

**PAGES  
MISSING**

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, JANUARY 25th, 1918

No. 4

A Product of

*“Standard Quality”*

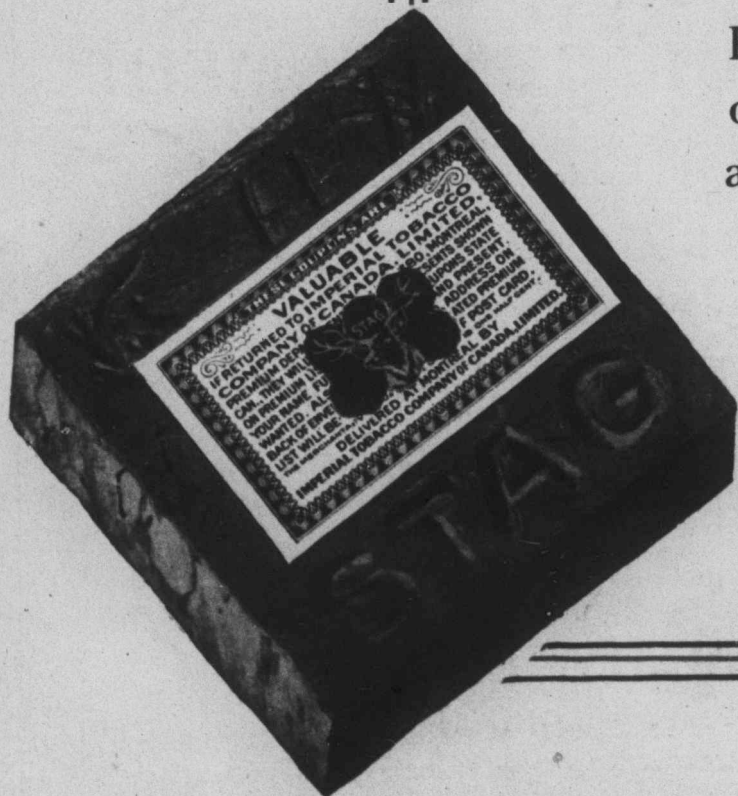
# STAG

CHEWING TOBACCO

*“Ever-lasting-ly Good”*

It appeals to all classes of chewers and proves an active money-maker to an army of grocers who handle it.

FOR SALE BY ALL THE  
WHOLESALE TRADE.



Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.  
Copy of report will be sent on request to anyone interested.

CANADIAN GROCER

# Syrup

## Crystal Syrup Pure Cane

A fine quality syrup at an attractive price.  
This is the season to sort up your stocks.

St. Lawrence Sugar Refineries, Limited  
Montreal

### **PROHIBITION** BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,  
or the USE of LEAD in any manufactures other than

#### **MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

#### **BOTTLE CAPS**

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

**BETTS & COMPANY, LIMITED**

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

# The Three Big Winning Points

about the Borden line of Milk Products are their Unbeatable Reputation, their Unimpeachable Quality and their Delicious Economy.

Borden consumer advertising is constantly reminding your customers of these facts. The demand is created for you and a good window display of

## Borden Milk Products

will enable you to cash in on it.

Featuring Borden's is a quick and easy way to Bigger Business. Don't let your customers forget you're a Borden dealer.



The Original and Leading Brand since 1857.



### Borden Milk Co., Limited

*"Leaders of Quality"*

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

## TRUE FLAVOR *and* STRENGTH

Even the cheapest vanilla bean in the market is "Pure" vanilla—but extracts made from poor-quality beans are not likely to bring your customers back for more extract.

# Shirriff's

## True Vanilla

contains all the strength, fine mellow flavor and aroma of the world's best vanilla bean—the Mexican.

Shirriff's secret process requires a whole year to complete. Every bit of flavor and strength of the Mexican bean is secured. Shirriff's is



# 50%

stronger than the  
Government re-  
quirements.

Less of it is needed to impart the right flavor. That is the kind of product that builds up trade. Write for particulars.

## Imperial Extract Co.

Toronto

## FINEST CRYSTAL GELATINES

Powdered and Sheet

## FINE LEAF GELATINE

BRITISH MANUFACTURE

# GELATINES

OURY, MILLAR & CO.  
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

**F. S. Jarvis & Co.**  
18 TORONTO ST., - TORONTO

## "RETAIL ADVERTISING— COMPLETE"

By

*Frank Farrington*

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

"Retail Advertising—Complete" contains much information and many ideas.

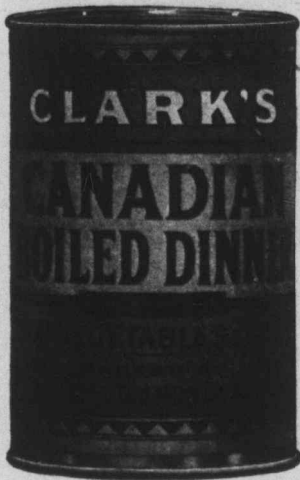
Start to-day to solve your advertising problems by sending \$1.00 for your copy of this book.

## MacLean Publishing Co., Ltd.

(Technical Book Dept.)

143-153 University Ave. - Toronto, Ont.

# CLARK'S PREPARED FOODS



are  
guaranteed  
prime  
quality.



## CLARK'S PORK & BEANS

Canadian Boiled Dinner  
Beefsteak and Onions  
Cambridge Sausage  
Corned Beef  
Roast Beef  
English Brawn  
Loaf Meats

Corned Beef Hash  
Potted Meats  
Sliced Smoked Beef  
Tongue, Ham and Veal  
Fluid Beef Cordial  
Peanut Butter  
Minced Collops

Soups (Full Assortment) etc., etc.

*GIVE QUALITY.*

*YOU'LL GET THE BUSINESS.*

**W. CLARK, LTD.**



**MONTREAL**

# Charbonneau

*The name that stands for*  
**Purity and Quality in**  
*Biscuits*  
*and*  
**Confectionery**

Are you displaying  
**IMPERIAL**  
 Maple Cream  
 Butter?

**CHARBONNEAU LIMITED**

330 Nicolet Street - MONTREAL

DISTRIBUTORS:—Ontario: C. Morris & Co., Toronto; Ottawa and District: H. D. Marshall, Ottawa; Winnipeg: The Robt. Gillespie Co., Winnipeg.



**The World's Best**

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

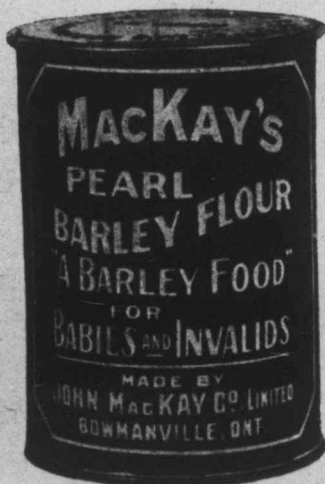
**Windsor Table Salt**  
*Made in Canada*

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

## MacKay's Pearl Barley Flour

"A BARLEY FOOD"



It's "The Real MacKay"

A grand line for infants, invalids and aged people.

For nursing mothers — once tried always used.

To buy it once is to buy it continually.

Show it in your displays and get your trade fully acquainted with its delicious goodness.

Get a little trial supply to-day.

**John MacKay Co., Limited**  
 BOWMANVILLE, ONT.

## A Big Saving

For your customers

## Big Profit

For you

# POPULAIRE'S Egg Powder

Order some to-day—retails at 10c. per package (equal to one dozen eggs) also larger sizes.

WRITE FOR PRICES.

**The Imperial Co., Regd.**

645 St. Valier St.

Quebec, P.Q.



Now comes  
the new season's

# E.D.S. Orange Marmalade

No need to talk this line up, Mr. Dealer. You know what the E.D.S. label guarantees—tip-top quality through and through.

Just remember that the new season's E.D.S. Marmalade is made from finest oranges and pure cane sugar and will be all ready for delivery on Feb. 1.

Order from any agent listed below.

Ready for delivery  
*Feb. 1*

**E. D. Smith and Son, Ltd.**  
WINONA, ONTARIO

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



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



# WAGSTAFFE'S

CELEBRATED

## Seville Orange Marmalade

*NEW SEASON,  
1918.*

*Now Ready for Delivery.*

### WAGSTAFFE, LIMITED

HAMILTON, CANADA



*Brimful of Interest for Every Business Man*

## INCREASE YOUR PROFITS

**AWAKENING OF BUSINESS**, by EDWARD N. HURLEY, Former Chairman of the Federal Trade Commission. This is one of the most inspiring, helpful business books that has ever been written. Mr. Hurley presents in a clear, forcible way, plain truths that give business men a broader vision. 240 pages.  
*Price, \$2.00*

**BENJAMIN FRANKLIN, Printer**, by JOHN CLYDE OSWALD, Editor of The American Printer. It is interesting to visit with a great man like Benjamin Franklin, and just such an opportunity is afforded in this book. There are many reproductions of Benjamin Franklin's work. The type and typography are in harmony with the thoughts that Mr. Oswald presents. 239 pages, 54 illustrations. Half leather binding, \$3.50  
*Popular Edition, \$2.00*

**THE MANUAL OF SUCCESSFUL STOREKEEPING**, by W. R. HOTCHKIN, Ten Years Advertising and Sales Manager for John Wanamaker. One of the greatest needs of men in the retail business is ideas for selling plans. This book is filled with good ideas. 289 pages. De Luxe Edition \$10  
*Popular Edition, \$3.00*

**HOW TO ADVERTISE**, by GEORGE FRENCH, Editor of the Advertising News. This book tells how to prepare advertisements. It contains many illustrations of advertisements. 279 pages, 115 illustrations.  
*Price, \$2.00*

**ADVERTISING, SELLING THE CONSUMER**, by JOHN LEE MAHIN, New York Advertising Agent. The most important thing in advertising is selling the consumer. Mr. Mahin tells specifically how to do this. 298 pages, 26 illustrations.  
*Price, \$2.00*

**ADVERTISING AS A BUSINESS FORCE**, by PAUL TERRY CHERINGTON, of the Graduate School of Business Administration, Harvard University. William C. Freeman, of New York, whose Talks on Advertising are universally known, says: "I will read again his book and reread it until I have learned thoroughly many things that I must know." 562 pages.  
*Price, \$2.00*

**FIRST ADVERTISING BOOK**, The, by PAUL TERRY CHERINGTON, Author of "Advertising as a Business Force." A great deal of the power of The First Advertising Book lies in the fact that it deals with actual experiences, not theories. 596 pages.  
*Price, \$2.00*

**THE NEW BUSINESS**, by HARRY TIPPER, Manager "The Automobile"; Lecturer on Advertising, New York University. Everyone who has anything to sell will find this book a practical first assistant in increasing his sales. 391 pages.  
*Price, \$2.00*

**WE**, by GERALD STANLEY LEE, Author of "Crowds." A book as thought-compelling as "Crowds." It gives a splendid vision of the opportunities of the advertising profession. 711 pages.  
*Price, \$1.50*

### ORDER FORM

**MacLEAN PUB. CO., LTD., Technical Book Dept., Toronto**

PLEASE SEND ME the following books, charges prepaid. I agree to remit \$1.00 within five days after receipt of books and \$1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

(Check the Books Desired)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Awakening of Business (\$2.00)             | <input type="checkbox"/> How to Advertise (\$2.00)                  | <input type="checkbox"/> The First Advertising Book (\$2.00) |
| <input type="checkbox"/> Benjamin Franklin, Printer (\$2.00)        | <input type="checkbox"/> Advertising, Selling the Consumer (\$2.00) | <input type="checkbox"/> The New Business (\$2.00)           |
| <input type="checkbox"/> Manual of Successful Storekeeping (\$3.00) | <input type="checkbox"/> Advertising as a Business Force (\$2.00)   | <input type="checkbox"/> We (\$1.50)                         |

NAME \_\_\_\_\_ STREET \_\_\_\_\_  
Firm or Reference \_\_\_\_\_ CITY \_\_\_\_\_

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of \$1.00 will be allowed.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA  
SASKATCHEWAN

*Wholesale Grocery Commission  
Brokers*

ALBERTA  
WESTERN ONTARIO

## H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

PUGSLEY, DINGMAN & CO., LTD.  
JOHN TAYLOR & CO., LTD.  
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.  
**F. D. COCKBURN CO.**  
Grocery Brokers  
Manufacturers' Agents **WINNIPEG**

**THE H. L. PERRY CO.**  
214-216 Princess St., Winnipeg  
We can make a big success of your agency. Unequalled facilities. "Always on the job."  
Storage      Distributing      Forwarding

**The Canada Nut Co., Limited**  
"Specialising in Shelled Peanuts."  
Large stock always on hand.  
**VANCOUVER, B.C.**



## Market your goods successfully in the West

Our service will enable you to do it. We are a well-established firm with every facility for getting you quick, lasting results.

With twelve men calling on the wholesale and retail trade we are always in close touch with the very people you want to reach. Nine of our men are doing retail work continually.

Write now for full information.

### Scott-Bathgate Company, Limited

*Wholesale Grocery Brokers and Manufacturers' Agents*  
**149 NOTRE DAME AVENUE EAST, WINNIPEG**

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

**MANUFACTURERS:**  
Do you require first class representation? Write us. Satisfaction guaranteed.  
**GEO. W. GRIFFITHS & CO., LTD.**  
Manufacturers' Agents and Commission Brokers  
402 Chamber of Commerce  
Winnipeg - - Manitoba

**G. B. Thompson & Co.**  
Wholesale Commission Brokers and Commission Agents  
We can handle a few more good lines. Storage Warehouse and Transfer Track.  
149 Notre Dame Ave. E. - WINNIPEG  
Established 1898.

THE  
**Robert Gillespie Co.**  
MALTESE CROSS BUILDING  
WINNIPEG  
IMPORTERS, BROKERS,  
MANFS. AGENTS,  
GROCERY, DRUG AND  
CONFECTIONERY  
SPECIALTIES

WHOLESALE  
**GROCERY BROKERS**

*Manufacturers' Agents  
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.  
W. H. ESCOTT CO. Ltd., Regina, Sask.  
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.  
W. H. ESCOTT CO. Ltd., Calgary, Alta.  
W. H. ESCOTT CO. Ltd., Edmonton, Alta.  
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

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

Trackage  
Storage  
Distri-  
bution

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

# DONALD H. BAIN Co.

WINNIPEG

Head Office

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

*Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.*

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**ONTARIO**

I have prospective buyers for cars of Potatoes, Turnips, Beets, Carrots, Parsnips. Let me have particulars of your offerings.  
**FRED J. WHITE**  
Broker, Board of Trade Building,  
TORONTO - - - - Ontario

**Maclure & Langley, Limited**  
Manufacturers' Agents  
Grocers, Confectioners  
and Drug Specialists  
12 FRONT STREET EAST TORONTO

**LOGGIE, SONS & CO.**  
Merchandise Brokers and  
Manufacturers' Agents  
Grocery, Drug and Confectionery Specialties.  
"We cover Canada 3 times a year."  
Foy Bldg., 32 Front Street W.  
TORONTO - - - ONTARIO

**Hamblin-Brereton Co., Limited**  
Wholesale Grocery and Confectionery Brokers  
KITCHENER WINNIPEG CALGARY

**Lima Beans**  
on spot  
**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
TORONTO

**W. F. ELLIOT**  
Importer & Manufacturers' Agent  
(Cor. Leith and Hardisty Sts.)  
FORT WILLIAM, ONT.  
Established 1909.

**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 \$2.10 Post Paid.  
**MacLean Publishing Co.**  
143-153 University Ave., Toronto

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

**DRIED AND EVAPORATED APPLES.**  
Apple Waste and Chops, Specialties  
**H. W. Ackerman**  
BELLEVILLE ONTARIO

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

**More Lines Wanted**  
Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.  
I cover the territory from Sudbury to Hearst and also the Porcupine District.  
"On the Job All the Time."  
If you want results write me.  
**A. Lalonde**  
Post Office Box 123. TIMMINS, ONT.

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISER

## EL ROI-TAN PERFECT CIGAR

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME  
LIMITED**  
Commission Merchants  
Grocers' Specialties,  
MONTREAL TORONTO

*Complete Trade Connection.*  
**JOHN E TURTON**  
Importer and Commission Merchant  
55 St. Francois Xavier St. - Montreal  
Wholesale and Retail

Beans, Produce,  
Canned Goods, Nuts,  
Dried Fruits,  
Heavy Chemicals,  
Grocery Specialties  
**C. B. HART, Reg.**  
*Wholesale Grocery and  
Merchandise Brokers*  
489 St. Paul St. W. - Montreal

**H. D. MARSHALL**  
*Wholesale Grocery Broker*  
OTTAWA MONTREAL HALIFAX

**Oats—Peas—Beans—Etc.**  
Handled in any quantities to best advantage by  
**J. R. GENEST**  
*Wholesale Grain, Flour, Feed and  
Provision Merchant*  
BOARD OF TRADE BUILDING, MONTREAL

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

**For Information Use the Enquiry Blank Elsewhere In This Issue**

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it.


Send your enquiries along, they are welcomed. This service is *free* to subscribers.

**USE THE BLANK FORM**

**Canadian Grocer**  
ENQUIRY DEPT.  
143-153 UNIVERSITY AVE. :: TORONTO

**The Best Asset of a  
Grocery Business is  
Satisfied Customers**

**Baker's Cocoa  
and Chocolate**



Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

Registered Trade-Mark

**ALWAYS SATISFACTORY**  
Made in Canada by  
**Walter Baker & Co., Limited**  
Established 1780  
Montreal, Can.    Dorchester, Mass.

# MAPLE SYRUP

**“Canada’s Best” Brand**

A Maple Syrup, exquisite and delicious in texture and flavor. Refined from the choicest Maple Sap of “Eastern Canada.”

## SUGAR SYRUP

**“SUPERIOR BRAND”**

A pure Sugar Syrup highly flavored.

