0 18
Fowl, small	0 12 0 16
Ducks	0 20
Geese	0 17 0 18
Roasting chicken, milked, 4 lbs. or over	0 21 0 25
Roasting chicken, ordinary	0 18 0 22
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Pigeons, pair	0 25 0 30
Live stock—	
Fowl, 5 lbs. and over	0 20 0 23
Fowl, small	0 15 0 19
Turkeys	0 19 0 20
Ducks	0 22 0 25
Geese	0 16 0 18
Chicken	0 15 0 18

HONEY.—Prices remain unchanged, demand is quiet with the normal amount of trade passing and no changes in the general situation of any note.

Honey—	
Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 10 1/2
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/2
Comb honey, No. 1, doc.	3 00
Comb honey, No. 2, doc.	3 00

TORONTO

PROVISIONS.—The market this week shows inconsistencies. For instance, hams generally are higher, medium and heavy both being up a cent. Breakfast bacon, however, is down a cent. Fat backs, in the dry salted stuff, are higher. Long clear bacon remains stationary. Pure lard prices are slightly lower; compound shows no change.

Hams—	
Light, per lb.	0 18 0 19
Medium, per lb.	0 19 0 20
Large, per lb.	0 15 0 17
Bacon—	
Plain	0 25 0 26
Boneless, per lb.	0 28 0 29
Pea meal, per lb.	0 28 0 29
Bacon—	
Breakfast, per lb.	0 21 0 24
Roll, per lb.	0 15 0 17
Shoulders, per lb.	0 16 0 17
Pickled meats—i.e. less than smoked.	
Dry Salt Meats—	
Long clear bacon, ton lots	0 16 0 16 1/2
Long clear bacon, small lots	0 16 1/2 0 16 1/2
Fat backs, lb.	0 13 1/2 0 14
Cooked Meats—	
Hams, boiled, per lb.	0 27 0 28
Hams, roast, per lb.	0 27 0 28
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 13 1/2 0 14
Tubs, 50 lbs.	0 14 0 14 1/2
Pails	0 14 0 14 1/2
Tins, 3 and 5 lbs., per lb.	0 14 1/2 0 14 1/2
Bricks, 1 lb., per lb.	0 14 1/2 0 15
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 12 0 12 1/2
Tubs, 50 lbs., per lb.	0 12 1/2 0 12 1/2
Pails, 20 lbs., per lb.	0 12 1/2 0 12 1/2

CANADIAN GROCER

Hogs—		
Live	9 50	9 75
Dressed, abattoir killed	14 00	14 25

BUTTER.—For the moment there is a slight tightening of the range of creamery prints, and that is about the only feature. There appears to be an easier feeling for the moment, though why it is hard to say. Supplies are none too heavy, and as dealers have not been buying very heavily lately the inference is that they will be doing so shortly; hence one might suppose a somewhat firmer tone.

Butter—		
Creamery prints, lb.	0 35	0 36
Dairy prints, choice, lb.	0 33	0 34
Dairy prints, lb.	0 29	0 31
Bakers	0 24	0 25

CHEESE.—On cable advices from London indicating once more a jump in prices, market immediately firmed up here. Effect was higher prices by 1/2c to 1c. Export demand is, as ever, the dominating factor. In addition, domestic demand has added its impulse to market trend. Stocks are light; demand is in advance of usual winter call. No lapse in levels is talked of; but, then, advance in cheese is an old story now.

Cheese—		
Large, per lb.	0 19	0 19 1/4
Twins, per lb.	0 19 1/4	0 19 1/2

EGGS.—No change is made in our quotations this week. If anything new laid are quoted a trifle high at 38, but the lower price of 35 also quoted provides the other extreme. Colder weather once more has succeeded, and though today's price is 36c, that will not last if cold weather continues. "No hen can do its duty in this weather," said a dealer this morning, "You can't blame it!" Probably price will touch 38 this week. Poor transportation facilities, i.e., bad state of roads, hampers deliveries some. There is no change in storage, except it be that a somewhat easier feeling is to be observed.

Eggs—		
New laid, specials, in cartons.....	0 35	0 38
Extras	0 32	0 33
No. 1, storage	0 29	0 32
No. 2, storage	0 25	0 28

POULTRY.—No change is to be remarked. Firmness prevails all round; chicken and fowl are particularly in demand, but no price changes occur.

Poultry—	Live	Dressed
Old fowl, pound	0 13-0 15	0 13-0 15
Old turkeys	0 15-0 19	0 22-0 23
Ducklings	0 11-0 12	0 24-0 25
Turkeys	0 15-0 18	0 26-0 27
Chickens	0 12-0 14	0 16-0 18

HONEY.—Market pursues the even tenor of its course. Slight drop has stimulated trade slightly.

Buckwheat, tins	0 07 1/4
Strained, clover, 60-lb. tins	0 11 1/4
Strained, clover, in 10-lb. tins	0 12
Strained clover, in 5-lb. tins	0 12
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

WINNIPEG

PRODUCE AND PROVISIONS.—On account of the continued stormy weather and poor transportation facilities, receipts of live hogs continue light, which is reflected in a further increase in the price. Live hogs are now quoted at

\$9.35, and are expected to go up to \$9.50 per cwt. When the weather is more conducive to shipping, there should be a heavy influx and an easier market. The only changes are in boiled hams, which are 28-29c, and boiled shoulders, which are 23-24c. Sales of butter to the retail trade have somewhat picked up, but there is not much activity in a jobbing way. Winter make is steadily increasing, and creamery is selling to stores at 37c. As regards eggs, at present writing the market is caught short. American eggs, which were on order to meet the present demand, have been held up by the weather; therefore, prices are showing a temporary advance, which will probably be maintained owing to the fact that the American market on fancy Aprils, such as are being brought forward, are reported scarce. As regards cheese, there is very little to say this week.

Hams—		
Light, per lb.	0 19	0 20
Medium, per lb.	0 17	0 18
Large, per lb.	0 14	0 15
Bacon—		
Breakfast, per lb.	0 20	0 22
Breakfast, select, lb.	0 26	0 28
Backs, per lb.	0 22	0 25
Dry Salt Meats—		
Long clear bacon, light	0 15	
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 29
Shoulders, boiled, per lb.	0 23	0 24
Barrelled Pork—		
Meat pork, bbl.	26 00	
Lard, Pure—		
Tierces	0 14 1/4	
Pails	2 92	
Cases, 10s	9 00	
Cases, 5s	9 18	
Cases, 3s	0 15 1/2	
Cartons	0 17 1/4	
Lard, Compound—		
Tierces	6 25	
Tubs, 50s, net	2 60	
Butter—		
Creamery	0 35	0 37
Best dairy	0 28	0 32
Cooking	0 22	0 25
Eggs—		
No. 1, storage	0 27	0 29
Cheese—		
Ontario, large	0 20	
Ontario, twins	0 20 1/2	

WHO CAN BEAT THIS FISH YARN?

The story has often been told that on an occasion when father and son were fishing for cod in Newfoundland waters, the parent, due to the intense heat prevailing, threw off his sleeve waistcoat which unfortunately missed the boat they were in and fell into the sea. The old man lamented very much the loss of his comforter, in the pocket of which he carried his pipe and tobacco. Everything was going along smoothly, however, and much cod was being taken aboard, when to their surprise and pleasant astonishment, so the story goes, the boy pulled up a big one wearing his father's checkered garb and pulling hard and fast at the clay pipe it found in the pocket.

"STARRED" FISH

The new motion pictures of undersea depths have caught a variety of fish that is marked in a way similar to the U. S. flag, with a varied assortment of stars and stripes on it.

FRUIT AND VEGETABLES

(Continued from page 38.)

Lemons, new, Calif., box	4 00	4 25
Lemons, new, Messina, box	3 50	4 00
Limes, per 100	1 80	
Pineapples, Florida	5 25	6 00
Strawberries, Florida, box	0 35	0 40
Tangerines, case	2 00	2 50

VEGETABLES.—On better supplies of Florida celery coming in, price dropped a trifle and quotation is now \$3.75 to \$4.25, and the latter is the more likely. Cauliflower is selling freely at \$3.50 to \$4.00 a case. Supplies are not by any means adequate to demand; hence high levels. Onions show little change, except the introduction of green onions, which go for 20c and 25c a dozen bunches. Potatoes remain steady, and if anything are slightly lower; at present sale is none too good at high figures quoted. The vagaries of the potato market have about run out; retailers are said to be fairly well stocked, and some men on the Street talk lower prices. Parsley is now selling at \$1.25 to \$1.40. Parsnips have firmed up a trifle to 80 cents. Cabbage is also up a quarter to \$1.50.

Cabbage, new, bbl.	1 25	1 50
Beets, Canadian, bag	0 60	0 80
Carrots, new, bag	6 75	6 80
Cauliflower, case	3 50	4 00
Celery, Cal., case	6 75	7 00
Celery, Florida, case	3 75	4 25
Cucumbers—		
Hothouse, doz.	2 25	2 50
Onions—		
No. 1, bag	1 00	1 75
Spanish, large case	4 90	5 25
Green, doz. bunches	0 30	0 25
Lettuce, Boston, hamper	2 25	2 75
Mushrooms, imported, 6 qt.	2 50	2 75
Parsnips, bag	0 75	6 30
Parsley, doz.	1 25	1 40
Potatoes—		
N.B. Delawares, bag	2 05	2 10
British Columbia, bag	1 85	1 90
Ontario, bag	1 85	
New, hamper	3 50	
Sweet, kiln-dried, hamper	1 35	
Sprouts, qt.	0 10	0 12
Tomatoes, hothouse, lb., No. 1, 30c; No. 2 ..	0 20	0 25
Tomatoes, Florida, crate	3 75	4 50

WINNIPEG

FRUIT AND VEGETABLES.—Quotations this week differ little from those of a week ago, and there is practically nothing new arriving. Florida strawberries are cheaper by 5c per qt., being offered now at 60c. Squash has jumped to 5c per lb., and an advance has taken place in the price of California celery, which is now offered at \$1.50 per doz.

Fresh Fruits—		
Grapefruit, case	4 50	
Strawberries, Florida, quart	0 60	
Ontario apples, bbls.	5 00	7 00
B.C. box apples, No. 1s	1 65	1 90
B.C. box apples, No. 2s	1 50	
Washington box apples	1 50	2 25
Navel oranges, case	3 25	4 25
California lemons	5 50	
Bananas, bunches	2 50	3 50
Jersey cranberries, box	4 50	
Malaga grapes, kegs	12 80	

VEGETABLES.—

Cabbage, per lb.	0 07 1/4
Peppers, per basket	0 75
Mushrooms	0 60
Carrots, per lb.	0 01
Manitoba potatoes, local loads	0 05
Manitoba potatoes, sacked, carloads ..	0 03
Garlic, per lb.	0 23
Squash, per lb.	0 04
Turnips, bushel	0 45
Pumpkins, per lb.	0 05
California head lettuce, case	4 50
California cauliflower, doz.	3 50
Valencia onions, cases	5 50
Red Globe onions, lb.	0 03 1/4
Head lettuce, doz.	1 00
California celery, doz.	1 50
Cuban tomatoes, case	7 00



FISH AND OYSTERS



Haddock and Lobster Higher

Eastern Market Reports Increases in These—Pickled Lake Trout Higher in Toronto—Perch, Pike and Maskinonge Coming—Native Shell Oyster Supplies Exhausted.