## BUTTERS

Maple Butter      Chocolate Butter  
Honey Butter      Sweet Nut  
Prune Butter

These are excellent to spread on Bread or for Cake Icing.

**Maple Sugar Twin Block      Cream Sugar Twin Block**

A good selling block, retails at 10c.

Our lines are on sale by all leading grocers.

*Buy through your jobber.*

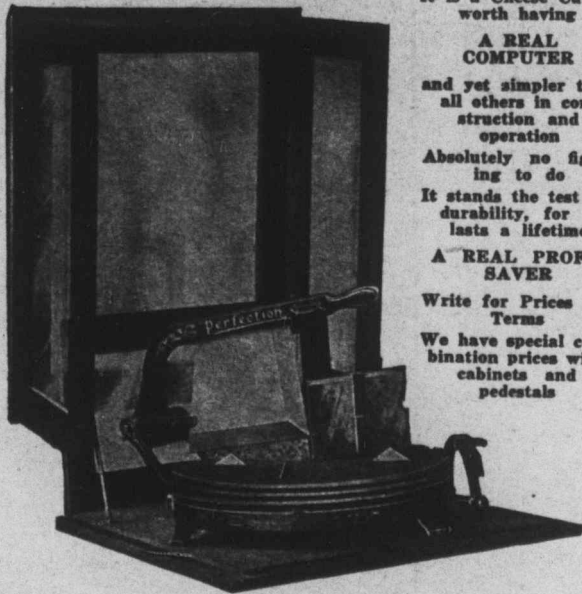
**Canada Maple Exchange, Limited**

**Montreal**

**MANUFACTURERS OF THE BAINE CONFECTIONS**

## 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

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

**AMERICAN COMPUTING COMPANY**  
HAMILTON, ONT.

## Intelligence Department

It should be generally known that grocers will display true patriotism to the boys at the front by recommending their customers who send over parcels to include in each a tin of

## EVER-READY COCOA "DANDEE" Brand

It is a sustaining, heat-giving liquid food prepared by just adding boiling water. No sugar or milk required.

Manufactured and Guaranteed by

**Litster Pure Food Co.**  
TORONTO Limited

*To your customers who are forced to economize and to others who consider it their duty you can wisely recommend.*



## Egg-O Baking Powder

It is economical because just one-half the amount used in ordinary baking powders is necessary with Egg-O.

One level teaspoon to one cup of well sifted flour is sufficient.

Push Egg-O and you will have satisfied customers and they will thank you for the suggestion when they try it.

Once sold the customer remains sold. Egg-O does the rest.

Order Egg-O to-day from your wholesaler.

**Egg-O Baking Powder Company, Limited**  
Hamilton, Ontario

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



# Mr. Bruce's Counsel

**S**PECIFICALLY APPLIED, MR. BRUCE'S COUNSEL may be said to recommend that business men should read every week THE FINANCIAL POST OF CANADA, to inform themselves concerning current events in the realm of Canadian business and public affairs.

Frank E. Mutton, Vice-President of the International Time Recording Company, of Canada, wrote the following letter to the publishers of THE POST:

Attention, Editor:

Recently we sent you a subscription covering the delivery of THE FINANCIAL POST to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information invaluable to any traveling representative of any firm.

(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

**I**N effect, THE FINANCIAL POST represents a Current Events Club, met weekly for the consideration and study of current affairs in Canada in relation to itself and the world at large. It represents the assembly of many, many surpassingly well-informed contributors who discuss intelligently, lucidly and proportionately, Canada's public and business affairs. No more stimulating and worth-while paper is published in Canada for the man who wants to be able to talk confidently, at the club, luncheon, board meeting, business council, public meetings, about Canadian public affairs.

**T**HE price, \$3, is nothing to the man who really wants to know. Three dollars spent for knowledge that multiplies a man's power and pleasure and satisfaction is a small, small sum to pay. We make our appeal for subscriptions to men who really want to know and who will take time each week-end to read profitably.

*If you are willing to give this time, prove it by signing and mailing the coupon below*

# The Financial Post of Canada

.....1917

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

Send me THE FINANCIAL POST. I will remit year's subscription, \$3.00, on receipt of bill.

Name .....

With .....  
(Name of firm, etc.)

C.G. Address .....

## Talk Current Events

A Talk by H. Addington Bruce, Author of "The Riddle of Personality," "Psychology and Parenthood," Etc.

**W**HAT do you know about the doings in this great world wherein we live?

Do you try to form a really intelligent and well-considered opinion regarding events the world over?

Do you ever discuss their significance with friends and neighbors?

If asked what you think of any particular event, you are perhaps ready with an answer. Is your answer anything but a snap judgment, determined by prejudice rather than by reasoning analysis?

I put these questions not to be disagreeable, but because, if necessary, I want to spur you to appreciate the value that there is in discussion of current events.

Many people, fortunately, appreciate its value instinctively. Perhaps you are one of these. Many others are beginning to appreciate it.

This is shown by the growing popularity of clubs and classes on current events.

Only a few years ago such clubs and classes were almost unheard of. To-day most of our bigger cities have half a dozen of them or more.

In one city—Boston—a talented woman of my acquaintance draws an income of thousands of dollars a year from her leadership of current events classes.

Other men and women have similarly discovered that interest in current events is increasing so rapidly that they can well afford to organize classes like those conducted by the Boston woman.

Still, there remain many people—thousands of people—who never discuss current events. Many thousands more discuss only such events as come under the headings of "crime," "the theatre," and "sports."

These are the people I want to reach. They are the people I want to rouse to recognition of the practical helpfulness they will find in discussion of current events in general.

Current events clubs and classes might well be organized in every neighborhood, with weekly meetings to take up the outstanding happenings in international affairs, national politics, literature, art, music, science and industry.

Regular attendance at, and active participation in, these meetings will prove to be an education in itself.

It will enlarge the mental horizon and broaden the moral sympathies. By disciplining the mind to active thought it will raise the level of workaday efficiency.

It will make for a more alert, a more conscientious citizenship. It will give zest and color to a life which perhaps has hitherto been pathetically drab.

Unsuspected powers will be awakened. With a better grasp on the realities of life, the whole personality will expand.

One evening a week is certainly not too much to give to a discussion of the day-to-day developments in our wonderful world.

It may mean doing without an evening at cards or at the musical comedy, or at the dance hall. But this, after all, is not a terrible sacrifice.

And from the occasional talk over current events will come more profit than could possibly come from any number of evenings spent in card-playing, dancing, or listening to musical comedies.—Reprinted from the Toronto Daily Star.

# What is 2-038?

It is our license number to manufacture

## RALSTON WHEAT FOOD



As we are anxious to co-operate with the Food Controller we are substituting 20% barley. However, we have a limited stock which was packed previous to this change. Through the courtesy of the Food Controller we have been permitted to dispose of this stock by placing license number on outside of container.



## RALSTON WHEAT FOOD

should be displayed prominently, as it is an economical breakfast food and meets all requirements of Food Controller.

### Boost the Checkerboard Calf Club and You Boost Yourself, Mr. Merchant

And you also help win the war by the production of more calves in your community.

Our object is to secure 1,000 members, which means 1,000 calves, resulting in 700,000 lbs. more beef.

We offer special prizes to boys and girls under 18 years of age for the best calf fed on

## PURINA CALF CHOW

Send to-day for Posters for your store, and coupons for the boys and girls to sign to make them members of the club.

The more members among your customers, more Purina Calf Chow you will sell, and there is good profit in it. We are helping you through our advertisements in farm papers.

*See next week's advertisement for further particulars.*

## The Chisholm Milling Co., Ltd., Toronto

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



# The Particular Merchant

Can you imagine anything impressing your trade more favorably than your reputation as a "particular" merchant? Naturally, this suggests the quality and quantity of food-stuffs sold—but how about the oil supply? Are you particular about it, too? Perhaps your attention has never been directed to a better way of handling oil and you are doing your best with inadequate facilities. If so—investigate the

**BOWSER**

## Oil Storage System

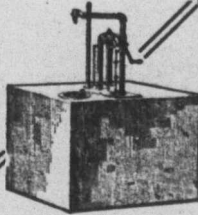
It completes your chain of "particular" service. Prevents damage to food supplies by oil fumes; keeps oil off the floor; gives accurate measure; abolishes the fire hazard; is rapid, clean and a pleasure to operate. Makes a better store wherever it is installed.

Write for interesting literature

**S. F. Bowser & Co., Inc.**  
TORONTO, ONTARIO

Sales Office in All Centres

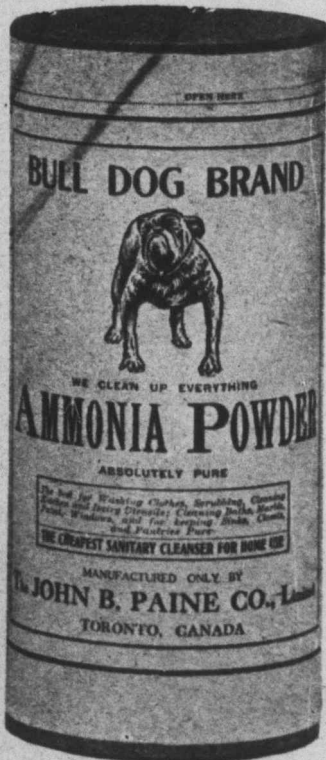
Representatives Everywhere



# The Cough Remedy Season

is hardly started, March and April being the best months for sales of this line. See that your stock of Chamberlain's is ample, and write the manufacturers for store advertising.

**Chamberlain Medicine Co., Limited**  
TORONTO



There's quality and quantity in every package of

## Bull Dog Ammonia Powder

Show this line constantly and your sales will never lag. Use of Bull Dog Ammonia Powder becomes a habit with the housewife—a good habit and one that will mean bigger profits for the dealer handling it.

Encourage the use of Bull Dog Ammonia. Get up a display to-day and start it going.

**The John B. Paine Co., Ltd.**  
Toronto and Winnipeg

## MR. GENERAL MERCHANT

*More Profits in Your Dry Goods and Clothing Department*

There is more money for you in dry goods and clothing if you watch markets, and study how to make it. Here is how one General Merchant does it. J. C. Nichol, General Merchant, Radisson, Sask., writes:—

"Naturally dry goods and clothing is a profitable section for me, and consequently I am always anxious to know more about a big subject. I have been a subscriber to DRY GOODS REVIEW for over ten years, and I look upon it as being absolutely essential to my business."

What CANADIAN GROCER is to your grocery department, DRY GOODS REVIEW will be to your clothing department. This means market news that saves you money; style news that makes sales, and much more besides. All for two dollars a year, and DRY GOODS REVIEW should save you ten times its subscription price the first month. Become a subscriber to-day. Write your name and address here:—

C.G. 3/18.

MacLean Publishing Co.,

153 University Avenue, Toronto.

Send me DRY GOODS REVIEW beginning with the January (Spring) Number. I will pay subscription, \$2.00 per year, on receipt of bill.

Name .....

Address .....

Mail in open envelope for one cent stamp.

# Fair Methods

"Fair and square" have been the methods used in building up this big national tea business.

The "good will" of the public and the "co-operation" of the trade have been deservedly earned.

The splendid quality of Red Rose Tea has been always maintained regardless of market conditions.

Every promise made has been fulfilled.



**T. H. ESTABROOKS CO., LIMITED**  
ST. JOHN TORONTO WINNIPEG CALGARY

A very little salesmanship on your part  
will result in a sale of

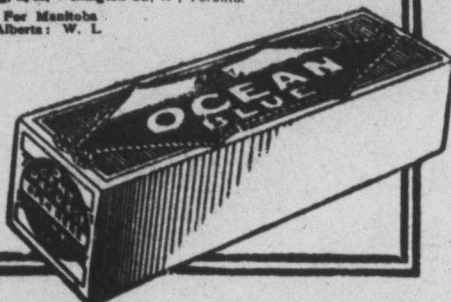
# OCEAN BLUE

and remember that the first is always  
the introduction to many succeeding  
sales of OCEAN BLUE.

Order from your Wholesaler.

**HARGREAVES (CANADA), LTD.**

The Gray Building, 44-46, Wellington St. W., Toronto.  
Western Agents: For Manitoba  
Saskatchewan & Alberta: W. L.  
Mackenzie & Co.  
Ltd., Winnipeg,  
Regina, Saska-  
toon, Calgary &  
Edmonton.  
For British Col.  
and Yukon:  
Crosden & Avery  
Rooms 3 and 4,  
Jones Block 407,  
Hastings Street,  
West, Vancouver.



# HEINZ

Canadian-American Food Products.

## 57 VARIETIES

Canadian Factory, Leamington, Ont.      Principal Factory  
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:  
TORONTO      MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

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



# KEEN'S OXFORD BLUE

Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

**Magor, Son and Company, Limited**

191 St. Paul St. West, MONTREAL      30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



## *“Every Grain Pure Cane”*

Housewives to whom superior quality appeals always stipulate Royal Acadia Sugar.

They know that Royal Acadia is the perfect sweetening medium.

Keep your stock of Royal Acadia well displayed and constant “repeats” will be your reward.

*In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.*

**The Acadia Sugar Refining Co.**

Limited

HALIFAX, CANADA

# CANADIAN GROCER

Vol. XXXII.

TORONTO, JANUARY 25, 1918

No. 4

## The Question of a Fair Profit

Windsor Merchant Defends His Position in the Face of the Food Controller's Department—Claims He is Making but a Necessary Profit—A Matter of Vital Import to the Trade

ONE of the vital questions of the present moment is the matter of a fair profit. What has the merchant a right to charge, what margin of profit has he a right to expect? He has standing expenses, many of which cannot be curtailed because the public, the same public who cries out upon the item of profit, will not do without these services. Printed herewith is a letter addressed by the Food Controller to George H. Nairn, Windsor, Ont. Its tone is in itself an attack. Following this letter is Mr. Nairn's reply, justifying his right to a living profit. Possibly there are other merchants who have received similar letters from the Food Control Department, if so, Mr. Nairn's letter will be of even more interest to them.

### OFFICE OF THE FOOD CONTROLLER

Ottawa, 1-10-18

Gentlemen,—

#### Re Oleomargarine

We are credibly informed that you are selling oleomargarine at 40c per lb. retail. You are required to send to this office at once a statement as follows:

Cost of oleomargarine  
Transportation charges—and  
Actual selling price per lb.

Attach original invoices and receipts for transportation, cartage, etc. Copies will not be accepted. These invoices will be returned.

Very truly yours,  
(Signed) W. J. HANNA.

The House of Nairn,  
4 Sandwich St. West,  
Windsor, Ontario.  
M.

Windsor, Ont.,  
January 12, 1918.

Hon. W. J. Hanna,  
Ottawa.

Dear Sir:—Your communication of the 10th inst. to hand re oleomargarine.

Enclosed find original invoices



together with the necessary information you requested.

In this connection I wish to call your attention to the conditions which prompt me to charge forty cents per pound for this article:

First, this price is only eighteen-and-a-half per cent ( $18\frac{1}{2}\%$ ) gross profit and the cost of doing my business at the present time is at least eighteen per cent. (18%).

Second, you must remember that the overhead expenses of the retail merchant have greatly increased lately.

Third, I am now selling many lines of staple groceries—flour, sugar, potatoes, tobacco, butter and eggs at less per cent. profit than it costs to do business and I consider that sixty per cent. of my trade is in these lines. Why add another to this list, especially when it is competing with the farmer?

Furthermore, I have enquired from leading merchants of this city, Walkerville and Amherstburg, and

find the prevailing price to be forty cents.

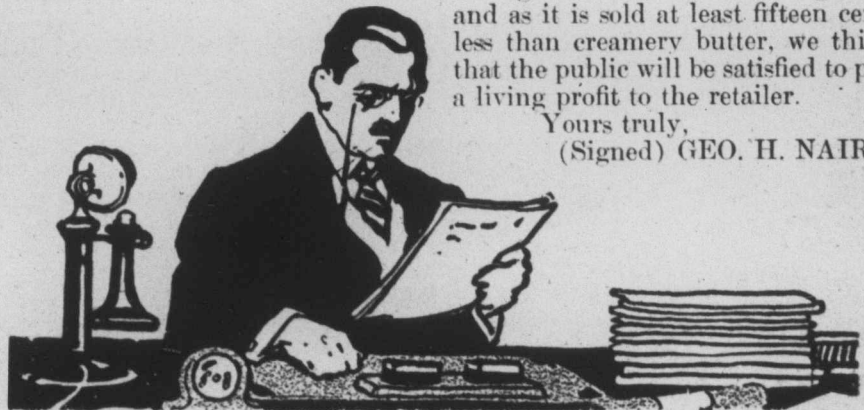
Fourth, the retail merchant's living has increased as well as all others and there are no other class of men who respond more willingly to help in patriotic purposes than they and no other line of trade who work as hard for such small profit as the retail grocer.

Fifth, we understand that you have confiscated all the twelve-pound paper sacks in the flour mills and one must buy at least twenty or twenty-four pounds of flour if they want the original sacks. How about the poor man who cannot afford to buy twenty pounds at one time? If the retailer has to break packages he should charge more for the bags and time used and as almost every store has had their help reduced by the recent draft, I feel that the public will be the sufferer as well as the overworked grocer.

Sixth, it appears to me that your investigation is started at the wrong end, namely, with the manufacturer's end as the same line we retail at forty cents is sold in Detroit at twenty-eight cents and *not without a profit*, as the Americans do not do business that way.

As we were one of the first to encourage the sale of oleomargarine, and as it is sold at least fifteen cents less than creamery butter, we think that the public will be satisfied to pay a living profit to the retailer.

Yours truly,  
(Signed) GEO. H. NAIRN.



## Strong Opposition to Some Points in New Food Regulation

Western Provinces Oppose Some Items in New Regulation—  
Co-operative Associations Claim They Have  
Been Discriminated Against

IT is now some time since the proposed regulation of the food handling activities were discussed by different departments of the trade, and given their approval. Merchants are beginning to grow somewhat restive under the delay, and to feel that this period of uncertainty should be ended as soon as possible.