MONTREAL

FISH AND OYSTERS.—The feature of the week is the definite announcement that the Federal Government has placed an order for 300,000 lbs. of fresh and frozen fish, 75,000 lbs. of which will leave this country at once. It is expected that these shipments will have a strengthening effect on the market, as making a considerable hole in stocks in sight.

Trade in general is steady, without any salient features other than a few advances. Haddock advanced 1/2c, live lobsters have gone up 8c, cod 1/2c pike and maskinonge. Lobsters are keeper has tended to keep prices down. Fresh fish from Atlantic coast points are still arriving as well as fresh river fish from inland points. Last week was noteworthy for its deliveries of perch pike and maskinonge. Lobsters are keeping scarce and very high. Supplies of of native shell oysters are now completely exhausted and the trade is being furnished from the States. Bulk oysters are quiet and prices on the producing grounds are a trifle easier.

TORONTO

FISH AND OYSTERS.—The Government's announcement as to large order of fresh and frozen fish to leave Canada immediately will have, it is thought, a stimulating effect on prices. The word "immediately" is important. No where in the country are stocks over-heavy, and market demand has requisitioned supply right along; further inroads—as, for example, this governmental order—will naturally firm up levels. Chicken halibut is coming in more easily and we quote around 10c. which is a slight decline from recent quotations. There is a good demand for salmon, Qualla particularly being called for. Lobsters are easier, on better supplies coming, but are not actually lower. Cod is firmer, on limited stocks. Lake trout, pickled, is considerably higher, and we quote around \$7.75, which is high, if anything. General business is fair to middling, orders being

somewhat larger and bulkier at this time. Hotel trade is good.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.08-.08 1/2	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.08 1/2	.09
Haddies, filets, per lb.	.10	.11
Herring, Ciscoes, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	1.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 69 in a box	1.20	1.25
Smoked herrings, large, box	.14	.16
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.40
Kipper herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Red, socheyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.11
Red Cohoes or silvers, per lb.	.09-.09 1/2	.10
Pale qualla, dressed, per lb.	.07 1/2-.08	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08 1/2-.09	.10
Haddock, medium and large, lb.	.04 1/2-.05	.08
Market codfish, per lb.	.04	.04
Steak, codfish, per lb.	.06 1/2-.06	.09
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-.15	.18
Smelts, extra	.16	.20
Herrings, per 100 count	2.75	3.00
Round pike	.06 1/2	.06
Grass pike, dressed	.07 1/2	.06
Swordfish, lb.	.10	.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes.	0 15	0 15
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 75	1 75
Standard, bulk, gal.	1 80	1 75
Selects, per gal., solid meat	2 25	2 25
Best clams, imp. gallon	1 80	1 80
Best scollops, imp. gallon	2 25	3 20
Best prawns, imp. gallon	2 25	2 25
Best shrimps, imp. gallon	2 80	2 80
Sealed, best, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75
Rockaways, 100	1 50	1 50
Blue points, small	1 00	1 00
Blue points, large	1 50	1 50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	30 00	10 00
Clams, per bbl.	9 00	8 50
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 38	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	6 1/2-7	8
Mackerel, medium, each	14-15	14-15
Steak, cod, fancy, express, lb.	7-7 1/2	9-10
Herrings, each	3	3
Flounders	6	3
Flounders, New York	14	14
Salmon, Western	15-16	20-22
Salmon, Eastern	15-16	15-16

FRESH LAKE FISH.

Carp, lb.	0 12	0 12
Pike, lb.	0 06	0 07
Perch, lb.	0 07	0 07
Suckers, lb.	0 06	0 03
Whitefish, lb.	0 12	0 14

Herrings, per 100	3 00	3 00
Lake trout	0 12	0 14
Eels, lb.	0 10	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09 1/2	.09-.10
Whitefish, small tailbills	.07-.07 1/2	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dress or ound, lb.	.08 1/2-.09	.09-.13
Pike, dressed and headless, lb.	.06 1/2-.07	.07
Pike, round, per lb.	.06-.06 1/2	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	11 00	11 00
Sea trout, Labrador, bbls., 200 lbs.	12 00	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	20 00	20 00
Mackerel, N.S., half bbls., 100 lbs.	12 00	12 00
Mackerel, N.S., pails, 20 lbs.	3 00	3 00
Herrings, Labrador, bbls.	6 00	6 00
Herrings, Labrador, half bbls.	3 75	3 50
Lake trout, 100-lb. kegs	5 50	7 75
Quebec sardines, bbls.	0 00	0 00
Quebec sardines, half bbls.	3 50	3 50
Tongues and sound, per lb.	0 06	0 06
Scotch herrings, imported, half bbls.	12 00	12 00
Holland herrings, im'td milkers, hf bbls	8 50	8 50
Holland herrings, im'td milkers, kegs.	1 25	85-1 00
Holland herrings, mixed, half bbls.	8 50	8 50
Holland herrings, mixed, kegs	1 15	70-0 85
Lochfene herrings, box	1 00	1 00
Turbot, bbl.	11 00	11 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 00	8 00

WINNIPEG

FISH AND POULTRY.—Dealers are expecting a bigger supply of herrings, which will probably have the effect of reducing quotations. It will be remembered that these were advanced last week to \$2 per box. The warmer weather is given as the cause of the extra supply arriving. There is little dressed poultry in stock this year, and this applies as well to U. S. A. and the East. Thus there are bound to be advances, as the demand is heavy. Very little live stock is arriving here. Those who have live stuff are holding it for laying or hatching.

Fish—		
Frozen salmon	0 10	0 10
Fresh halibut	0 08 1/2	0 08 1/2
Pickered	0 07 1/2	0 07 1/2
Steak cod, per lb.	0 05	0 05
Lake Winnipeg whitefish	0 00	0 00
Finnan haddie	0 05	0 05
Kippers, per box	2 00	2 00
Lake trout, per lb.	0 10	0 10
Bloaters, per box	2 00	2 00
Salt mackerel, 20-lb. kit	3 00	3 00
Smoked gold-eyes, doz.	0 80	0 80
Oysters, per gal.	2 50	2 50
Oysters, on shell, doz.	0 25	0 25
Poultry, Live—		
Fowl	0 12 1/2	0 12 1/2
Roosters	0 11 1/2	0 11 1/2
Chickens	0 12	0 12 1/2
Turkeys	0 18	0 18
Ducks	0 13	0 13
Ducklings	0 14	0 14
Geese	0 12	0 12
Poultry, Dressed—		
Ducks, No. 1	0 21	0 21
Fowl, No. 1	0 17	0 17
Turkeys, No. 1	0 23	0 23
Geese, No. 1	0 21	0 21



FLOUR AND CEREALS



Good Demand for Mill Feeds

Curtailment of Flour Mills' Output Responsible—Cereals Somewhat Easier—Freight Tension Temporarily Relieved in Montreal—Ontario Oats Trifle Lower.

MONTREAL

FLOUR.—Prices in spring wheat flour remain unchanged but inclined to be erratic as a result of last week's movement in spring wheat. Demand is fairly good and a medium volume of business is passing for the time of year. There is an easing of the freight situation due chiefly to a cleaning up of back orders of flour so that congestion is no longer acutely felt. The recent snowfall is expected to help all lines as the bad condition of country roads has prevented outside merchants from unloading cars and so held back repeat orders.

Winter wheat flour is firm and unchanged. Higher quotations have been recorded but no sales except at the old price.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 30
Second patents	6 80
Strong bakers	6 00
Winter Wheat Flour—	Car Small lots. lots.
Fancy patents	6 05 6 30
90 per cent. in wood	5 80 6 00
90 per cent. in bags	2 90 3 00

CEREALS. — Demand is improving and there is a good volume of business passing. Oats remain the same fluctuating to a slight extent only. Market is firmer than last week as a result of the completion of stock-taking and increased buying.

Cornmeal—	Per 95-lb. sack.
Gold dust	2 50
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	2 70 2 90
25 bags or more	2 65
Packages, case	3 90 4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	100-lb. bbls.
Small lots	4 00
Hominy, per 95-lb. sack	2 75
Corn flour, bag	2 65
Rye flour, bag	2 65 2 80
Barley, pot	3 00
Barley, pearl, lb.	0 04 1/4

FEEDS. — Feeds are unchanged in price with demand fair and the general situation unchanged except for an improvement in the country roads which will tend to improve conditions and lessen railroad congestion.

Mill Feeds—	Per ton
Bran	24 00
Shorts	25 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chop, ton	32 00
Crushed oats, ton	33 00
Oats, chop, ton	33 00
Barley chop, ton	32 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	2 00

TORONTO

FLOUR. — Grain prices this week showed some disposition to weaken. No. 1 Northern took a downward track and in four days dropped four points, from \$1.27 to \$1.23. Supplies of milling and feed grains are fairly plentiful at country points and demand is good from overseas, but the freight embargo, of course, is responsible for that strength which characterizes the market, limiting shipments to small proportions. Flour men find it harder than ever to arrange shipments overseas. They can get rail-ways to carry it to seaboard only when they can present a guarantee that it will be immediately loaded on board ship. Freight rates continue high.

Ontario winter wheat is marked down ten cents on the board to-day. Demand is quieter, domestically. Nevertheless there is good buying for this time of the year.

Manitoba Wheat Flour—	Small. Car lots. lots.
First patents	7 40 7 20
Second patents	6 90 6 70
Strong bakers	6 70 6 50
Ontario winter wheat flour, 90 per cent. (Board of Trade quotation)	5 00 4 80

CEREALS.—This market shows little feature. Oats show no disposition to weaken, levels being well supported though no higher. Domestic and foreign demand are both good. Barley is said to be scarce. Buckwheat is a slow seller. Rye is in demand, particularly for export account.

Barley, pearl, 95 lbs.	4 00	5 00
Buckwheat, grist, 95 lbs.	4 00	4 00
Corn flour, 95 lbs.	2 55	2 75
Cornmeal, yellow, 95 lbs.	2 80	3 25
Graham flour, 95 lbs.	3 25	3 00
Hominy, granulated, 95 lbs.	3 00	3 00
Hominy, pearl, 95 lbs.	3 00	3 00
Oatmeal, standard, 95 lbs.	2 85	2 85
Oatmeal, granulated, 95 lbs.	2 85	2 85
Peas, Canadian, holling, bush.	3 00	3 00
Peas, split, 95 lbs.	6 00	6 00
Rolled oats, 90-lb. bags	2 75	2 75
Rolled wheat, 100-lb. bbl.	3 30	3 00
Rye flour, 95 lbs.	3 00	3 00
Whole wheat flour, 95 lbs.	3 25	3 25
Wheatflour, 95 lbs.	3 80	3 80

MILL FEEDS.—Because mills have curtailed the output of flour mill feed production became scarce. In face of steady demand prices are being firmly held, and bran is up a dollar. Ontario oats have dropped a trifle and quotations are now 43 to 44c.

Mill Feeds—	Mixed cars per ton
Bran	25 00

Shorts	26 00
Special middlings	27 00
Feed flour, per bag	1 75
Oats—	
No. 3, Ontario, outside points	0 43 0 44

WINNIPEG

FLOUR AND CEREALS.—The price of first patents remains at \$7 per barrel. The wheat market continues very firm, and consequently flour is equally strong. Cornmeal has advanced 10c, and is now quoted at \$2.65. This is contrary to expectations, as it was anticipated that a decline would take place last month. Millers explain that it was necessary for them to draw corn this year from points further south, which accounts for the increased cost. Oatmeal is up to \$3.25 in sympathy with rolled oats, which are again firm at \$2.45. Many millers are reported having difficulty in securing good milling oats.