No reason has as yet been given for the delay, but the gradually growing opposition from the province of Manitoba and Saskatchewan may have something to do with it. This opposition is not directed against the whole body of the regulations but mainly to the fact that in outlining the different departments of trade no place was appointed for the co-operative society. These co-operative societies, and farmers buying organizations are very numerous throughout the prairie provinces and some of the merchants of that section look upon the wording of the regulation as directed against these organizations, which comprise a very great many merchants of the middle Western provinces. Strong representations have been made in opposition to the clauses dealing with the matter by the secretaries of the R.M.A. for these two provinces. Their argument is that the wholesaler has been unduly favored in the regulations in that he may do a retail business if he so desires but that the retailer cannot do a wholesale business. Letters in reply have directed the attention of the Western merchants to the fact that there has been no discrimination against the retailer, that he is not prevented from belonging to any wholesale industry, and that he may engage in a wholesale business under the terms of the new agreement if he so desires by merely paying the extra license fee for that class.

### Co-operative Activities Demand Recognition

The co-operative activities, however, claim that they come somewhere between the wholesaler and the retailer, and that they should be acknowledged by the insertion of another classification in the list of different trade activities. It is on this point, and apparently on this point alone, that the differences of opinion have arisen. It still remains a point of danger, however, for the new regulations. P. B. Tustin, the as yet unofficially announced head of the administration of these regulations, is at present in the West and is visiting some of the Western cities. It is hoped that his presence there will do something toward straightening the matter out.

If the regulations are to become law it is time that something was done, if they are not then the sooner they are dropped the better, there have been too many unnecessarily disturbing elements introduced into the trading activities already. It would seem, however, as though this difficulty ought to be easily met.



### MONTREAL GROCERS SOON TO LOSE 150 LIQUOR LICENSES

Montreal grocers will be permitted to sell liquors and foodstuffs over the same counter for the present, at least. On May 1, however, 150 grocers' licenses for the sale of liquors will be cut off. At a recent meeting of the Montreal Retail Grocers' Association, J. A. Debien, president of the license committee, reported that the provincial Government authorities had not changed their attitude regarding the gradual curtailment of licenses. Mr. Debien declared the separation of the liquor trade from the grocery business would cause a very considerable loss to Montreal grocers.

## Tea Prices Likely to Go Even Higher

Increased Freight Rates Will Materially Increase Initial Cost  
—Stocks of Java Tea Hold Market Steady—When  
These Are Disposed of Prices Must Advance

AS intimated in CANADIAN GROCER'S market columns for several weeks past there is a strong undertone to the tea market due to a recent advance in freight rates on the Pacific. Intimations have been made that the Japanese government will advance the rates from 18c to 25c per pound on tea. The cheapest tea that can be bought in the primary markets at present would range in price from 15c to 20c per pound. When the freight is added to this it will be seen that the cheapest tea that can be imported on that basis would be from 40c to 45c per pound. Just at the present time there are stocks of Java teas on the local market which were brought in when freight rates were more favorable. While there have been arrivals of teas recently these came forward on the old basis, having been shipped before the present advance in freight rates. While

The early termination of the war was held as the only hope of the association for securing favorable legislation regarding liquor licenses. It is realized that the continuation of the war will force total prohibition measures upon the Federal Government. Several delegates were elected at the meeting to go to Quebec and attempt to influence members of the Legislature in supporting the grocers' interests during the coming session.

### A TRADE JOURNAL EXHIBITION

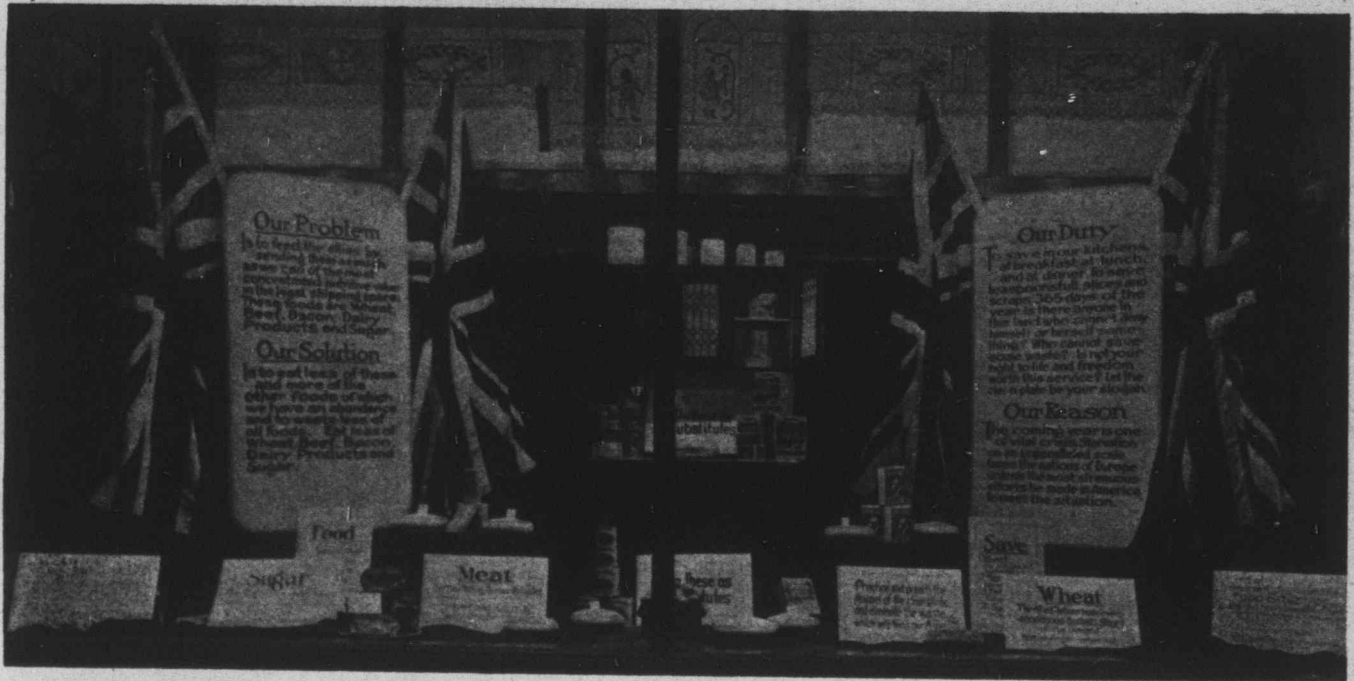
The Newark, New Jersey, Free Public Library, associated with the Newark Museum Association, will hold an exhibition of trade journals Jan. 13 to Feb. 1, 1918. The idea of the exhibition is to help encourage the trade journal reading habit and by so doing to promote a better understanding of business conditions. CANADIAN GROCER is represented at the exhibit.

### WEST INDIAN TRADE SERIOUSLY CURTAILED

Trade with the West Indies has been seriously hampered by the action of the government in commandeering two of the liners. As one of the other steamers is laid up for repairs after being wrecked, this leaves only one for the service. The one left will be entirely unable to meet the demands for space for sugar, molasses, cocoa, coconuts, fruit and other West India imports, while the export trade will be as badly limited. The St. John Board of Trade, while expressing sympathy with all war needs, has asked the government if other steamers can be released for this service.

none of the higher priced teas have been brought forward for the Ontario market it is understood that some teas have arrived in the Quebec market which carried the higher freight rate.

From this condition it will be seen that it is only a question of time until dearer teas are reached in the Canadian market. It is only the presence of fairly heavy stocks of Java teas that is holding the market steady at the present time. Concessions have even been made in certain instances in order to induce movement of teas. The Dominion Government has recently been in the market for tea and purchased in the neighborhood of 1,000 chests. Stocks of Ceylons and Indian teas are reported not to be heavy at the present time. From this time forward Japan teas will be in light supply as stocks are not obtainable for import.



## The Gospel of the Clean Plate

**T**HE ROBERT SIMPSON COMPANY, Toronto, preached a forceful sermon on the essential gospel of the clean plate, in a feature window in their store. This window is reproduced herewith, as a suggestion to many other merchants who may so join their efforts in making the winning of the war a possibility.

Arranged on the floor of the window, and in the cabinet, are different articles that may be used as substitutes for the more necessary foods, and the prevailing note of the window is the appeal, "Use these as substitutes." Wheat, beef, bacon, dairy products and sugar. These are the essential commodities needed to feed the troops abroad and the allied nations, who are beginning to feel the pinch of want. In every grocery store there are goods that can be used to replace these if the merchant will only call them to the attention of the customer as the Robert Simpson Company has done.

Note the striking nature of the display cards that are the largest item in the display. The larger cards are easily read. The smaller cards strike out hard on the vital need of conservation.

"Practice and preach the gospel of the clean plate, and eliminate the waste that will feed the Allies."

"Wheat—The Allied nations supply is nearly 400,000,000 bushels short of the demand. Have one wheatless meal per day."

"MEAT—The Allied nations need our bacon and beef, therefore have one meatless and two fish days every week." "SAVE Wheat, Meats, Fats, Sugar."

These are a few of the cards preaching the gospel of saving; of the clean plate. Get in line merchants!

"We must lick the platter  
If we'd also lick the Kaiser."



# Advertise the Goods, the Price, the Store

Milton Alexander, Retail Advertising Counsel, Detroit, Tells Toronto Ad. Club Principles of Successful Retail Store Advertising—Basic Appeal—Price and Value Comparison—Personality—Pictures—Proper Display—Honesty

**B**USINESS is not just business, it is service to mankind." Enunciating this as the basic creed of all merchandising business, Milton Alexander, Counsel on Retail Advertising, Detroit, got into the swing of a constructive address on "Retail Advertising" before the Toronto Advertising Club on Tuesday.

"The business of the retailer—satisfying the innumerable requirements of an over-exploited public," he said, "tends to elevate the standards of living, and make life purer, better, nobler, and generally more worth while. Business is not business: it is service to mankind, and we see in the development of this idea how advertising ideas have left a clean-cut impress on our complex modern life."

## Best Business in Cities of Homes.

In illustration of this, Mr. Alexander showed that the most satisfactory cities to do business in or to advertise in on permanent lines, are the cities where people can establish homes, and to the system of selling furniture on the instalment basis he ascribed more beneficial results in service to mankind than perhaps to any other business idea.

"The cities of homes are the centres of successful retail advertising," he said. "Cities of tenements, boarding-houses, and apartment blocks are the places where retail advertising is retarded, and business wrestles with bad conditions."

## The Chief Error in Retail Advertising.

"One of the chief weaknesses of the retail advertiser," said Mr. Alexander, "is his inclination to place in his copy a vast amount of extraneous matter which serves no useful purpose except to tickle the vanity of the writer and provide valuable material for the family scrap book. The retail advertiser who fills his advertisement with accounts of his own noble achievements is like the old dandy who used to talk to himself because he always liked, as a listener, to hear a good speaker, and as a speaker to have an attentive audience. The public is not interested in your business success, or power, or progress, but in what you have got to sell."

## The "Clever" Advertisement Impotent.

"Clever advertisements are sometimes the most impotent," said Mr. Alexander. "Bright ideas don't function unless they help the merchant sell his merchandise. I want no copy of mine ever to be commented upon as 'What a clever advertisement.' I had much rather those who read it would think simply 'That's something I want to buy.'"

"The moment attention is drawn to the make-up of an advertisement that much attention is withdrawn from the commodity which it is intended the reader of the advertisement should want to buy."

## Three Advertising Principles.

"There are three principles in writing a retail advertisement," said the expert. "The first is to state clearly what the article or the service is.

"The second is to state what the price of it is.

"The third is to state where it can be secured.

"After these three points have been brought out forcefully and well, then further details may be brought out if desired in more leisurely fashion.

## Give The Price—Not Over-Emphasized

"Every retail advertisement should carry the price mark of the goods, for through that and that alone is the public given an idea of the market value of the merchan-

dise offered. There is a genuine danger in this, remember. The danger lies in over-emphasis. We have to-day watches we learned to know as "Dollar" watches retailing at \$1.25, and many other instances of the danger of over-emphasis of retail price might be given.

## Discover the Basic Appeal.

"In preparing a retail advertisement it is necessary to discover the basic appeal of the merchandise to the prospective purchaser," said Mr. Alexander. "This is sometimes easily discoverable, because it consists in simple appeal to the senses. For instance phonographs sell on their tone quality—appeal to the sense of hearing. Clothing sells on style—appeal to the eye. Mattresses are sold on comfort—appeal to feeling. Perfume is sold by its appeal to the sense of smell. Beverages appeal to the taste, and so on. But in some cases it is much more difficult to discover the basic appeal of the goods, and there the advertiser has to employ the greatest skill. But every article possesses some quality above all others that compete with it, and to discover this the advertiser must concentrate all the powers he can use. The very weaknesses of some things are the sources of their strength of appeal.

## Keep Personality in Advertisement.

"Some retailers in preparing advertisements take from them all their personality in an effort to make them clean and dignified. It is not necessary for any advertisement to be weak in order to be clean and dignified, any more than it is necessary for a man to be effeminate in order to be becomingly dressed. Readers of advertisements quickly and unconsciously sense the lack of personality in an advertisement, and the attempt to attain dignity at the expense of strength.

## The Appeal of Comparisons.

"Comparative prices and comparative values are primarily appeals, but it is over-emphasis of this feature which has produced the most frequent examples of fraudulent statements in advertising. I think that the reason for this is that the stating of comparative prices and values is the easy route for the advertiser to produce effect. In saying this I don't mean to defend dishonest use of comparative prices and values, but to point out that when these are honestly used they represent the very strongest kind of selling point.

## Pictures Are Remembered

"We all know something about the great pictures by the masters, Rembrandt, Gainsborough, Turner and so on," said Mr. Alexander, "but what do most of us and the masses remember about the literary celebrities contemporary with the great artists? The message of the ages comes down to us through the picture, and I believe the time is coming when every advertisement in the columns of the newspapers will be duly illustrated. In this connection it is false economy to spare the cost of a picture for an advertisement, the space for which in the newspapers is already costing a good deal of money, if the use of the illustration will make the space so much more effective for its purpose.

## Advertisements Not "Printed Salesmanship"

"Advertisements have sometimes been called 'Printed Salesmanship,' said Mr. Alexander. "This is not the truth. A real good salesman does not make a good advertising man in every case. The advertising man must bring to his task certain very definite qualities distinct from salesmanship. He must be appreciative of art and illus-

tration values. He must be able to write English forcefully and fluently, convincingly, and with originality. He must be able to judge of things from the psychological viewpoint, as well as estimate their objective value. No man can pass on the complex advertising problems of the day, unless he can bring to bear on them these qualities and more.

#### Secret of a Fortune by Advertising.

"An old man who had made a fortune by advertising lay dying. His wife thought he might like to have a word read to him from the Bible. She asked him what text he would like to hear.

"The text isn't very important so long as it has plenty of white space around it and is well displayed," murmured the old advertiser, true to his first principle of advertising success.

Milton Alexander told the story to the Toronto Advertising Club, and left the many retailers present to note the moral.

"We are coming to a time," he said further, "when

advertising is going to be the only way left open to the retailer to achieve success. The retailer who advertises shows that he is a man of courage, confidence, and energy, who is ready to accept his responsibilities. The retailer who advertises shouts aloud to the world, 'Here am I.' Thieves don't believe in visiting cards. It is only honest men who dare be open about themselves. Widely-known men and goods don't dare to misbehave themselves. If they did wise men and knaves would not hesitate to talk about them.

#### State Advertising Bureau.

"Advertising is justified if only by its share in winning the war," said Mr. Alexander in conclusion, "and the national governments must inevitably establish national departments of advertising and publicity, not only in the interests of national publicity, but likewise to act as an advisory and supervisory force over the important matter of national development through advertising."

At the close of his address Mr. Alexander replied to direct questions from retailers on advertising problems. The questions and answers are given on another page.

## Hints on Advertising for Retailers

Milton Alexander, Advertising Expert for Retail Trade of Detroit, Replies to Direct Practical Enquiries of Retailers at Toronto Ad Club—CANADIAN GROCER Gives the Problems and Their Solution

**M**ILTON ALEXANDER, retail advertising counsel, Detroit, whose address on retail advertising before the Toronto Ad. Club is reported on another page, gave direct answers to retailers' questions on actual advertising problems. Questions and answers are here given from shorthand report:

#### Shoes, Their Price, And Sale Price

**Q.** I am a retailer in charge of a shoe department of a store. I have a stock of shoes of different grades, their average price about \$6.00. I want to get rid of these and put on a sale advertising "Shoes worth from \$5.00 to \$8.00—Now \$4.25." There is one pair of shoes in the lot worth \$8.00 and a couple of pairs worth \$7.00. The rest are worth from \$5.00 to \$6.00. Is my advertisement honest?

**A.** No, I don't think it is. That is a base rather than an honest use of price appeal. If there had been originally a lot of shoes which had been priced as high as \$8.00, then it would have been honest, but not unless.

#### Amount to Spend on Advertising

**Q.** What portion of the revenue of a retail business should be apportioned to retail advertising? asked another retailer.

**A.** I think the idea of stating any definite amount for retail advertising is basically wrong. Advertising must be regarded as an investment not an expense. But I should roughly suggest that in brisk business periods about 5% to 10% of the revenue should be for advertising, and in dull times up to 20%.

#### Small Space Often or Big Space Less Often?

**Q.** Advertising in the daily press, which is the most effective—a small space frequently, or large space less frequently used?

**A.** That is a very natural question. I don't remember a single meeting at which I have answered questions where this one was not asked. The answer cannot be given offhand. It would be determined by a vast number of conditions and considerations. First, the class of readers of the papers being used. Then the number of prospective users of the product. Then whether the article is one for which demand has been already created, or a new article. Then whether the story of the article can be told in a few words or not. There are fifteen or twenty arguments involved, and every one of them alters the answer to this question. I should say, however, that small copy consistently used is better as a general thing, but in many

cases the size of the space used is an element of strength in favor of the advertisement.