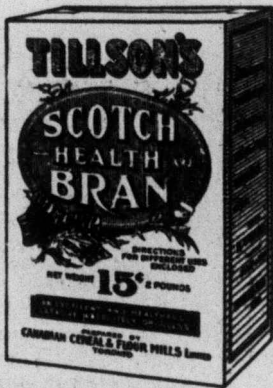
Flour—	
Best patents	7 00
Bakers	6 90
Clears	5 80
XXXX	4 70
Cereals—	
Rolled oats, 90 lbs.	2 45
Oatmeal, standard and gran., 95 lbs.	3 25
Cornmeal	2 65
Feeds—	
Bran, ton	18 00
Shorts, ton	20 00
Middlings, ton	20 00
Mixed chop, ton	30 00

ADVANCE IN INSURANCE RATES

Ocean shipments to the west coast of Africa by way of Cape of Good Hope, and also to Australia and the Far East by that route have advanced 300 per cent. in their insurance rates since the Appam incident disclosed the presence of an enemy raider on that route. The Cape route had attracted a large amount of shipping as a result of the developments in the Suez route, so a considerable amount of shipping and cargoes are affected by the latest advance.

SUBMARINE FISH

There is a submarine fish fully rigged with a natural periscope, which in this case is the upper half of the fish's eye, which is so constructed as to allow it to see above water, while the immersed portion of the eye takes in under water surroundings.



Quality—then Price “Our Motto”

The quality that never varies, the quality that is never sacrificed to price—that's the Tillson Standard. We pride ourselves in the fact that no matter what the market condition, our patrons can confidently depend on the same high quality being maintained.

This uniformity means much to you in that it eliminates possible customer dissatisfaction.

Every Tillson product is a seller, and a display of these widely known cereals and flours will put added snap into your business.

Replenish your stock from the following trade leaders.

Tillson's Oats, Tillson's "Scotch" Fine Cut Oatmeal, Tillson's "Scotch" Health Bran, Rainbow Flour—For Bread, Gold Seal Flour—For Pastry. Get our Free Window Display. It brings you the initial sales—the beginning of the steady run of re-orders.

Our Motto—Quality, then Price

Canadian Cereal & Flour Mills, Ltd.
TORONTO

Let us convince you

If you could fully realize the splendid selling qualities of the

Lytle Line

you would begin to-day to feature these popular, quick-selling products.

Other dealers have tried out Lytle's and found them all that we claimed for them—and more. They possess qualities which never fail to pull quick, profitable results.

A trial order will convince you also. Send it to-day and make a neat window or counter display—somewhere under your customers' notice.

There is big profit in the Lytle Line—continuous profits, because first Lytle customers keep coming back for more.

That trial order will unlock the door to steady money-making business.

T. A. Lytle & Co.
LIMITED

Sterling Road, - Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER
ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

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.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 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 65 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies
16-oz. Glass Jars.

	Per doz.
Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Currant, Red	2 20
Currant, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 10
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 20
Strawberry	2 30

CATSUPS
In Glass Bottles

	Per doz.
¼ Pts., Delhi Epicure	\$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	0 60
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.
Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47½
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to case	1 17½
Family Baked Beans, Chili Sauce, 2 doz. to case	1 17½

3's Baked Beans, Tomato Sauce, flats, 2 doz. to case, Aylmer only
 1 40 |

3's Baked Beans, Chili Sauce, flats, 2 doz. to case, Aylmer only
 1 40 |

3's Baked Beans, Plain, tall, 2 doz. to case
 1 50 |

3's Baked Beans, Tomato Sauce, 2 doz. to case
 1 60 |

3's Baked Beans, Chili Sauce, 2 doz. to case
 1 60 |

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz.
 \$1 10 |

12 oz. Glass, Screw Top, 2 doz. per case, per doz.
 1 20 |

16 oz. Glass, Screw Top, 2 doz. per case, per doz.
 1 60 |

16 oz. Glass Tall, Vacuum Top, 2 doz. per case, per doz.
 1 60 |

2's Glass, Vacuum Top, per doz.
 2 80 |

2's Tin, 2 doz. per case, per doz.
 2 30 |

4's Tin, 12 pails in crate, pail
 0 40 |

5's Tin, 8 pails in crate, pail
 0 47½ |

7's Tin or Wood, 6 pails in crate, pail
 0 65 |

14's Tin or Wood, 4 pails in crate, lb.
 0 00 |

30's Tin or Wood, one pail only, lb.
 0 00 |

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 65½ |

500 books to 1,000 books
 0 63 |

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS

WHITE SWAN.

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

COCOA AND CHOCOLATE.
THE COWAN CO., LTD.

Coccos—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ¼-lb. tins, doz.	2 40
Perfection, ½-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.



THE introduction of Gold Soap has made a radical change in laundry soap standards. It is so much bigger than the usual size and so much better than the usual quality that customers recognize its better all-round value instantly.

Grocers who take pride in calling their customers' attention to good products instead of waiting for their customers to ask for them are stocking Gold Soap.

The Procter & Gamble Distributing Co.

of Canada, Ltd.

Hamilton, Canada

Send for Gold Soap advertising matter for your local use

Other Procter & Gamble products made in the Procter & Gamble factories at Hamilton, Canada, include Ivory Soap, P. AND G. — The White Naphtha Soap, Pearlina, Sopsade and Crisco.



KEYSTONE BRAND

BETTER BROOMS and BRUSHES

There are many varieties, but only one quality in the famous

"KEYSTONE"

Brushes for all household purposes, and that quality means all that is embraced in the word "Best." Best for the housewife, for they give service and satisfaction. Best for you, Mr. Dealer, for the satisfied customer associates you with the good service she receives from "Keystone" brooms and brushes.

For prices, etc., write

STEVENS-HEPNER CO.

LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



PRICE 15 CENTS

PANCAKE FLOUR

WHITE SWAN
SELF RISING FLOUR

The-Big-New-Package, 2 Full Pounds.

\$1.35 Per Dozen, Nett.

A perfect blending of wheat, corn and rice flour, phosphate, bi-carb. soda, and salt, and none other.

WHITE SWAN CEREALS & SPICES, Limited
Toronto, Canada

(Unsweetened Chocolate)

Supreme chocolate, 1/2'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 90
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 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes.	0 38
Milk medallions, 5-lb. boxes 0 38	
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes 0 33	
Milk chocolate wafers, 5-lb. boxes	0 35
Coffee drops, 5-lb. boxes.	0 38
Lunch bars, 5-lb. boxes.	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box.	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

5 Box lots and upward—Freight prepaid up to 50 cents.

	Per case
Eagle Brand, each 48 cans.	\$6 50
Reindeer Brand, each 48 cans 6 25	
Silver Cow Brand, each 48 cans	5 75
"Gold Seal," Purity, each 48 cans	5 00
Mayflower Brand, each 48 cans	5 00
"Challenge," "Clover," each 48 cans	5 10

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 40
Jersey Brand, Hotel, each 24 cans	4 50
Peerless Brand, Hotel, each 24 cans	4 50
St. Charles Brand, Tall, each 48 cans	4 00
Jersey Brand, Tall, each 48 cans	4 00
Peerless Brand, Tall, each 48 cans	4 00
St. Charles Brand, Family, each 48 cans	4 00
Jersey Brand, Family, each 48 cans	4 00
Peerless Brand, Family, each 48 cans	4 00
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans. 4 50	
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 21
Shipping weight, 50 lbs. per case.	

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottle, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 10 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 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10.	7 50
Gallons, each, retail each \$18.	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL

Compressed Corned Beef, 1/2c, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2c, \$1.50; 1s, \$2.50; 2s, \$5; 6s, \$18.	
Boiled Beef, 1s, \$2.50; 2s, \$5; 6s, \$18.	
Jellied Veals, 1/2c, \$1.50; 1s, \$5; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2c, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, 1/2c, \$1.50; 1s, \$2.90; 2s, \$5.40.	

TO YOU—THIS MEANS SOMETHING
We are shipping a continually increasing percentage of the
**DRIED FRUITS
AND RAISINS**

SOLD IN CANADA

And other centers of distribution where Quality Counts.

CALIFORNIA FRUIT CANNERS ASSOCIATION

Largest Handlers of Fruits and Vegetables
in the World

PACKERS OF THE FAMOUS

Del Monte

HIGHEST QUALITY FRUITS AND RAISINS

We pack all grades—
Each under a different brand.
When ordering specify
Packed by
California Fruit Canners Association.
Then you know that you receive in
every instance—THE BEST SELECT-
ED FRUIT AND THE HIGHEST
POSSIBLE QUALITY FOR THAT
GRADE.

**WETHEY'S
CONDENSED
MINCE MEAT**

Quality—better than
ever, if such is pos-
sible.

Price unchanged.

Order from your jobber.

**Brooms of
Quality**

may always be had by ordering
our brands. We have them at
\$3.00, \$3.25, \$3.50, \$3.75,
\$4.00, \$4.25, \$4.50, \$4.75,
\$5.00, \$5.50, \$5.75, \$6.00
per dozen.

FACTORY and MILL
Brooms \$3.75, \$4.25, \$4.75
per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

ARRIVING THIS WEEK

One Car

Extra Fancy Florida Celery
Heavy pack, well bleached

One Car

Golden Orange Brand
California Navels

One Car

Marmalade (Bitter) Oranges.

HUGH WALKER & SON

GUELPH, ONTARIO

Mr. Merchant!

Do you need the money?

Our profit-sharing system will draw cash business and new customers. It is an inducement for the public to pay cash for merchandise purchased from you.

1500 Merchants in Canada endorse our Profit-Sharing System.

We will positively give you cash on every cent's worth of merchandise you hand across your counter and only charge you 2%.

Please send me particulars of your Profit-Sharing System.

Cut out this coupon at once and mail it to us.

Name
Address
Province

THE MONTREAL CROCKERY CO. LIMITED
333 St. Paul St.
MONTREAL, Que.

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 1/2
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. .07 1/4
Barrels, 200 lbs.06 1/4
Kega, 100 lbs.06 1/4
Lily White Gloss—
1-lb. fancy carton cases 30
lbs.07 1/4
8 in case06
6-lb. toy trunks, lock and
key, 6-lb. toy drum, with
drumsticks, 8 in case06 1/4
Kega, extra large crystals,
100 lbs.07 1/4
Canadian Electric Starch—
Boxes, containing 40 fancy
pkgs., per case 3 00
Celluloid Starches—
Boxes containing 46 cartons,
per case 3 60
Cullinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06 1/4
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07 1/4
"Crystal Maise" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07 1/4
20-lb. boxes 1/4c higher than 40's)

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
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 1/4
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4 1/4
Pails, 32 1/2 lbs.	1 05
Pails, 25 lbs. each	1 40
3 lb. Perfect Seal Jar, 1 doz. in case	2 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.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	3 60
Barrels	0 04 1/2
1/2 barrels	0 05

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam. Large Med.
2 1/2 Can	\$ 4.75 \$ 3.75 \$2.50
No. 1 Tall Can	2.75 2.25 1.60
No. 16 Jar	3.00 2.25 1.80
No. 4 Jar	1.50 1.25 1.15
No. 10 Can	14.00 12.00 9.00

YUBA BRAND

2 1/2 Can	\$3.00 \$2.25
No. 1 Tall Can	1.50 1.20
No. 10 Can	9.00 8.00
Picnic Can90

All prices per dozen—F.O.B. Jobbing Points.

CANNED HADDIES.

"THISTLE" BRAND

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

INFANTS' FOOD

MAGOR SONS & CO., LTD.

Robinson's patent barley, 1/2-lb. tins, \$1.60; 1-lb. tins, \$3.00; Robinson's patent groats, 1/4-lb. tins, \$1.60; 1-lb. tins, \$3.00.

BEAVER BRAND CORN AND MAPLE SYRUP

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

STOVE POLISH

JAMES DOME BLACK LEAD

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

NUGGET POLISHES

Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 05
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

ORANGE MARMALADE

"BANNER BRAND" PURE FRUIT PRODUCTS

JAMS AND JELLIES

2's	\$2 10
4's	0 35
5's	0 42
7's	0 00
30's, wood	0 05
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 05 1/2
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

YEAST

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

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

Black Watch, 8s, butts 9 lbs.	0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 45
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0 45
Currency, 6s, 1/2 butts, 9 lbs. 0 45	
Stag Bars, 8 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0 48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8 1/2s, 6 lb boxes	0 68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0 68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs. 0 37	
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 36	
Great West, pouches, 9s ...	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0 60
Forest and Stream, 1-lb. glass humidors	1 00

HAMS and BACON

Both are in good demand and both remain at last week's prices. We do not see that they are going to be any lower for some weeks.

Order now what you want and order the "Star Brand."

We can quote you Fresh and Storage eggs at less money this week.

F. W. Fearman Co.
Limited
HAMILTON

Fresh, Ripe TOMATOES

Full car from Florida due Monday. This stock will be similar to the car of last week which gave such good satisfaction.

Marmalade Oranges

are now here and being delivered.

California and Florida Celery
2 Fresh Cars Lemons

Fish and Oysters

White & Co., Limited

Wholesale Fruits and Fish

TORONTO

Branch at Hamilton.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
142-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.
OWEN SOUND, ONT.

A Comparison

will prove the superior quality and packing of

"St. Nicholas"

Examine and compare with other brands.

J. J. McCabe

Agent

TORONTO

Buyers' Guide

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.

WANTED

A FIRM OF MANUFACTURERS' AGENTS and brokers, dealing in groceries, provisions and produce, are open to engage the services of a salesman of more than the average ability. Kindly state in your application what product you have sold during the past five years, and the firms you have been engaged with, your age and any information that will assist us to estimate your ability. Apply Box 130, Canadian Grocer.

YOUNG MAN, SIX YEARS' GENERAL AND three years' bookkeeping and banking experience, desires change of position. All references. Box 126, Canadian Grocer.

FOR SALE

GROCERY BUSINESS WITH LIVING apartments in good residential section of city. Turnover about \$12,000. Could easily be increased. Satisfactory reason for selling. For terms and particulars apply 143 Geoffrey St., Toronto.

FOR SALE—GENERAL STORE BUSINESS in one of the best towns in south-western Saskatchewan. Turnover \$50,000.00. Price right. Apply Box 127, Canadian Grocer.

MISCELLANEOUS

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"Canadian Air-Line" Honey

The BEE-MADE Honey

PURE ATTRACTIVE TASTY

The Root Canadian House

185 Wright Avenue, TORONTO



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

MAPLEINE

is a steady seller—there's no other "Mapley" flavor just as good—that is a point worth remembering.

ORDER FROM

Frederick E. Robson & Co.,
24 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



Coupon Books

Save Time: Save Money:
Save Labor: Eliminate
Loss: Waste: Errors.



Just the thing for the GROCER, BUTCHER and BAKER. No charge accounts, no disputes; insure accuracy; save time in waiting on trade; save labor in bookkeeping.

THEREFORE
SAVE MONEY.

Write Your Jobber or
ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.

OAKEY'S KNIFE POLISH

2012-Z-FIVE

JOHN OAKEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

EGG FILLERS

Our capacity is three times the total
Filler requirements of Canada
PROMPT DELIVERIES

by us are therefore certain.
THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other
man's pocket. Use our special collection
service—charges moderate, no collection,
no charge. Phone Adelaide 919.

BROOMS If you want the maximum of quality at the minimum price, write us for our proposition **BROOMS**
American Broom Works
St. Bazile de Portneuf, P.Q.

Books You Ought to Have

Grocer's Encyclopedia

It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only \$10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

Digest of the Mercantile Laws of Canada

Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

Eastern Edition, Price \$2.00
Special Western Edition 2.50

Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price \$2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

An Asset to Your Business

Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.

On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.

When remitting by cheque make same payable at par, Toronto.

All orders payable in advance.

Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arrangement—The Buying End—The Store Policy—Clerk Management—Leaks—The Store's Neighbors—Working Hours—Expenses—The Credit Business—What to Sell—Premium Giving.

Price \$1.00, Postpaid.

Contains information on every subject necessary to the efficient management of the store.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use 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, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 300 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated.

Price \$2.15, Postpaid.

Showcard Lettering, Designing, Etc.

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

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

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

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

Price \$1.00, Postpaid.

The MacLean Publishing Company, Limited

BOOK DEPARTMENT

143-153 University Ave.,

Toronto, Ontario



Straight Talks from the Manager

Nothing Succeeds Like Service

IN the production of a trade journal. Canadian Grocer creates reader interest by giving its patrons just the information they want and in the way they want it, and when it is of use to them.

Practically every day we receive letters containing such phrases as: "I would not be without it for five times the price," "I consider I saved the price of it in one line of groceries," "You are surely giving us more than our money's worth," and many others no less complimentary than these.

Does this kind of a medium appeal to you?

Keep your goods and your service in the limelight through Canadian Grocer—The paper the retailers find indispensable.