Here I would point out that the department stores' full pages in the press are not published that size because the size of space counts with them so much as because their matter is such that it cannot go into any smaller space. Some copy is like that and calls for large space accordingly.

#### Big Space Used Regularly

**Q.** Here is a special case of a merchant who uses three-quarters of a page of an evening paper every Friday as against competitors in the same line who are using smaller space, but more frequently. Which is better?

**A.** There are just two possibilities of psychological inference from that proposition. One is that the reader of the advertisement might take it from the size of advertisement that the store was a large one, and be more inclined to patronize it accordingly. On the other hand it might react against him as giving an impression of extravagance.

#### The Right Size for an Advertisement

The right size for any advertisement is the smallest possible size which will include the story to be told and still dominate the page. I should say that 27 inches—that is 3 cols. x 128 lines—is sufficient to dominate the page if properly used.

#### On What Days to Advertise?

**Q.** What days of the week are the most effective for retail advertising?

**A.** That would have to be determined largely by local conditions. In Detroit the best days in their order for retail advertising in the daily press are: 1, Friday night; 2, Sunday; 3, Thursday night; 4, Tuesday night; 5, Monday night. Custom has a good deal to do with this. Saturday is a general shopping day in view of the Sunday holiday which causes fresh demands to be created. And Monday brings after-holiday demands. Saturday and Monday will always be good shopping days.

#### Evening or Morning Paper?

**Q.** How is it that the evening papers usually get more retail advertising than the mornings? Is there any reason for that?

**A.** One medium should be as good as another for retail advertising, but the evening papers have apparently developed the retail merchandising end while the morning papers have gone in more for other business advertising.

(Continued on page 30.)

# Potato Prices Will Probably Tumble

Canadian Crop Estimated Over Sixteen Million Bushels Greater Than Last Year —  
—United States Also Has Big Crop—Car Shortage and Weather Conditions  
Hold Prices Up—Frost Loss a Serious Element

**T**HAT potatoes will be considerably lower in price before many weeks have passed is a conclusion that is based on well-founded facts. The production of potatoes in Canada during the season of 1917 is estimated by the Department of Trade and Commerce of Canada at 16,357,000 bushels in excess of the yield of 1916. During the season of 1916 the estimated yield was 56,362,000 bushels, while the yield for the year 1917 is estimated at 72,719,000 bushels. This is an enormous increase, and in the opinion of potato merchants is sufficient to cause considerably lower prices than those now prevailing.

Ontario has more than doubled her yield during the year 1917 as compared with 1916. Quebec has a production estimated in the neighborhood of 3,500,000 bushels in excess of 1916 yield. Saskatchewan has a crop that is greater than that of 1916 by close to a million and three-quarter bushels. Alberta will have approximately three and three-quarter million bushels more than in 1916.

On the other hand New Brunswick's yield will be some 500,000 bushels less than in 1916. Prince Edward Island will have a yield of approximately one-quarter million bushels less than in 1916. British Columbia will have close to 400,000 bushels less than in 1916. Following are the yields for the various provinces as given by the Department of Trade and Commerce:

	1917.	1916.
New Brunswick .....	6,891,000	7,488,000
Ontario .....	18,981,000	8,113,000
Prince Edward Island ..	6,125,000	6,386,000
Quebec .....	18,158,600	14,672,000
Manitoba .....	3,643,000	4,709,000
Saskatchewan .....	9,010,000	7,319,000
Alberta .....	7,409,000	4,783,000
British Columbia .....	2,502,000	2,892,000
	72,719,000	56,362,000

## Severe Weather Sends Potatoes Up

Severe weather of the past few weeks has had the effect of sending prices to higher levels during the past few weeks. Farmers have been unable to take their potatoes out of their cellars on account of the danger from frost. Furthermore, buyers have not cared to run the risk of having them frozen after they are in the railway cars. Cars have been scarce, and this has further restricted the available supply for the large centres. This has been probably the largest determining factor in maintaining the price. There simply have not been the necessary cars to move the crop. Potatoes from the western provinces have to come through in refrigerator cars with oil heaters in the empty ice bunkers. But these cars are not available, and even were they plentiful, it would be impos-

sible to move them without enormous loss, in weather such as has prevailed of late. The Ontario and Western farmer is not provided with potato houses that are protected against frost as is the eastern handler, and as a result the potatoes in the pits have suffered severely. Estimates put this loss as high as 25 per cent for Ontario, and only slightly less for the west. If these estimates are not too high it will be apparent that this will make a considerable difference in the situation. Even so, however, the supply may be expected to assure lower prices, once that it can be moved.

The matter of car shortage then becomes the thing of first importance. If cars are available, as soon as the weather breaks lower prices are certainly to be expected.

At present they are dependent on weather conditions and the shortness of supply owing to railway congestion as a result. Prices have advanced from \$1.75, the price they were being disposed of at one time last fall until the price is now \$2.25 to \$2.35 per bag. New Brunswick potatoes are selling as high as \$2.50 per bag, and are finding a ready market in the United States despite the enormous crop in that country.

## Farmers Held for Higher Prices

Last fall the farmers were inclined to hold their potatoes for higher prices than were offered at that time. In consequence many of them had to place them in pit or in the cellar. Then the car shortage developed and buyers were unable to move the stock in the quantities demanded by the market. With the coming of spring farmers will want to get rid of their potatoes and prices will undoubtedly be much easier. If the car shortage is acute it is even conceivable they may have them left on their hands, in which case they would probably feed them to their stock.

## Production in United States Big

Potato production in the United States during 1917 was greatly in excess of 1916 and there will be a surplus in that country as well. During the year 1916 the crop was not big enough to take care of the needs of the country and buyers came into the Canadian market and made heavy purchases. This tended still further to create a shortage in Canada. During the year 1916 the yield of potatoes in Canada was comparatively light and the heavy buying on account of United States consumers helped to send the prices up to record levels. During the early part of 1917 potatoes were selling in Ontario from \$3.50 to \$5 per bag.

People became alarmed at the price and the campaign for heavier production was started.

## Backyard Production Helps Out

Gardening operations were carried on in vacant lots and in backyards that had never before known what it was like to feel the weight of a spading fork or the rip of a plowshare. People who in other years had been accustomed to buy their potatoes secured sufficient through their gardening activities to last them well along towards spring. Of course, this meant that they were not in the market to buy, and the numbers of consumers in cities and towns were consequently reduced.

## Government Brings P.E.I. Potatoes

The Department of Food Control this winter made an experiment in attempting to bring several cars of Prince Edward Island potatoes in to the Toronto market during the time when the severe cold weather was in progress. The stoves were not of sufficient size to give heat for the cars and the potatoes were greatly damaged in consequence. Some of the cars were damaged to the extent of 25 per cent of stock, while others were an almost total loss. Potato growers in New Brunswick have been shipping some of their stock into the Ontario market for several years past and have been successful in finding the best means of heating a car in the severe cold weather. A box stove sufficiently large to take a cordwood stick is kept going continuously night and day during the very severe days. Quick combustion is found necessary to keep the air heated. By this method some cars were brought in to the Ontario market during the very coldest days. Car shortage, however, has interfered with the free shipment of potatoes from that quarter. Ontario has a plentiful supply of potatoes. Quebec has an equally big crop, and these factors seem to indicate that prices are due for a considerable reduction before the new crop is planted.

## SOME MONTREAL OPINIONS REGARDING POTATO SITUATION

T. Johnston & Co., wholesale produce merchant, Montreal, state:—"By what I hear from the farmers there are a lot frozen, as well as a lot also in Montreal. I believe that there will be enough to meet the demands."

The Farm Produce Supply, 48 Bonaventure Street, Montreal stated Mr. Ward, the manager of the company, that there were quite a number of potatoes frozen on the track.

(Continued on page 39.)



It is a very old, but a very sure, principle of the right uses of print to produce its proper impression on people's minds that the printed word should somewhere with certainty supply a practical thought for minds to take hold of and clearly see.

For instance to print a big "BUY IN BRANTFORD" is all right in a general way. But to print "BUY BOOTS IN BRANTFORD" conveys a very definite message, a thought which makes a picture in the mind of the reader, a picture of boots, the boot store, the man who sells the boots. It is this sort of clear picture which every home merchant should aim to create in the minds of his townspeople by his share in a Buy at Home campaign.

The page from the *Courier* contains under the heading "Buy Everything You Need in Brantford," a list of articles which you can easily read.

Remember the Buy at Home campaign is fighting the mail order catalogue, and the mail order catalogue conveys many and many a convincing picture to people's minds both by word and illustration.

#### Merchant's Name Not Enough

Lists of the names of home town merchants always appear on the newspaper pages devoted to Buy at Home publicity. The name alone is not enough. The goods each merchant sells should be closely associated with the name of his firm. To print

"Buy in VilleBurg—John Smith & Co." conveys no very clear message, but to print

"Buy in VilleBurg—John Smith & Co., Shoes," is to give the reader a definite mental picture of something which can be bought in the home town. It may be shoes, it may be shirtwaists. It should be both, and everything else besides.

In the page illustrated from the *Courier*, the Brantford merchants have been careful to specify their lines of goods. This makes the publication of their names in connection with the campaign so much the more valuable. The list of goods headed "Buy Everything You Need in Brantford" backs them up.

#### Arguments Against M. O. Given

Much space in the campaign was given to the arguments against mail order buying. A striking cartoon in another page published featured two girls opening a mail order parcel, and comparing the goods with the picture. The disillusionment was shown marked on their faces. "Why it's not a bit like the picture" was the remark expressed.

The "ten commandments" of the mail order house appeared also—a grim bit of humor to the effect that all mail order house "Thou Shalts" work out to the ruin of local business, which is the intention.

The story of a mail order magnate who made a hundred million dollars was given with the statement that great

numbers of smaller merchants have each year to close their stores because of the mail order menace, and that "every mail order purchase by a citizen is a direct and deadly blow at the prosperity of his own community."

#### Approval of the Home Merchant

The favorable opinion of the home merchants concerned also formed an important part of this particular campaign. One merchant was quoted as follows:

## Brantford, Ont., Grocers Attack Credit Evil

### Adopt Measures to Keep Credits Within Reasonable Limits— One Merchant Adopts Cash System and Finds it Satisfactory

By A. T. Whitaker.

THE Grocers' and Butchers' Association of Brantford, in which almost every member of these two classes is a member, has come out for the cutting down of the credit accounts. Their policy, however, is one tending to lessen the evils of credit, and at the same time pave the way for the time when the cash system alone will rule. They have realized—and none too soon—that with a thirty day credit from the jobber they cannot afford to tie up their capital in ledger accounts, and that smaller profits with cash turnovers had more actual returns than large sales, and that thousands—and that is a literal condition with some stores here—tied up in accounts which, while not hopeless, none the less did not make for easy payment of the monthly calls from the jobbers and wholesalers.

#### Monthly or Semi-Monthly Payments

The plan, as publicly announced through the press, was that in future all accounts must be paid monthly or semi-monthly, the difference being for the benefit of those whose pay came at varied times. The employee who was paid every week, naturally would be expected to pay for his groceries or meat weekly. The employee paid every second week would be allowed that time to secure what he needed, and so with the few who are paid monthly. In all cases it was expected that the bills would not be allowed to accumulate for a longer period than between "pays." To this was then added the intimation that in case this plan was not adhered to by their customers, there could be but one alternative—instant resort to the cash system, which is continually becoming more and more in favor.

#### Breaks Into Cash Business

But there was one grocer in the city who did not wait for such combined action, but who preferred to break the way on his own initiative—to be a pioneer. This was Alf. Patterson, grocer, butcher, confectioner, and manufacturer of ice cream. His store is located in the North

"Many people have the idea that the attractive mail order catalogues are truthful, and that they will get just what they order at the supposed price. These people do not intend to be indifferent to their home merchants who pay their taxes and furnish their payrolls, but they have been fooled into the habit of buying away from home with a natural economic idea. The habit grows with them until some good campaign like the one in *The Courier* has been launched to wake them up to the facts."

Ward, the most exclusive section of the city of Brantford. His customers included many who paid by monthly cheque, promptly, as well as some who paid—when they were reminded about it. His credit business was large, partly owing to the wide range of business, and partly to the high class nature of his trade. He stood to lose much more than would be the case with one whose patronage was largely that of the employed classes.

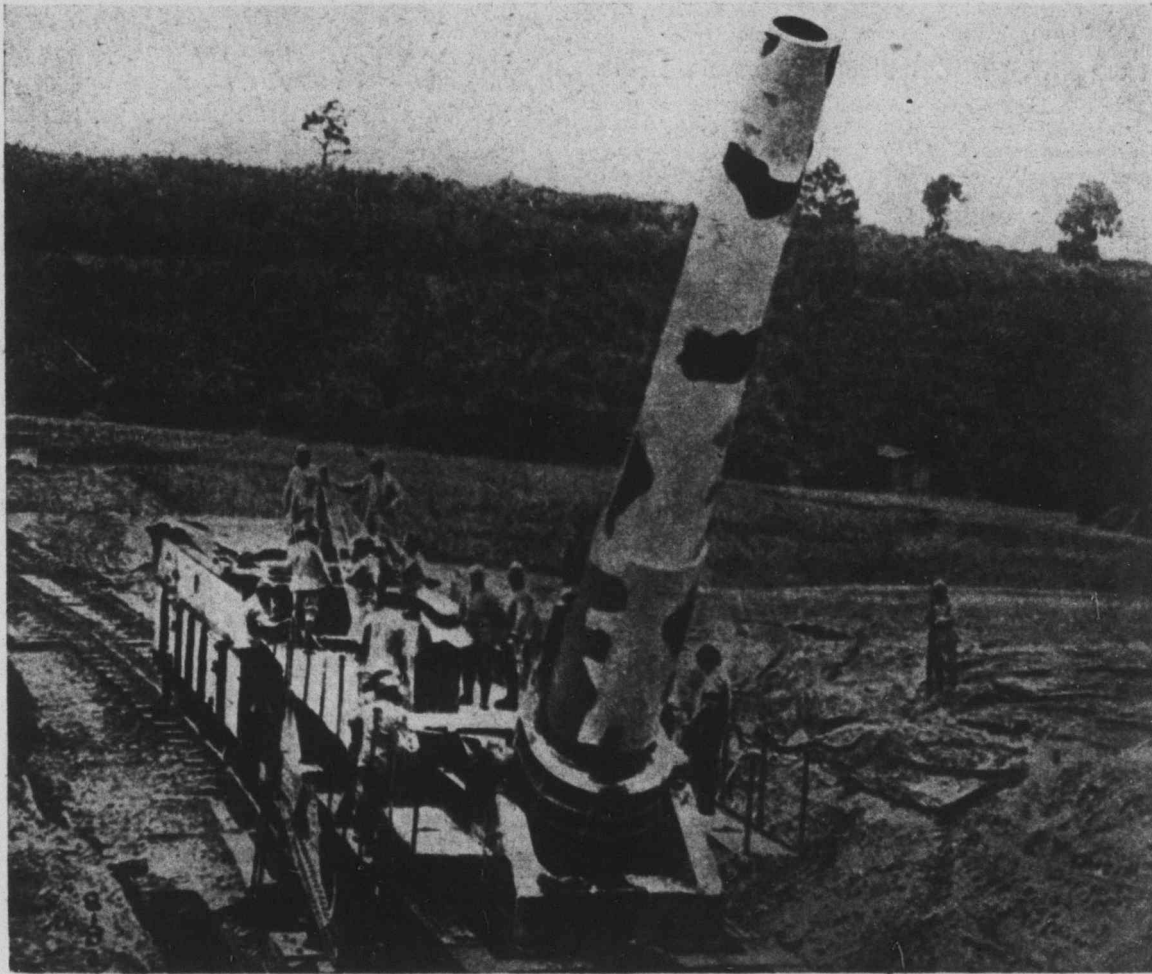
But he took the step, and he has not regretted it. His trade has increased, his book-keeping has been reduced to the minimum, there is no waste of funds in collections, and no need for provision for bad debts, the kind which gradually accumulate until they are a drag even as barnacles on a ship or office-holders in a government.

True, the change was not made without some display of feeling on the part of those who had been customers for years on the credit business, though very few took it as a personal move. Gradually the business was turned over to one entirely based on cash, and Mr. Patterson commented but recently that he was now able to enjoy life.

#### More Extensive Advertising Campaign

In connection with the change from credit to cash, Mr. Patterson made two moves, not new perhaps, but effective none the less. The money which he had before set aside in his annual accounting for "bills uncollectable" he transferred to an advertising account, and he now uses the local daily press freely, supplementing this with a distribution of dodgers weekly through the North Ward. Then, again, he introduced the premium system, giving coupons on each purchase redeemable in aluminum premiums. Not one of these moves has he since regretted, and it was with—well, a feeling of pride—that he watched the movement for limited credit with a possibility of an early adoption of the cash system spread among his fellow store-keepers.

## Current Events in Photograph—No. 4



**A** MASTERPIECE of camouflage—one of the immense guns that travel on light railways just behind the French battle lines. The curious markings on the gun are not the result of chance, but are skillfully painted on as a protection. To any inquisitive German plane, that may succeed in getting this far over the French lines, the monster appears like a great and innocent tree.

### Marmalade Oranges Arrive on Market

Conditions in Producing Countries Spell Limited Supplies—  
Manufacturers Obtain Supplies, But Will Hardly be  
Equal to Increased Demands

**T**HE forerunners of the marmalade season are beginning to arrive. Some small shipments of bitter oranges have already reached the different markets and further shipments are expected in the near future. Arrivals of Messina bitters are reported at New York, and they will likely reach the different markets within the course of a few days. The Italian Government have placed an embargo on the quantity

of bitter oranges that may be shipped from that country, and practically the entire crop of Spanish oranges, "Seville oranges," has been contracted for by the British Government for the manufacture of marmalade for the army. In addition to the difficulties of obtaining transportation for such goods, as an actual matter of fact the Italian Government is curtailing shipments to 50 per cent. of orders,

and as most orders have naturally been based on the requirements of former years, receipts from this source will unquestionably be light. The Seville crop is about half of last year's record crop, all of which, except some 7,000 cases which came to Canada, and 25 cases which went to the United States, were taken by the British Government. It is most unlikely therefore that there will be any increase to be looked for from that section.

There have been some bitters received from Porto Rico. This is a newcomer on the market and is a rough-skinned orange. This is an additional supply, and may in some slight way make up

(Continued on page 30.)

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

JOHN BAYNE MACLEAN - - - - - President  
H. T. HUNTER - - - - - Vice-President  
H. V. TYRRELL - - - - - General Manager

## THE MACLEAN PUBLISHING COMPANY, Limited

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' 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.

### OFFICES

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UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Phone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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### PUBLISHED EVERY FRIDAY

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXII. TORONTO, JANUARY 25, 1918 No. 4

THE town of Hull, Que., has once again endorsed the prohibition cause. King Booze has few friends these days.

\* \* \*

EXIT the Goeben and the Breslau. They have been an ill-omened pair for some years. It is a comforting thought that all that remains of them is history.

\* \* \*

IN DEFINING Britain's war aims, Lloyd George has done much to remove any regret which may have existed in Canadian homes over their war sacrifices. Britain is fighting for a better world.

\* \* \*

FUEL Administrator Garfield announces that as a result of the five-day shut-down of American industries sufficient supplies of coal have been obtained to move all the ships in American ports, while shivering householders in the east have received something to put a little life into the furnace.

\* \* \*

A REPORT comes from the alfalfa section of the United States that we will soon be using this product as a food. Stranger things than that have happened, and we may be glad to get it by the time the various Food Controllers have finished conspiring against all the foods we have learned to know. As long as we are assured of a good square meal we are not going to sorrow much anyway.

### THE NEED FOR COMMON COURTESY.

A LETTER from the Food Controller's Department to a retail merchant is reproduced on the first page of this issue. Its tone is one that we believe

will be objectionable to every merchant in the trade.

It is not the custom to treat a man as a criminal until he has been proved so. It is not customary to threaten and to imply the possibility of dishonesty in dealing with reputable people. The merchant in question needs no defence. But a defence is needed for a government department that sponsored such a letter. The Food Controller is not yet an autocrat, but an appointee of the people. Common courtesy will not impose any restrictions upon the activity of his department, and it would add to the feeling of appreciation with which the people may view his efforts.

### TRADE PRESS BRINGS BETTER BUSINESS

“THE trade newspaper is coming into its own on this continent, and in this country (Canada),” says Milton Alexander, retail advertising counsel, of Detroit. “Interest is being more and more directed to the important function of the trade press in developing economy through greater efficiency in the conduct of businesses of all kinds. This is partly due to the war, but it was gradually coming in any case. With the gradual growth of this spirit there is dawning a new day of prestige and appreciation for the trade newspaper which has such an important share in the improvement of business efficiency in the retail trade especially. I believe we are rapidly approaching a time when there will be a strong trend towards fewer businesses better and more efficiently managed for the service of their customers. I think this movement is already afoot, and it means more power to the trade press.”

Milton Alexander is recognized as a foremost expert in advertising for the retailer. In a talk with a representative of CANADIAN GROCER this week, he expressed this important appreciation of the work of the trade newspaper press. Mr. Alexander's opinions count amongst experts—business men, advertising men and retailers. His expressions in reference to the trade newspaper press were voiced half an hour before he delivered the exceedingly pointed and constructive address on Retail Advertising before the Toronto Ad. Club and representative retailers which is reported fully elsewhere in this issue.

### HURRYING UP SUPPLY AND DEMAND.

AN interesting little editorial appearing in the *Sunkist Courier*, the house organ of the California Fruit Growers' Exchange, points out just how advertising can sometimes get behind the much-maligned law of supply and demand, and give it a little extra impetus. This argument is worth considering.

Advertising operates on the reverse end of the law of supply and demand. It increases the public's willingness or desire to purchase an article, thus making room for increased sales and keeping prices on a satisfactory plane.

Advertising cannot abrogate a natural economic law, but it does make it possible for that law to operate more freely. Unless people know or are frequently reminded of the existence of even the most desired article, and know where they can buy it, the law of supply and demand is obstructed to that extent.

That is one reason why we sometimes hear about fruit "rotting in the fields" while prices are high. The public has not been reminded why, when nor where to buy. The law of supply and demand collapses unless publicity steps in to quickly correlate supply and demand, act as a connecting link between grower and buyer and thus promote sales at the right time.

The law of supply and demand, by teeter-tottering back and forth, will in time clear congestion from the glutted channels without being bolstered up by advertising. But it operates too slowly to meet the ramified needs of modern distribution before tremendous waste has been caused.

Advertising lays the cards on the table. It introduces the growers' products to the public at the time buying should take place,—not weeks later. It lubricates the law of supply and demand.

#### RAILROAD CONGESTION DISAPPEARING

IT IS encouraging to note that under the direction of the Director-General of Railroads in the United States that the serious railroad congestion is disappearing. Since the new arrangement went into effect, Canadian railroads have made a strenuous effort towards having cars belonging to Canadian lines returned to this country. Appeals have received consideration, and every effort is being made to return cars as promptly as possible. It is stated, however, that the congestion on the railroads is of such large proportions that many cars will not reach their home lines for several months. Separation of Canadian cars is also a difficult task, but it is expected that some co-operative agreement will be reached so that Canadian railroads will not be in the least embarrassed by Government operation of American railroads.

The latest prediction is that of Government control of express companies. The Director-General of Railroads has been in conference with the heads of the various express companies operating in the United States, and it is said that plans have been discussed for the Government operation of these companies.

It is also pointed out that expansion of industry which is not essential to the war will be provided against by legislation, and it is even proposed that legislation be laid before Congress which will make it necessary for private concerns to apply to the Secretary of the Treasury before issuing securities.

United States industrial resources are now under

a single body for war control, but this co-ordination of raw material will not likely affect the purchases of private manufacturers except in so far as the private needs interfere with Government needs.

#### CANADA'S FAVORABLE BALANCE.

DURING November, 1917, probably for the first time, and certainly for the first time in the war period, Canadian exports to the United States exceeded imports from the latter country. This is revealed in statistics for November just issued from Washington by the representatives of the *Financial Post*. For the month of November, 1917, Canada has a favorable balance approaching \$13,000,000. This has pulled Canada's unfavorable trade balance in these markets down to \$330,473,580. At the end of the United States fiscal year, on June 30, 1917, Canada's unfavorable balance in the United States had a record total of \$486,842,912. In five months' time Canada's unfavorable balance was reduced to \$156,369,332.

It has been intimated in the past that the immense war orders which the United States has been sending to Canada have the ultimate result of correcting Canada's trade position. These statistics for November offer the first definite indication of this. The November buying of the United States in Canada was the most important on record. The monthly total of approximately \$49,000,000 exceeds by \$6,000,000 the previous best month Canada has ever known of United States purchases. Previous record was the month of May, 1917, when the total United States purchases in Canada amounted to \$43,244,201.

The United States embargoes on many lines are no doubt responsible to a great extent for a big decline in Canadian imports from the United States for the month of November. Imports from United States in the month of November, 1916, amounted to \$62,922,200. During the corresponding month of 1917 total amounted to \$36,156,249.

Canada's exports to the United States for November, 1916, amounted to \$26,814,240, as against \$49,122,505 in November of 1917.

It is becoming increasingly evident that there will be an excessive demand for many raw materials for the home needs in the United States, and while it is generally admitted that Washington will be lenient towards Canada, it is not unlikely that there will be a great dearth of supplies of many lines which Canadian manufacturers need from now on.

Canada, however, has not suffered alone in the matter of embargoes, as it is found that the foreign trade of the United States has been greatly curtailed.

Government restrictions, regulations, and other conditions created by the war, will undoubtedly create many unprecedented situations in trade circles during 1918.



### THE FOOD CONTROLLER ADVISES AGAINST HOARDING FLOUR

#### Letter to Handlers Points Out advisability of Stocking Only Normal Requirements

"War needs make it necessary that the establishment of a standard flour and a standard bread be made effective at the earliest possible date. If there are large stocks of regular grades of flour in the hands of bakers and retailers, it will delay the time of establishing a standard; therefore, millers, wholesale flour dealers, wholesale grocers, retail flour dealers and retail grocers are requested to co-operate with the Food Controller for Canada in discouraging the hoarding of flour. There is not a shortage of flour in Canada, and hoarding is absolutely unnecessary as well as unpatriotic. The shipment or purchase of large quantities of flour at this time will be an added burden to the transportation companies when the movement of food to the seaboard and the movement of coal throughout the Dominion are of vital importance.

"Regulations are being issued by this office requiring millers to make a standard grade of flour. This will not lessen the quantity of flour available for consumption in Canada. A date will be set, after which millers must make the standard flour, and a date will be set, after which bakers will be required to sell their bread based on the price of the standard flour. Therefore, bakers who purchased large stocks of patent flour may find themselves in an unfortunate position when the order is issued for the production of bread from standard flour.

"Millers are asked not to sell more than the usual quantities of flour to bakers and wholesale dealers, and to advise their customers not to stock heavily with regular grades of flour. Wholesale dealers are asked not to allow retail dealers to stock heavily with regular grades of flour, and retail dealers are asked not to sell more than one week's supply of flour to families except where it is impossible for the customer to secure supplies weekly. In order to obtain the desired result millers are requested not to require dealers to take certain quantities of flour when purchasing other products of the mill. All parties concerned can assist in this matter by making statements in their advertisements as to the inadvisability of hoarding flour.

"Let it be distinctly understood that millers, wholesalers and retailers who do not accede to this request will be promptly dealt with, and the shipment of flour by or to these persons will be prohibited.

"It is expected that this matter will receive your earnest consideration and loyal support.

"Yours faithfully,  
(Signed) "W. J. HANNA."

### HINTS ON ADVERTISING FOR RETAILERS

(Continued from page 23.)

Q. Why do you favor more percentage of revenue for advertising in dull times as against brisk?

A. I don't know that one time should be more important than another. A man can be satisfied if he likes with less advertising when business is bad than when business is good. But if the advertising is effective and reduces overhead which is the object to attain, then it would be profitable to expend \$1,000 in bad times for every \$100 when business is brisk.

#### When Counter Calls Reduce Spending

Q. I hardly agree with the idea of increasing the appropriation when there are many counter-calls for money, patriotic calls, etc., taking people's minds off spending in retail business channels. I think it a mistake to try to force business when it is naturally quiet as for instance in August, or January or February. Is it good policy to spend money on advertising then?

A. In answer to that there is of course a certain point where the law of diminishing returns comes into force and makes the advertising unprofitable. There is always a time to stop advertising. But consider this; if the total amount spent on say clothing in Toronto in a good month say April, is \$5,000,000 and the total in January only \$1,000,000, and if in brisk business times a retailer's fair proportion of that business is say 5 per cent. it is possible that by advertising in dull times he might get his proportion of the total business available up to 25 per cent. A great many merchants have got more business than their competitors even in bad times by advertising.

#### Carrying on a "3 Day" Sale

Q. If I run a sale announced as a "Three Day" sale, and returns are not as good as I expected, am I justified in carrying it on beyond the three day term, or would that be false advertising?

A. If you announced very definitely "For Three Days Only" then I think it would be dishonest, though not the sort of dishonesty that does anybody any harm. It's rather like taking apples that would rot anyway if left. But the retailer who ever made a practice of this would certainly get himself where his sales advertisements would be as little believed as the shepherd boy's "Wolf! Wolf!" in the fable.

#### Basic Appeal of Beverage Advt. is Taste

Q. I am in doubt whether the basic appeal of a beverage advertisement is invariably taste. What is the appeal?

A. Unquestionably it is taste. I'll give you a case. A man came to ask counsel on advertising a new grape juice. He said to me 'I'm going to advertise this on the medicinal properties it has. I notice none of the other fruit juice advertisers seem to touch that as-

pect of it.' I asked him 'Do you drink anything, beer for instance?' He said 'Yes.' 'Which do you prefer of the different kinds?' I asked. 'Oh I prefer—' he replied promptly. 'Why?' I asked. 'Oh it tastes better' he said, and suddenly realised that the basic appeal of a beverage people are to like is taste. 'Even a medicinal beverage sells better the better it tastes.'



### POTATO PRICES WILL PROBABLY TUMBLE

(Continued from page 24.)

"There are far more potatoes in Quebec than there were last year at this time and the price will go down just as sure as anything, as soon as weather conditions permit the marketing of them, for there is no outside market." The reason for present prices continuing so high, as outlined by Mr. Ward, was the hoarding or withholding from sale by the farmers, of the potatoes. But the weather conditions had also been a factor and the car shortage with this made it difficult to get shipments forward. Farmers were holding out for \$1 per bushel, Mr. Ward stated.

The Peterson Fruit Co., Montreal, state that there are plenty of potatoes and that the prices will be lower. They believe that a considerable quantity have been frozen, and many of these in local dealers' cellars about the city. Price is now \$2 a bag but will probably drop to around \$1.50 in the near future. Farmers are holding for high prices. They expect that onions too will be cheaper as large quantities are held. This price also will be affected by the lower tendencies on the Spanish onions.



### MARMALADE ORANGES ARRIVE ON MARKET

(Continued from page 27.)

for probable deficiencies in the supply from other sources. It is safe to assume, however, that the available supply will be limited, and that the demand will exceed the available supply.

On the other hand the scarcity of sweet oranges, and the continually climbing prices of these goods will have a tendency to discount marmalade making, and to turn that trade toward the manufactured article.

It might be urged that the same conditions would obtain with the manufacturers as has faced the individual maker. To a certain extent this no doubt is true. But many manufacturers have seen the conditions that are prevailing at the moment in advance and have contracted for a reasonable supply of fruit. Some manufacturers have already received supplies and are putting up their pack.

However you look at the situation it seems likely that marmalade products and manufactured marmalade will be among the scarce articles of trade during the coming season.

# CURRENT NEWS OF THE WEEK

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

## Maritime Provinces

The St. John city council has agreed to sell two harbor lots and lease a third to J. Fred. Belyea as a site for a sardine packing plant.

Neither Mr. Belyea nor the Booth Company has made a final announcement of plans with regard to their projects.

North Sydney, N.S., recently suffered a famine in certain necessary household commodities such as sugar, bread and yeast, owing to heavy storms tying up transportation.

A. W. Cope, who is well known to dealers in the Maritime Provinces, and who has been covering that territory for the past twenty years, has joined the staff of Smalls Ltd., Montreal, and will cover the Maritime Provinces for them.

Government experts in St. John this week to confer with the bakers regarding the introduction of standard flour and the standard loaf expressed themselves as well pleased with the results of the conference and with the prospects for a ready acceptance of the new bread by the public.

The request of the Booth Fisheries, Limited, for tax exemptions for a large sardine packing plant has been granted, the council, however, refusing to undertake to secure legislation requiring harbor fishermen to offer their catch to the Booth Company at the market price before selling to United States buyers.

The general merchandise store of A. F. Bentley & Son, at St. Martins, N.B., was destroyed by fire on January 18, with the entire contents, nothing but some of the papers being saved. The loss is between \$4,000 and \$5,000 on the building and from \$15,000 to \$16,000 on the stock. The insurance carried amounting to about fifty per cent. of the value.

Sales of margarine in St. John are increasing steadily, if somewhat slowly. Consumers who have tried it are coming back for more but the natural prejudice in favor of real butter gives way slowly. The demand is lessened by the fact that the selling price for the substitute is considered high and many prefer to pay a little higher for the article to which they are accustomed. Retailers have done little to stimulate the sale through advertising.

## Quebec

J. Vezina, grocer, Quebec, has sold out.

L. Lambert, grocer, Quebec, has sold out.

G. R. Jubinville, grocer, Quebec, has sold out.

Provincial Tobacco Co., Montreal, has dissolved.

Euclide Dupuis, grocer, Montreal, has sold his stock.

J. O. Gauvreau, grocer, Montreal, has sold his stock.

A. Messier & Co., grocers, Montreal, have sold their stock.

J. H. Laporte has opened a grocery store in Montreal at 1738 St. James Street East.

Birks, Corner & Co., wholesale grocers, Montreal, have dissolved and have been succeeded by Birks, Corner & Co., Ltd.

G. C. Duncan, manager of the Cowan Co.'s Montreal branch, has returned after spending some time in the head office at Toronto.

A. E. Cox, manager for the Province of Quebec of the Cowan Cocoa Co., is in Toronto this week where he is visiting the head office.

Harper R. Gray, joint manager of Gunn, Langlois et Cie, Ltd., wholesale provisions, Montreal, has gone to Toronto on business connected with his firm.

La Cie Gaudreau-Gagnon Inc., general store, Chicoutimi, suffered fire loss.

Soubliere & Tremblay, general store, Hull, have dissolved partnership, W. F. Tremblay continuing.

H. Holden, formerly with the Jas. Walker Hardware Co. of Montreal, and for whom he was secretary-treasurer, has purchased the general store of H. L. Pibus, of Knowlton, Quebec.

Erasme Barsalou, proprietor and manager of the Imperial Soap Co. of Montreal, is dead. He also was a director of the Dominion Oilcloth Co., and was associated with other concerns as an official. Mr. Barsalou's illness was a short one and he had been confined while ill to Hotel Dieu.