THE MANAGER

INDEX TO ADVERTISERS

A		M		
Allison Coupon Co.	52	MacKenzie & Morris	14	
American Broom Works	52	MacNab, T. A., & Co.	14	
American Computing Co.	8	Magor, Son & Co.	16	
Anglo-B.C. Packing Co.	9	Malcolm's Condensing Co....	Inside back cover	
Assignees Agents	52	Mathieu, J. L., & Co.	48	
Atlantic Sugar Refineries ...	1	McCabe, J. J.	51	
Aylmer Condensed Milk Co..	5	Mennen Chemical Co., G.	4	
B		Millman, W. H., Sons	14	
Balfour-Smye & Co.	12	Minto Bros.	2	
Benedict, F. L.	52	Montreal Crockery Co.	50	
Betts & Co.....	Inside back cover	O		
Bickle & Greening	56	Oakey & Sons, John	52	
Borden Milk Co.	3	P		
Bowman & Co., J.	2	Pascall's	13	
C		Patrick & Co., W. G.	14	
California Fruit Cannery'	Association	49	Pennock, H. P., Co., Ltd....	
Canada Foods, Limited	56	Procter & Gamble	45	
Canadian Cereal & Flour	Mills Co.	43	R	
Chaput, Fils & Cie.	10	Red Rose Tea Co.	15	
Clark, Ltd., W.	7	Reed Mfg. Co., Evan L....	13	
Connors Bros.	4	Rennie Seed Co.	12	
Crescent Mfg. Co.	52	Rock City Tobacco Co.	Inside back cover	
D		Root Canadian House	52	
Dominion Glass Co.	19	S		
Dominion Salt Co., Ltd.....	9	Shidznoka Ken Tea Guild ...	11	
Duncan & Co., John	12	Smith & Proctor	6	
E		Star Egg Carrier & Tray Mfg.	Co.	
Eckardt, H. P., & Co.....	47	10-14	Stevens-Hepner Co.	
Eureka Refrigerator Co.....	15	46	St. Lawrence Sugar Refining	
F		13	T	
Fairbank, N. K., Co.	Inside front cover	Thum Co., O. W.	52	
Fearman, F. W., Co.	51	Toronto Salt Works	32	
Freeman Co., W. A.	43	Trent Mfg. Co.	32	
H		W		
Hargreaves (Canada), Ltd...	2	Wagstaffes, Limited	6	
Hatton, D., & Co.	16	Walker, Hugh, & Son	50	
Heinz, J. J., Co.	9	Watson & Truesdale	14	
L		Wayne Oil Tank Co.	4	
Lake of the Woods Milling	Co.	Webb, Harry	14	
14	Outside back cover	Wethey, J. H., & Co.	49	
Lambe & Co., W. G. A.....	14	White & Co.	51	
Leacock & Co.	9	White Swan Co.	46	
Lemon Bros.	51	Woods & Co., Walter	49	
Lightcap, O. F.	14			
Lytle & Co., T. A.	44			

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

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

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

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

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

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

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

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

HELP YOURSELF TO A REPUTATION

by buying a copy of
THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and *YOUR REPUTATION* will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

QUALITY AND STRENGTH IN Canada Foods, Limited

High-Class Food Products

DRY SOUPS
(16 Varieties)

Soup Globules

Vegetable Ferment •
(Junket Tablets)

Package Peas and Beans

Custard Powders

Egg Powders

Jelly Powders

Baking Powder

Pudding Powders

Icings

Unfermented Wines and

Ice Cream Powders

Cordials

Oriental Sauces

Mince Meat

Fruit Sauces

Mint Sauce

Manufactured and Guaranteed by

CANADA FOODS, LIMITED

Toronto, Canada

What makes King Oscar Sardines so popular?



By Special royal permission.

Why is it that dealers throughout the Dominion find this particular brand of sea food an unexcelled favorite with all?

The secret is

QUALITY

—a quality obtained only by exercising the greatest care in selecting, preparing and boxing the choicest sardines to be had in Norwegian waters.

This winning quality has been systematically advertised everywhere, on bill boards and in the daily press, thus creating for "King Oscar" continued sales and handsome profits for "King Oscar" dealers.

Send a trial order for this popular line to-day. A little counter display will prove to your satisfaction that "King Oscar" Sardines are dependable sellers.

J. W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON

ONTARIO



POPULARITY OF GOLD DUST

means easy sales for you

An enormous demand has been created for Gold Dust because it is a meritorious product, reducing housework to a minimum, and every user is a booster.

You have daily calls for Gold Dust because it is used constantly in the home.

The advertising on Gold Dust runs steadily and constantly throughout the year, making new customers for you.

The popularity of Gold Dust means more sales and profits to you if you display it in your store. Have you an ample supply on hand?

THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

LARGEST MAKERS IN THE WORLD

Tin Foll—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 QUANTITIES
—We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

FIVE ROSES FLOUR

P
A
S
T
R
I
E
S

P
U
D
D
I
N
G
S

DON'T MERELY SAY "FLOUR"
SAY
"FIVE ROSES FLOUR"



The only flour publicly and unreservedly guaranteed not bleached—not bleached.

IT is not enough for a flour to have quality and accessible price. FIVE ROSES brings more than this—it possesses the cumulative goodwill value based on a quarter century's kitchen achievements. More important still, it brings you a tremendous sales-push enjoyed by no other flour in Canada. Distributors unanimously report that FIVE ROSES first sales are ridiculously easy and repeat sales automatic. You can fill this ever-increasing demand in barrels and halves.

ALSO PACKED IN BAGS OF SUITABLE SIZES

BREAD CAKES

OUR various offices throughout Canada are maintained for the purpose of closer co-operation with our distributors. Uniformity of quality and service is the distinctive policy of this company in its relations with the trade. Let us help you in filling the FIVE ROSES demand.

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL WINNIPEG

"The House of Character"

Toronto	Ottawa	London	Sudbury
Quebec	St. John, N.B.	Calgary	Keewatin
Fort William	Medicine Hat	Vancouver	
Portage La Prairie			

Daily Capacity—27,400 bags of 98 lbs.