## Ontario

O. Gare, general store, Birman, has sold out.

R. J. Ross, general store, Brighton, has sold his stock.

F. Bender, grocer, Listowel, has suffered fire loss.

T. F. Dove, grocer, Toronto, suffered damage by fire.

R. Thompson, grocer, Listowel, has suffered fire loss.

H. Turley, grocer, Keewatin, has discontinued business.

H. Sandler, grocer, Keewatin, has discontinued business.

N. Ryan, grocer, Timmins, has sold stock and fixtures.

P. E. Skinner, general store merchant, West Lorne, is dead.

National Grocers, Ltd., North Bay, have obtained a charter.

Mrs. I. Goldberg, grocer, Ottawa, has been succeeded by M. Fine.

Mrs. E. Long, grocer, Toronto has sold to H. R. Pollock.

E. G. Cox, grocer, Hamilton, has been succeeded by G. Harding.

McLaughlin & Cole, general store, Manitowaning, have dissolved.

Geo. Valley, general store, Quibell, has been succeeded by D. Paradis.

Dominion Soap Co., Ltd., Hamilton, has been sold to London Soap Co.

J. M. Schinbein & Sons, general store, Listowel, has suffered fire loss.

N. McKinnon, grocer, Priceville, has retired and moved to Toronto.

Young Co., Ltd., wholesale grocers, North Bay, have been succeeded by National Grocers, Ltd.

The Wood Flour Mills at Norwich, owned by T. L. Wood, were totally destroyed, with their contents, recently by fire. A crossed electric wire is blamed. The loss will be very heavy, though partial insurance was carried.

## Western Provinces

M. C. Fraser, grocer, Regina, has sold out.

L. Bay, general store, Leader, Sask., has sold out.

C. B. Emberley, grocer, Winnipeg, has discontinued.

Moe Bros., general store, Alliance, Alta., have dissolved.

O. M. Leeper, general store, Findlater, Sask., has sold out.

F. W. Reich, grocer, Edmonton, Alta., has suffered fire loss.

Brown & Co., Acme, Alta., have opened branch at Beiseker.

L. Bay, general store, Leader, Sask., has sold to Stein Bros.

Beiseker Mercantile Co., general store, Beiseker, Alta., has sold out.

H. Isles, general store, Firdale, Man., has sold to Mrs. C. Williams.

J. H. Rylance, general store, Keystone, Sask., has sold out.

J. Hartley, general store, Routledge, Man., has discontinued business.

P. Prouse, general store, Kelvington, Sask., has sold to J. McCallum.

R. Jampolsky, general store, Mitchelton, Sask., has been burnt out.

G. W. S. Eisnor, general store, Woodrow, Sask., has suffered fire loss.

H. Field, general store, Whitemouth, Man. has sold to Stillman & Koffman.

Mrs. M. Hodgins of F. & M. Hodgins, general store, Katrine, Man., is dead.

W. W. McRae, general store, Maple Creek, Sask., has discontinued business.

W. H. Pritchard, general store, Mitchelton, Sask., has been burnt out.

H. H. Fisher, general store, Neutral Hills, Alta., has discontinued business.

T. Thorwaldson, general store, Leslie, Sask., has been succeeded by B. Peterson.

Wm. Robinson Co., Ltd., general store, St. Louis, Man., has discontinued business.

Tipling & Belden, general store, Balcarres, Sask., have sold to W. G. Morrison.

G. Hahn & Son, general store, Hatton, Sask., have been succeeded by Maier & Bayer.

W. H. Johnson, of Johnson & Sutherland, general store, Morningside, Alta., died recently.

McKinnon and Hunter, grocers, Drumheller, Alta., have been succeeded by C. A. McKinnon.

W. G. Morrison, general store, Newton Siding, Man., has been succeeded by McMillan Bros.

Laing Bros., wholesale feed, produce, etc., Winnipeg, has been succeeded by Laing Bros., Ltd.

Mr. Rifkin, of Rifkin & Braunstein, Humboldt, Sask., visited Winnipeg on a business trip recently.

Royal Trading Co., general store, Zealandia, Sask., has been dissolved, A. K. & K. N. Shatilla continuing.

Saskatchewan Creamery Co., Moose Jaw, Sask., has been succeeded by Saskatchewan Creamery Co. of Moose Jaw Ltd.

J. Molgat & Co., general store, St. Amelia, Man., has been succeeded by Jos. Hamelin & Co., Ltd., of Ste. Rose du Lac.

B. E. Margulius, who has been engaged with Rifkin & Braunstein, Enterprise, Sask., general store for some time past has resigned, and expects to go into business as a sales agent.

James Milne, a well known fruit man of Winnipeg, who is with George Vipond & Co., of that city, was married last week to Miss Maston. They went to Tillsonburg, Ont., for the honeymoon.

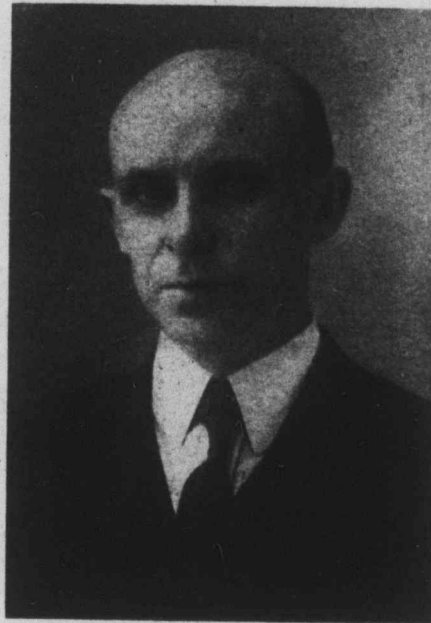
W. Wood, who has been manager of W. Fraser's general store, Melfort, Sask., for a number of years, left recently for Weldon, Sask., where he has purchased the general store of McPherson & Lyle. A Rutherford, of Weldon is taking Mr. Wood's place in the Melfort store.

W. H. Escott Co., Ltd., Winnipeg, recently held their annual sales convention at head office. Among the branch managers present were T. H. Kaveney, Regina. J. L. Forrest, Saskatoon, C. T. Woodside, Calgary, T. B. Watt, Edmonton, R. Black, Ft. William. Various problems confronting the trade were taken up and discussed, and all managers went away much enthused with their visit. Among the principals present were C. S. Schwartz of the Young Thomas Soap Co., Regina, and Chas. Mueller of Waterloo, Ont., manufacturer of kegs.

### REPRESENTATIVE OF FOOD CONTROLLER IN N.B. BELIEVES THERE HAS BEEN A REAL CONSERVATION OF FOOD

Referring to the informal canvass to ascertain if any saving in food products was being effected, mentioned in these columns last week, Dr. A. C. Keirstead, food controller's representative in New Brunswick, says that he had reached a different conclusion.

"I am inclined to think," he said, "that there has been a marked reduction in the consumption of wheat flour, beef and bacon since our campaign started. Hotel



LOUIS C. ARMSTRONG,

the new manager of the Toronto agency of the T. H. Estabrooks Co., Ltd. He succeeds Geo. H. Campbell, who is going into business for himself. Mr. Armstrong is one of the oldest members of the Red Rose Tea staff.

managers throughout the province have invariably informed me that there have been considerable reductions, but they complained that the substitutes meant no saving to them.

"In my own observation I have been led to the conclusion that citizens are governing their tastes by their patriotism even when it means greater expense. It is time that we were asked to regulate our consumption of foods by patriotism rather than thrift, yet it is unfortunate when one does not reinforce the other."

Dr. Keirstead argues against arbitrary price fixing, saying: "High prices denote scarcity, and it is natural to suppose that the relative price of commodities will indicate the social need. It seems to me important, in our campaign, that every effort be made to secure a plentiful supply of fish in good condition, of corn and other cereals at prices that will allow good citizens to exercise economy as well as patriotism in their food selections."

### SERIOUS FIRE AT WELLAND, ONT.

A serious fire which broke out in the business section of Welland, Ontario, completely gutted the Taylor Block on West Main street. Among the sufferers were Ford & Bretten who conducted a very attractive and thoroughly up-to-date store in this block. They have lost their entire stock.

### BOARD OF TRADE FACILITIES FOR PERISHABLE GOODS

The Edmonton Board of Trade has taken steps to provide that shippers of perishable goods from that city during the winter months will have the opportunity of using the board as a clearing house, where, as the demand arises, shipments to different point will be arranged for. By this means they will not only be able to ship during the coldest months, when previously it has been impossible, but also in smaller lots than it was possible to do otherwise.

Those who have had perishable goods to ship from Edmonton have always been handicapped by the fact that during January and February the railways have withdrawn their heated car service as they could give no guarantee that shipments would not be damaged. However, if a shipment of 12,000 pounds was to be sent out the railways would usually make arrangements for taking the freight.

The proposal of the board involves the co-operative idea. The shipments of a number of merchants will be brought together in order to make a sufficiently large amount to secure the special railway service.

### FINANCE RETAIL DEALER

Legislation May be Introduced in Manitoba to Support Retail Merchants

At a recent meeting of merchants of Winnipeg, George W. Prout explained legislation which may be introduced at the next session of the Manitoba legislature to finance retail merchants.

Dealing with the necessity of maintaining and developing the attractiveness of country life through the retail store, Mr. Prout stated that the retail merchant in the country was financed by the wholesale house, which in turn was financed by the bank. He pointed to the fact that under this scheme the country merchant was unable to take cash discounts and generally bought at prices too high to allow him to successfully compete with the large mail order houses.

The plan proposed is that a new financial concern with a capital of \$1,000,000 will be organized. Of this sum the provincial government will supply \$250,000 and the remaining \$750,000 will be split between the wholesale houses and the retail merchants.

A country merchant who belongs to this organization will ask the organization for endorsement of his paper, and will go direct to the bank. With this

endorsement he will obtain money from the bank and will buy goods where he likes for spot cash.

Members of this organization will be compelled to conduct their businesses on a strictly efficient basis under the supervision of auditors of the central organization. The extending of credit will be carefully watched by these auditors on periodical visits to country stores.

#### B. C. COMMISSION PROPOSES CLOSING NORTHERN B.C. CANNERIES FOR FIVE YEARS

One of the important recommendations submitted by the special Commission appointed last summer to investigate the conditions and requirements of the salmon fisheries in this district is to close the canneries for five years. The Commission, which consisted of W. Sanford Evans (Chairman), H. B. Thompson and F. T. James, has just submitted a preliminary draft of its final report. The Commissioners decided that it would be inadvisable to grant any additional licenses for the period mentioned, because "the quantity of salmon now being taken is in the light of the evidence the maximum that may be safely caught until the supply is substantially increased." The existing canneries now work to only 17 per cent. of their theoretic efficiency on a twelve hour per day basis during the two months they are in operation each year.

#### CHISHOLM MILLING COMPANY GETS LICENSE

The Chisholm Milling Company, Toronto, has just received the Food Controllers' license to continue manufacture of their various products. There has been some delay in obtaining a license for the wheat foods manufactured by the company, but they have shown themselves willing to meet the Food Controller's ideas in the way of curtailing the use of wheat by substituting 20 per cent of barley, and as a result the Food Controller has granted them their license for the present year.

#### AGREE TO EARLY CLOSING

Merchants of Alliston, Ont., have signed a petition agreeing to close their business places at six o'clock every evening of the week except Saturday during eight months of the year. Early closing will commence the first of October and continue till the end of May. From the first of June till the end of September the town will be open two evenings a week—Tuesdays and Saturdays.

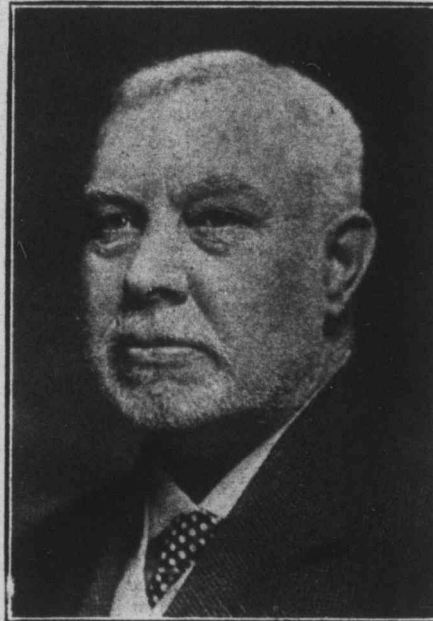
#### SHREDDED WHEAT COMPANY GETS LICENSE TO CONTINUE MANUFACTURE

Though advised some time ago that their application for license had been approved, it was only on Monday of this week that the license for the Canadian Shredded Wheat Company was actually obtained. This long delay has caused

some apprehension on the part of jobbers and merchants generally, and as a result there has been a tendency to hold back in ordering. The license is granted but with the stipulation that the wheat employed shall only equal 75 per cent of the amount consumed in the manufacture of the product last year. As the product uses the whole wheat, it is manifest that this restriction curtails the company's output by one-quarter.

#### REORGANIZATION OF BUSINESS

The Litster Pure Food Company of Toronto has been reorganized slightly through the addition to the staff of



THOMAS B. GREENING

President of the Pure Food Manufacturing Company, Ltd., Toronto, and of Todhunters, Limited, Toronto, and senior partner in the firm of T. B. Greening & Co., Toronto. Mr. Greening has just been appointed a director of the Standard Bank.

C. C. Moffitt as sales manager, and J. R. Hayden to the sales force. Messrs. Moffitt and Hayden were formerly with John Sloan & Co., wholesale grocers, Toronto, the former having been office manager of John Sloan & Co. for some time previous to his connection with the Litster Pure Food Company. John G. Kent continues to be president of the Litster Company, while James Litster is identified with the company in the capacity of chemist. The company intends extending its sales organization into the various parts of the Dominion not yet touched to any extent. "Tartarine" is being placed on the market by this firm, substitute for cream of tartar, and "Eveready" Cocoa is another new product already referred to in CANADIAN GROCER.

#### TORONTO CREDIT MEN MEET

The Canadian Credit Men's Association met at dinner in the Board of Trade club room on Tuesday evening. The

gathering was addressed by W. E. Segworth, administrator of the Vocational Training Military Hospitals Commission, Ottawa, on the work being done by that body.

#### CANADIAN COMMISSION TO U. S.

A commission to investigate commercial, industrial and labor conditions in the United States has been appointed by the Dominion Government. The members of the commission are: S. E. Elkin, M.P. elect for St. John-Albert, N.B., represents the House of Commons. Hon. G. D. Robertson will represent the Senate. It will also include Frank C. Jones, of Montreal, general manager of the Canada Cement Company; J. W. McConneli, of the St. Lawrence Mills, Montreal; J. H. Gundy, of Wood, Gundy & Co., Toronto; G. M. Murray, secretary of the Canadian Manufacturers' Association; J. G. O'Donoghue, solicitor for the labor organizations, Toronto, and President Wood, of the United Farmers of Alberta.

#### DRAFT MEN FROM SOME INDUSTRIES FOR FARMS

An Ottawa report states that there has been a good deal of talk in unofficial circles regarding combing out certain activities that might afford men for more necessary employments, it being urged that women could take their places in many of these employments. Among the activities that have been under discussion in this connection are grocery and dry goods stores, phonograph shops and restaurants. It is understood that the government may consider this matter in the near future.

#### SECURE FIRST LICENSE

Eugene and William Moore, fruit brokers, Toronto, have the distinction of securing the first license to engage in the sale of commodities in the Dominion through the new licensing system. Eugene Moore lost no time after reading in CANADIAN GROCER the conditions on which the licenses are to be issued. He immediately made application with the result that his application was acted upon several days in advance of other applications. In a letter from J. E. Hastings, chairman of the fruit and vegetable branch of the Department of Food Control at Ottawa, Mr. Moore was informed that his license was the first to have been issued by the department, and he naturally feels somewhat proud of this distinction.

#### DEATH OF C. T. A. OFFICIAL

David Watson, past President of the Commercial Travelers' Association and a vice-President of the Dominion Commercial Travelers' Mutual Benefit Association, died recently in Montreal.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**W**HILE the Food Controller has not established a price for the new grade of flour it is generally understood by the millers that the price for Manitoba flour will be around \$11.10 per barrel, carload basis. Some mills are already booking on this basis at any rate. In some instances mills have started to grind the new grade of flour. Rolled oats continue in firm market with a general advance recorded on the part of the manufacturers of package oats.

One of the important advances to be recorded during the week was that on canned pork and beans and canned meats of various kinds. Higher prices have also been made effective on bicarbonate of soda, cotton twine, salad dressing, fruit jars, wax paper, hand cleaner, lye. A reduction was recorded in the price of Epsom salts.

One of the refiners reduced the price of sugar to the basis of the two refiners who had previously reduced. An embargo on the shipment of sugar from the United States is likely to be only a temporary measure by way of relieving the freight situation. Canadian sugar men anticipate there will not be any serious consequences to the Canadian trade, as there are some stocks of raw sugar in hand and these will in all probability be sufficient to meet requirements until the embargo is again lifted.

There is a strong undertone to the tea situation, due to the high freight rates now prevailing on the Pacific Ocean. Stocks of teas in Canada have been fairly heavy recently and this has held the market in an easy position for some time past. Lima beans were lower in price in some quarters.

Storage butter was in firmer market during the week. New-laid eggs are arriving in better quantity and the price on this grade was lower. Storage eggs are getting within narrow compass and the price on this grade showed a higher range. Poultry supplies are light with very little being shipped to distributing centres. Margarine is in good demand but supplies procurable from the United States have not been sufficient to completely satisfy the trade. Business in grocery lines has been seasonably good during the week.

## QUEBEC MARKETS

**M**ONTREAL, Jan. 22.—The state of the grocery markets this week is reported as being fairly satisfactory, considering the very severe weather conditions. Of course there is a good deal of delay in getting supplies forward and the state of traffic is such as to give jobbers and importers a great deal of concern regarding some commodities. There have been a few changes, all of an upward tendency and mostly on proprietary lines. Shipments of raw sugars have been held back, although some lots have been received. Two molasses-carrying ships have been commandeered by the British government it is stated. It is said also that two big boats carrying supplies of nuts to the United States have been torpedoed. Millers are preparing to work on the basis of turning out the new

standard flour and in the meantime business is continuing fairly satisfactory.

### Baking Powder, Mustard, Yeast, Etc., Are Higher

Montreal.

**VARIOUS LINES.**—There are some few changes this week and among them are Quaker oats in the package variety which are up to \$5.75. Robin Hood are marked up to the same figure, while the regular or small size are quoted at \$2.05 per case. The Purity are quoted at \$5.65 for the large and at \$2 for the small size. Royal baking powder is selling at an advance and the following prices obtain:—Two ounce size 95c to \$1.05; 4 oz., \$1.65; 6 oz., \$2.45; 12 oz., \$4.65; 2½ lb., \$14.60 and 5 lb. \$27.35. Keen's mustard has recorded an advance

of 3c per lb., the one pound selling at 67c; ½ lb., 68c; ¼ lb., 72c; ⅛ lb., 75c and 1/16 lb., 79c. Royal yeast is up to \$1.50 per case. Cerebos salt is up 15c per doz. to \$1.40 and gelatine, in leaves, is quoted up 20c, making the present price \$1.20 per lb. Chloride of lime is higher, the 12 oz. being quoted now at \$7, an advance of \$1.25 per case, the 5 ounce sizes at \$10 per case, an advance of \$2.25 per case and on the 2 ounce size the advance is \$4.25 per case making the price \$12. Sal soda is up to \$1.75 in 200 lb. bags, an advance of 35c per 100 lbs. Suchard's cocoa is higher, the half lb. size selling now at \$4.75 and the quarter lb. size at \$9 case. Canary seed has advanced from 12c per lb. to 15c.

### Scouring Powders Are Marked Higher

Montreal.

**CLEANING POWDERS.**—An advance is recorded in cleansers this week and this applies to Old Dutch brand. It has been jobbed heretofore at \$3.60 per case and the price now is \$4 per case. The cost of tins and other container materials is assigned as the reason for the increase.

### Sugar Situation Fair With Quotations Held

Montreal.

**SUGAR.**—The situation with regard to sugar week is not relieved to the extent that the refiners would wish it to be. As stated last week in CANADIAN GROCER some supplies of raws were on the way and some of these have arrived. But the volume coming in is small and not in any measure what is required. Notwithstanding this the refiners state that they are able to take care of their business fairly well, orders being filled in a reasonably satisfactory manner. One refiner stated to CANADIAN GROCER that it was now a matter of tonnage and that on this everything now depends. The talk of an embargo on the raws has been discounted and it is thought to have been made without foundation afforded the statement. Some refiners are still working on raws purchased on the old price basis.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs. ....	8 90
Acadia Sugar Refinery, extra granulated ....	8 40
St. Lawrence Sugar Refinery .....	8 40
Canada Sugar Refinery .....	8 40
Dominion Sugar Co., Ltd., crystal granulated .....	8 85
Special icing, barrels .....	8 70-9 05
Icing (25-lb. boxes) .....	9 10-9 40
Icing (50-lb. boxes) .....	8 90-9 20
Diamond icing .....	8 70-9 05
Yellow, No. 1 .....	8 10
Yellow, No. 2 (or Golden) .....	8 00
Yellow, No. 3 .....	7 90
Powdered, barrels .....	8 60-8 95

Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	30-9 65
Cut loaf (25-lb. boxes)	50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

### Tapioca And Rice Firm, With Sales Stated Fair

Montreal.

TAPIOCA AND RICE.—The rice and tapioca market holds very firmly and dealers report that there is a fair and normal amount of business. Deliveries will not be good, think some jobbers, and they are confident that prices will hold firmly. Added expense for freight and scarcity of the same and to which the increased cost of jute sacks must be added, are assigned as the reasons for the firm tendency. Conditions in the markets at import points are quiet and unchanged.

Carolina	10 00	11 00
"Texas," per 100 lbs.	9 50	
Patna (good)	9 40	
Siam, No. 3	8 00	8 50
Siam (fancy)	8 75	
Rangoon "B"	7 80	
Rangoon "B," 200-lb. lots	7 70	
Rangoon CC	7 60	
Packling rice	7 70	
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

### Firmness Continues In The Honey Market

Montreal.

HONEY, MAPLE PRODUCTS.—Little honey has come in from the outside with the consequent result of a firm tendency holding to the market. Sales are limited, of course, and the supplies that are on hand are ample to meet the demand. Maple sugar and syrup are in normal and fair demand, with the prices maintained as quoted herewith:—

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 17	
Buckwheat, 60-lb. tins, lb.	0 16½	
Clover, 5-10 lb. tins, per lb.	0 19½	
Clover, 60-lb. tins	0 19	
Comb, per section	0 21	
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

### Demand For Canned Tomatoes Is Better

Montreal.

CANNED GOODS.—There is very little change in the situation with regard to canned goods. Prices are holding firmly in the line, generally, and one jobber stated to CANADIAN GROCER that he believed there was an ample supply. There is plenty of salmon, according to this source but notwithstanding this, he believes that the prices will hold. One large distributor states that there is a better enquiry for tomatoes, and that these will probably move out now more freely.

#### Salmon Sockeye—

"Clover Leaf," ½-lb. flats	2 45
1 lb. flat	4 00
1 lb. tails, cases 4 doz., per doz.	3 75
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. tails	1 80
Pinks, 1-lb. tails	2 40
Cohoes, 1-lb. tails	2 65
Red Springs, 1-lb. tails	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75
Norwegian sardines, per case of 100 "¼s"	20 00

#### Canned Vegetables—

Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	2 40	2 12½
Tomatoes, 2¼s	2 40	2 60
Peas, standards	1 75	
Peas, Early June	1 90	
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s. doz.	2 35	2 40
Spinach (U.S.), 3s.	3 00	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz.	8 50	
Red raspberries, 2s	2 90	
Simcoes	2 75	
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	
Blueberries, 2s, doz.	1 35	
Pumpkins, 2¼s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.	6 00	
Carrots, sliced, 2s	1 45	
Apples (gallons)	5 00	
Peaches, 2s (heavy syrup)	2 00	
Pears, 3s (heavy syrup)	2 45	
Pineapples, 1½s	2 25	
Greengage plums (light syrup)	1 90	
Lombard plums (heavy syrup), 2s	1 70	

### Molasses Is Soaring; Advance Is Two Cents

Montreal.

MOLASSES AND SYRUPS.—The



firmness of the molasses market is again shown in an advance of two cents this week over the prices quoted in last week's report. This makes an unprecedented price and some of the jobbers are inclined to feel that there is no reason for such a tendency, particularly when the price of raw sugar is taken into consideration. Two of the boats in the carrying trade between the Barbadoes and U.S. points have been commandeered and this makes the situation regarding deliveries worse. An advance of 3½c per hundred in freight rates has been made and this is a factor in firming the market. The following prices are marked up in accordance with this advance. Corn syrups are selling in fair quantities at the prices quoted herewith. The St. Lawrence refineries have issued a new list on their brand of syrups and these will be found elsewhere in the proprietary lists.

#### Corn Syrup—

Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Prices for

Fancy, Choice,

Island of Montreal

Barbadoes Molasses—	
Puncheons	0 91
Barrels	0 94
Half barrels	0 96

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.

Cane Syrup (Crystal Diamond)—

2-lb. tins, 2 doz. in case, per case	
Barrels, per 100 lbs.	
Half barrels, per 100 lbs.	

### Good Quality Beans Are Scarce And Firm

Montreal.

BEANS.—Jobbers state that the difficulty of securing high grade beans is becoming greater. The expected relief from the marketing of larger quantities of the Ontario crop has not been effected and this means that the prices are maintained firmly. The trade is being supplied, jobbers state, but they also claim that the supply is not greater than the demand to the extent they hoped it would be. It is stated that the Ontario growers have been endeavoring to interest the Food Controller in the marketing of the crop held there. This crop as pointed out in CANADIAN GROCER several weeks ago was being treated in an effort to make the line marketable, but it seems that the beans must be used promptly, and this is the reason for growers endeavoring to enlist the government's assistance. Prices are firm at the following quotations:—

Beans—		
Canadian, hand-picked	10 50	
Ontario, new crop, 3 to 4 lbs.	8 15	
British Columbias	8 16	
Do., in 100-lb. sacks, gross,		
per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	9 60	
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	10 00	
Michigan, hand-picked	10 50	
Yellow Eyes, per lb.	0 14	
Rangoon beans, per bush	7 50	
Lima, per lb.	0 20	
Chilean beans, per lb.	0 14½	
Manchurian white beans, lb.	0 15	
South American	5 20	
Peas, white soup, per bush	5 00	5 50
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

### Nut Trade Continues Quiet, With Firm Prices

Montreal.

NUTS.—There is very little activity in the nut market this week and jobbers are filling orders of light and sorting nature, Only. It is reported that some shipments of filberts, walnuts and almonds have gone the way of many others, two ships being reported as sunk in the Atlantic. This, stated one importer to CANADIAN GROCER, will doubtless affect the market for walnuts particularly, and it may be necessary to turn to the Chinese products. These

are not the best substitute, continued this informant, as they will not be popular for use in the regular way, their use being covered by their adoption for grinding and cake-making, etc. Other nuts are unchanged as quoted herewith.

Almonds (Tara), per lb.....	0 20	0 24
Almonds (shelled).....	0 42	0 43
Almonds (Jordan).....	0 70	0 70
Almonds, Valencia, shelled.....	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new).....	0 14	0 18
Brazil nuts (med.).....	0 15	0 17
Filberts (Sicily), per lb.....	0 19	0 21
Filberts, Barcelona.....	0 17½	0 18½
Hickory nuts large an small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15½	0 16½
Peanuts, "Diamond G".....	0 15	0 16
Peanuts (econ), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16	0 20
Peanuts, shelled, Spanish, No. 1.....	0 17	0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 16
Do., No. 2.....	0 14	0 14
Pecans (new Jumbo), per lb.....	0 21	0 25
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans "paper shell," extra large Jumbo.....	0 40	0 40
Pecans (shelled).....	0 30	0 30
Walnuts (Grenoble).....	0 23	0 23
Walnuts (new Naples).....	0 16	0 18
Walnuts (shelled).....	0 59	0 61
Walnuts (Marbots), in bags.....	0 22	0 24
Walnuts (California), No. 1.....	0 24	0 24

**Dried Apples Scarce;  
Shipments Are Slow**

Montreal.

**DRIED FRUITS.**—There are plenty of dried fruits available, according to one of the largest jobbers. This applies to all lines, he states, excepting dried apples. Of the latter there seems to be a real scarcity. Prunes are held in fairly good quantities, but in this line the outside situation does not look so possible. The U.S. Government is buying all the prunes of the medium sizes, states a letter shown CANADIAN GROCER by one of the large jobbers, and this will make the outlook rather more serious for future supplies. Orders that should have been shipped out in October and November are still unfilled, states the same letter.

Apricots—		
Choice.....	0 28	0 28
Fancy.....	0 30	0 30
Apples (evaporated).....	0 22	0 23
Peaches (fancy).....	0 21	0 21
Drained Peels—		
Citron.....	0 35	0 35
Lemon.....	0 27½	0 27½
Orange.....	0 28½	0 28½
Raisins—		
Malaga, table box of 22 lbs., 3- crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown.....	4 00	0 11
Muscatsels, loose, 2 crown.....	0 11½	0 12
Muscatsels, loose, 3-crown, lb.....	0 12	0 14
Muscatsels, 4-crown, lb.....	0 16	0 16½
Cal seedless, 16 oz.....	0 13	0 13
Cal seedless (new).....	0 12	0 12
Fancy seeded, 16 oz. pkgs.....	0 11	0 11
Choice seeded, 16 oz. pkgs.....	0 11½	0 11½
Valencias, selected.....	0 24	0 24
Valencias, 4-crown layers.....	0 32	0 32
Currants, old.....	11 00	11 00
Do., new.....	2 25	2 25
Figs (new), 100 to case.....	0 20	0 20
Figs (layer), 10-lb. boxes.....	0 13	0 13
Figs, Spanish (22-lb.).....		
Figs, Portuguese.....		
Prunes—		
California, 40-50s.....	0 13½	0 13
25-lb. cases, 50-60s.....	0 12½	0 12
60-70s.....	0 11	0 11
70-80s.....	0 10	0 10
80-90s.....	0 15½	0 15½
90-100s.....	0 15¼	0 15¼
Oregon, 30-40s.....	0 12½	0 12½
40-50s.....		
50-60s.....		

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

**Government's New Orders  
Re Flour Are Awaited**

Montreal.

**FLOUR AND FEEDS.**—The new regulations regarding the standard flour are awaited by the millers and dealers alike, with much interest. A letter has been sent to the millers, the wholesale dealers and retailers, asking their co-operation in this latest requirement as outlined in last week's issue. In the meantime business continues good and the flour and feed sales are maintained on a normal basis. There are no changes of price and the special grades are still being sold on the basis of the quotations herewith given. Elsewhere in this issue there will be found an interesting letter referring to the new order. Feed oats are firmer at \$1.05 per bushel.

Feed oats, per bushel.....	1 00	1 02
	Car lots	Small lots
Manitoba Wheat Flour—		
First patents.....	11 60	11 80
Second patents.....	11 10	11 30
Strong bakers.....	10 90	11 10
Winter Wheat Flour—		
Fancy patents.....	11 25	....
90% in wood.....	10 60	10 75
90% in bags.....	5 20	5 30



"POST NO BILLS"  
—Record, Philadelphia.

Brans, per ton.....	35 00	....
Shorts.....	40 00	....
Special middlings.....	50 00	51 00
Feed oats, per bushel.....	1 05	....

**Oatmeal And Rolled  
Oats Are Marked Higher**

Montreal.

**CEREALS.**—The feature of the week in the cereal market centres around rolled oats. These are firmer and are selling at an advance of ten to fifteen cents per 98 pound sack. Good oats are increasingly hard to obtain and the mills have also had to increase their prices on the package goods made by them. Split peas are also firming, although there is no change of price. Cornmeal is moving out fairly well and the price is held. Deliveries of corn are poor and it is doubtful if the present congestion will lift immediately, the situation being rather complicated.

Barley, pearl.....	6 90	8 00
Barley, pot, 98 lbs.....	5 25	6 50

Corn flour, 98 lbs.....	6 50	7 00
Cornmeal, yellow, 98 lbs.....	5 90	6 60
Graham flour, 98 lbs.....	5 60	6 00
Hominy grits, 98 lbs.....	6 75	8 00
Hominy, pearl, 98 lbs.....	7 00	7 75
Oatmeal, standard, 98 lbs.....	5 85	6 25
Oatmeal, granulated, 98 lbs.....	5 85	6 25
Peas, Canadian, boiling, bush.....	5 00	5 20
Split peas.....	11 00	11 25
Rollod oats, 90-lb. bags.....	5 30	5 65
Whole wheat flour, 98 lbs.....	5 60	5 75
Rye flour, 98 lbs.....	5 25	5 60

**Japan Teas Very Scarce  
With Higher Prices Likely**

Montreal.

**TEAS.**—Japans are becoming scarcer weekly, and there is still a firmer undertone to the market, but without any changes recorded. A great deal of tea is said to have gone forward on account of export, and while Canadian stocks have been very good, this will probably affect the size of these appreciably. Business continues to be very satisfactory, and especially in view of this usually being a quiet month. Deliveries are well maintained by the local jobbers to both city and outside points, the congestion of traffic being a factor, however, in some instances.

Pekoe, Souchongs, per lb.....	0 38	0 40
Pekoes, per lb.....	0 40	0 46
Orange Pekoes.....	0 43	0 50

**Mocha Grades Of Coffee  
Firm; Sales Are Good**

Montreal.

**COFFEE.**—Sales of coffee continue to be quite satisfactory, say the jobbers and importers. There is probably not so much business as was characteristic of the situation just before the holidays, but none are complaining of a dearth of orders. At primary points there is a firm tendency to prices, after a period of somewhat unsettled conditions. The high grades of mochas are very much higher. Cocoa is selling well and prices are firmly maintained.

Coffee, Roasted—		
Bogotas, lb.....	0 28	0 32
Jamaica, lb.....	0 23	0 25
Java, lb.....	0 33	0 40
Maracaibo, lb.....	0 23	0 24
Mexican, lb.....	0 28	0 29
Mocha, lb.....	0 34	0 37
Mochas (genuine).....	0 43	0 48
Rio, lb.....	0 19½	0 20
Santos, Bourbon, lb.....	0 24	0 25
Santos, lb.....	0 23	0 24
Cocoa—		
Bulk cocoa (pure).....	0 30	0 35
Bulk cocoa (sweet).....	0 25	0 25

**White Pepper Very Scarce;  
Primary Markets Unsettled**

Montreal.

**SPICES.**—The volume of trade in spices is rather smaller than it has been. Notwithstanding, some orders are received and dealers are sorting up to a certain extent after the holidays, and since they have made up their inventories. In the primary markets, trading is confined to a rather small compass. Prices are radically unsettled and the embargoes and enforced holidays have only served to make the situation more complicated. Peppers, in both white and black, are very hard to obtain and the prices have moved to higher levels. There also is a firmer tendency to casias, mace, cloves and mustards. Cream

of tartar is very scarce and high. Labor cannot be secured—it is stated—to do the necessary work at producing points.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 70	0 70
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 40
Pepper, white	0 42	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	2 00
Carraway, Dutch, nominal	0 75	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	0 35
Mustard seed, bulk	0 25	0 25
Celery seed, bulk	0 46	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

*Onions Plentiful; Apples Are Scarcer*

**Montreal.**

FRUITS AND VEGETABLES.—The fruit and vegetable market is reported as being rather quiet. This condition, some think, will prevail until well on toward Easter. There are a few changes of a more or less minor nature and some new lines are beginning to come in from California. Oranges from Porto Rica are coming in more freely, and there is an easier price tendency. Grape fruit are selling freely at moderate prices. Apples are getting scarcer and the prices are firm. The vegetable market is rather slow, with lower tendencies on Ontario onions. Potatoes are a trifle easier and if it were possible to get transportation and to ship in this cold weather, there would be an easier tendency. Many lots have been frozen. New imported beans are reported somewhat higher, due to the cold weather no doubt. Canadian brussels sprouts are quoted at 20c per lb. an advance of 5c per lb.

Bananas (fancy large), bunch	3 50	4 00
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos	4 25	5 25
Oranges, Cal., according to size	4 50	7 50
Oranges (bitter)	4 00	4 00
Grape fruit	3 50	5 00
Lemons (fancy new Messina), as to size	4 50	7 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Pineapples, Cuban, grate	5 00	5 00
Grapes, Malaga, 40-lb. kegs, lb.	0 40	0 40
Grapes, Malaga (keg)	7 00	7 50
Grapes, Niagara (heavy wghts, tinted), per keg	7 00	7 00
Grapes, Niagara, medium	6 50	6 50
Tokay grapes, crate	2 75	2 75
Pears (California)	4 50	4 50
Cocoanuts (sack)	7 25	7 25
Apples, (bbls.)—		
Wealthy, No. 1	7 00	7 50
Fameuse	8 00	8 50
McIntosh Red	8 00	8 00
Ben Davis	5 00	5 50
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Russets	4 50	7 50
Apples, boxed	2 75	2 75
Peas (eating)	2 50	4 00
Cauliflower (California), crate	2 25	4 50
Cabbage, Montreal, per bbl.	2 50	2 50
Cabbage, Montreal, doz.	1 00	1 00
Celery, Canadian, per doz.	0 50	1 00
Celery, Cal., 4, 5, 6 doz. case	6 50	8 00
Celery, Cal., 2 doz. crate	4 50	4 50
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	2 00	3 00

Spanish onions, half cases	1 25	2 25
Spanish onions, large crate	4 50	5 50
Potatoes (sweet), per hamper	2 50	4 50
Potatoes, bag	2 00	2 40
Carrots, bag	0 90	1 00
Beets, bag	1 00	1 00
Parasnips	1 25	1 25
Turnips (Quebec), bag	1 00	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, hothouse (2 doz. in box)	1 50	2 00
Lettuce, curly (4 doz.), box	2 25	2 25
Tomatoes, pound	0 30	0 30
Horse radish, per lb.	0 25	0 25
Beans, wax, bag, U.S., 20 lbs. to basket	8 00	8 00
Beans, green, bag, U.S., 20 lbs. to basket	8 00	8 00
Leeks, per doz.	3 50	4 00
Parsley, doz.	0 60	0 60

Parsley, Bermuda, doz.	1 00	1 00
Mint, doz. (American)	0 40	0 40
Watercress, American, doz.	1 25	1 25
Watercress (Canadian)	0 60	0 60
Spinach (Canadian), box	1 00	1 00
Spinach (American), bbl.	7 00	7 00
Eggplant, per doz.	2 00	2 00
Sprouts, Brussels, Canadian, qt.	0 20	0 20
Sprouts, Brussels, American, qt.	0 25	0 30
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	0 25	0 25
Dried thyme, dried savory, dried marjoram, box	1 00	1 00
Dried Savory box	1 00	1 00
Cucumbers, Boston, doz.	2 50	2 75
Peppers, per bkt.	1 25	1 25
Cranberries, per bbl.	15 50	16 00
Cranberries (Cape Cod), bbl.	20 00	21 00
Cranberries (new), small size, per bundle	1 50	1 50

ONTARIO MARKETS

TORONTO, Jan. 23.—Activity continues in grocery markets so far as price changes are concerned. One of the important advances to be recorded during the week was that of canned meats, together with canned pork and beans. A considerable advance was recorded in this latter line. Other lines to show higher prices include coffee essences, bicarbonate of soda, butter dishes, cotton twine, salad dressing, jars, wax paper, hand cleanser, lye, baking powder. A reduction in the price of Epsom salts was made effective. Some makes of jams were higher. Trade is reported fairly good, with a better movement of goods during the week as a result of the clearing of the railway lines.

*Reported Embargo Considered Temporary*

**Toronto.**

SUGAR.—Advice was received during the week in the shape of a despatch from Ottawa quoting the Food Controller as stating that a temporary embargo on raw sugar leaving the United States was likely to be put into effect. This is looked upon more as a measure to facilitate the handling of other commodities on the railways of the United States rather than a shortage of sugar. Sugar men in this market look upon such an embargo as only a very temporary measure, designed to be operative for only a short period. It is believed by the representatives of refiners in this district that it will not materially affect the supply, as there are now some stocks in Canada, and these will be sufficient to take care of the needs of the country until raw sugar is again permitted to come forward. As to the duration of the embargo nothing has been announced. Better supplies of sugar came into this market during the week than arrivals during the previous week. Storm conditions operated to hold up deliveries last week. A press despatch from Washington during the week stated that President Menocal, of Cuba, has issued a decree that the entire sugar crop of the island should be distributed through the International Sugar Committee. This action may forestall the possibility of lower prices than those prevailing on the basis of the price arranged by the International Sugar Committee. The number

of centrals now grinding on the island is 158, as compared with 148 at this time last year and 155 in 1916. Visible production of raw sugar to January 12 is 163,718 tons, as compared with 123,996 tons last year. In the Canadian market Atlantic Sugar Refinery reduced prices to the basis of \$8.54 for extra granulated during the week.

Atlantic, extra granulated	8 54
St. Lawrence, extra granulated	8 54
Acadia Sugar Refinery, extra granulated	9 04
Can. Sugar Refinery, extra granulated	8 54
Do., No. 1 yellow	8 14
Dom. Sugar Refinery, extra granulated	8 54
Iceing sugar, barrels	8 74
Powdered, barrels	8 64

St. Lawrence and Canada Sugar differentials: —25-lb. sacks, 10c over 100-lb.; 20-lb., 15c advance; 10-lb. gunnies, 20c advance; 5-lb. gunnies, 40c advance; 5-lb. cartons, 25c advance; 2-lb. cartons, 30c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

*Pork And Beans And Canned Meats Up*

CANNED MEATS, BEANS.—A considerable advance was recorded on Clark's pork and beans during the week, there being an advance of 30c per dozen on the 2-lb. tins and 15c advance on 1½-lb. tins. Following are the new prices prevailing on the various lines of canned meats and pork and beans: Pork and beans—No. 1½, \$1.90 dozen; No. 2, \$2.30 dozen; No. 3 flats, \$2.95 dozen, change applying to both tomato sauce and chili sauce. Assorted meats, \$4.45 dozen. Compressed corn beef—No. 1, \$4.45 dozen; No. 2, \$9.25 dozen; No. 14, \$80 dozen. Ready lunch beef—No. 1, \$4.45 dozen. English brawn—No. 2, \$9.25 dozen. Boneless pigs' feet—No. 2, \$9.25 dozen. Ready lunch veal loaf, beef ham loaf, beef loaf, assorted loaves, are quoted for No. ½ at \$2.40 per dozen and No. 1 at \$4.45 dozen. Roast beef—No. 1, \$4.45 dozen, and No. 2 at \$9 dozen. Boiled beef—No. 1, \$4.45 dozen; No. 2, \$9 dozen. Mince meat in bulk, 5-lb. pails, 25c lb.; 10-lb. pails, 24c; 25-lb. pails, 23c; 50-lb. tubs, 23c; 85-lb. tubs, 22c. Concentrated soups, chicken and vermicelli, \$1.65 dozen; all other soups, with the exception of tomato, \$1.25 per dozen. Boiled



dinner is reduced 5c per dozen to \$2.45 for No. 1 and \$5.95 for No. 2.

**Butter Dishes And Fruit Jars Go Higher**

**BUTTER DISHES, JARS, SALAD DRESSING.**—Higher prices have been made effective on Riteshape butter dishes as follows: 1/2's, \$3.15 per M; 1's, \$3.20 M; 2's, \$3.75 M; 3's, \$4 M; 5's, \$4.50 M; 10's, \$10.50 M. Higher prices have been announced on Gem jars, and the following prices now prevail:

	Pints Gross	Quarts Gross	1/2 Gals. Gross
Crown and Imperial Gem, wine measure.	\$10.00	\$10.50	\$13.50
Crown, Imp. measure.	10.50	11.50	15.50
Perfect Seal	10.50	11.00	15.25

**Cane Syrups Show Lower Range In Price**

**Toronto.**  
**MOLASSES, SYRUPS.**—A decline in the price of Crystal Diamond cane syrup was announced during the week, which now makes the price of 2's \$2.75 per dozen. Molasses was in continued firm market, with some of the dealers out of stock. Supplies of molasses on spot are not heavy. There is difficulty in obtaining supplies of molasses, and with a good demand at the present time prices are firmly maintained.

**Corn Syrup—**

Barrels, per lb.	0 07
Cases, 2-lb. tins, 2 doz. in case	4 65
Cases, 5-lb. tins, 1 doz. in case	5 20
Cases, 10-lb. tins, 1/2 doz. to cs.	4 95
Half barrels, 1/4 c over bbls.; 1/2 bbls., 1/2 c over bbls.	

**Cane Syrups—**

Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30

**Molasses—**

Fancy Barbadoes, barrels	0 92
Choice Barbadoes, barrels	0 82
West India, 1/2 bbls., gal.	0 55
West India, 10-gal. kegs.	6 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1 1/2, 48s.	5 00
West Indies, 2s, 36s	4 00

**Other Brands Of Jams Follow Upward**

**Toronto.**  
**CANNED GOODS.**—Following the upward tendency in jam prices for some time past there has been a movement upward on the part of other manufacturers during the week. St. Williams jams are now quoted as follows: Strawberry, 16-oz., \$3.15 dozen; 4-lb. tins, 85c tin; raspberries, 16-oz., \$3.15 dozen; 4-lb. tins, 85c tin; tumblers, \$1.50 dozen; black currant, 16-oz., \$3.05 dozen; 4-lb. tins, 83c tin; tumblers, \$1.50 dozen. Canned beets showed an upward tendency, quotations being made on the basis of \$2.10 to \$2.30 per dozen. Early June peas also showed a higher tendency, being advanced in certain quarters to \$2.32 1/2 per dozen. Corn 2's were 5c per dozen higher in some quarters at \$2.40. Demand for canned goods is not heavy at the present time, although a fair sale is in progress.

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

<b>Salmon—</b>		
Sockeye, 1s, doz.	3 85	4 25
Sockeye, 1/2s, doz.	2 25	2 85
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 25	
Do., 1/2s, doz.	1 35	1 50
Pinks, 1-lb. talls	2 25	2 60
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 45	3 60
Red springs, 1-lb. talls	3 15	
White springs, 1s, dozen	2 25	2 85
Lobsters, 1/2-lb., doz.	3 10	3 25
<b>Canned Vegetables—</b>		
Beets, 3s	2 10	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 87 1/2	2 32 1/2
Beans, golden wax, doz.	1 90	1 90
Beans, Midget, doz.	2 45	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2 1/2s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	1 75	1 75
Plums, Green Gage	1 80	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	3 15	3 30
Do., black currant, 16 oz.	3 05	3 20
Do., strawberry, 16 oz.	3 15	3 40
Do., raspberry, 4-lb. tin.	0 85	0 85
Do., black currant, 4-lb. tin.	0 83	0 83
Do., strawberry, 4-lb. tins	0 85	0 85
<b>Preserved Fruits, Pint Sealers—</b>		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

**Spanish Figs Have Reached Market**

**Toronto.**  
**DRIED FRUIT.**—Spanish figs of Comadre variety have reached the local market and in mats of 30 to 35 pounds are quoted at 10c per pound. Candied peel is getting fairly well cleaned up in certain quarters. Australian currants are also getting in narrow compass, and prices are higher for stocks that remain, quotations being made on the basis of 27c to 30c per pound. Choice peaches were advanced 1c per pound in some quarters to 19c. Prunes were also in firmer market and prices were advanced for 50-60's by 1 1/2c in some instances, and 1/4c for 90-100's, making the quotation in the instance noted 16c on 50-60's and 12c on 90-100's. Shipments of dried fruit are still held up and concern is beginning to be manifested in some quarters.

Apples, evaporated	0 24	0 24 1/2
Annieots, unpeeled	0 16 1/2	0 16 1/2
Do., standard, 25s	0 24	0 26
Do., choice, 25s	0 27	0 28
Do., fancy, 25s	0 30	0 30
<b>Candied Peels, American—</b>		
Lemon	0 26	0 30
Orange	0 29	0 32
Citron	0 35	0 35
<b>Currants—</b>		
Filistras, per lb.	0 27	0 30
Australians, lb.	0 27	0 30
<b>Dates—</b>		
Excelior, pkgs., 3 doz. in case	4 50	4 95
Dromedary dates, 3 doz. in case	6 00	6 00
<b>Figs—</b>		
Tans, lb.	0 10	0 10
Malagas, lb.	0 10	0 10
Comadre figs, mats, lb.	0 10	0 10
Cal., 6 oz., doz.	0 10	0 10
Cal., 10 oz., doz.	0 10	0 10
<b>Prunes—</b>		
30-40s, per lb., 25's, faced	0 17	0 18

40-50s, per lb., 25's, faced	0 16	0 17
50-60s, per lb., 25's, faced	0 14	0 16
60-70s, per lb., 25's, faced	0 13 1/2	0 13 1/2
70-80s, per lb., 25's, faced	0 12 1/2	0 12 1/2
80-90s, per lb., 25's, unfaced	0 12 1/2	0 12 1/2
90-100s, per lb., 25's, faced	0 12	0 12

**Peaches—**

Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 16 1/2	0 19
Fancy, 25-lb. boxes	0 22	0 22

**Raisins—**

California bleached, lb.	0 14	0 15 1/2
Valencia, Cal.	0 06	0 10 1/2
Valencia, Spanish	0 12 1/2	0 13
Seeded, fancy, 1-lb. packets	0 12 1/2	0 13
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15 1/2
Seedless, screened, lb.	0 14	0 15 1/2

**Undertone To Tea Market One Of Firmness**

**Toronto.**  
**TEAS.**—There is an undertone of firmness to the tea market, due to the higher freight rates now prevailing for shipments via the Pacific Ocean. Freight costs at the present time 25c per pound. When teas are brought forward on this basis it will mean that higher prices will have to prevail in this market. Locally prices are from 5c to 10c per pound lower than it would cost to import teas at the present time. An article elsewhere in this issue refers more specifically to the tea situation.

**Ceylon and Indias—**

Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
<b>Javas—</b>		
Broken Pekoes	0 36	0 38
<b>Japans and Chinas—</b>		
Early pickings, Japans	0 38	0 38
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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

**Coffee Maintains Firmness During Week**

**Toronto.**  
**COFFEE.**—The coffee market maintained its firmness at primary points during the week owing to the free buying movement that was under way. The Brazilian Government furthermore purchased 408,000 bags from stocks held at Rio and Santos. Wall Street and Cotton Exchange interests were free buyers during the week. In the local market there is a firmness in prices, with a good demand reported. Quotations hold unchanged.

**Coffee—**

Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Blue Mountain Jamaica	0 33	0 38
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20

**Cocoa—**

Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

**Pastry Spice And Black Pepper Higher**

**Toronto.**  
**SPICES.**—There was a firm market for peppers during the week, with ad-

vances recorded in some quarters on black pepper to the extent of 1c to 2c per pound. White pepper is also in very firm market and higher prices are anticipated in the near future. Black pepper was quoted on the basis of 36c to 40c per pound in some quarters during the week. Pastry spice was higher by 2c per pound in one quarter during the week, making the range from 27c to 32c per pound. Trade in spices is fairly good, considering the season of the year.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 35
Cinnamon	0 40	0 60
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 25	0 32
Pickling spice	0 20	0 25
Peppers, black	0 35	0 40
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	0 40	0 40
Do., 80's	0 50	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 79	0 80
American high test		
2-oz. packages, doz.	1 35	1 45
4-oz. packages, doz.	2 40	2 60
8-oz. tins, doz.	4 75	5 05
Tartarine, barrels, lb.	0 21	0 21
Do., kegs, lb.	0 23	0 23
Do., pails, lb.	0 25	0 25
Do., 4 oz., doz.	0 90	0 90
Do., 8 oz., doz.	1 75	1 75
Do., 16 oz., doz.	3 25	3 25

*Almonds And Filberts  
Are Easier In Price*

**Toronto.**  
**NUTS.**—There was an easier feeling in the primary market for nuts during the week, almonds and filberts being quoted down ½c per pound. Brazil nuts at primary markets give evidence of continued strength. Some local wholesalers show a desire to clean out their stocks of nuts and attractive prices are made in certain instances. Roasted peanuts are in firm market, with an advance of 1c per pound recorded in one instance, making the range from 17c to 19c per pound.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 20	0 26
Walnuts, Grenobles, lb.		0 22
Walnuts, Manchurian, lb.		0 20
Filberts, lb.	0 16	0 22
Pecans, lb.	0 25	0 27
Peanuts, roasted, lb.	0 17	0 19
Brazil nuts, lb.	0 12	0 17
Cocanuts, per 100		7 50
Shelled—		
Almonds, lb.	0 42	0 44
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.		0 17
Do., Chinese, Japanese, lb.	0 15	0 16

*Lima Beans Lower;  
Rangoon Beans Active*

**Toronto.**  
**BEANS.**—Following the weaker tendency noted in the lima bean market last week, a decline of ½c per pound has been made in one quarter during the week, making the range of prices from 16½c to 19c per pound. Rangoon beans were

in better demand during the week, as it is reported the Government has been in the market to make purchases. A local broker offered \$6 for Rangoons to wholesalers to clear out their stocks. It is reported the Italian Government has been purchasing beans in the New York market, and has greatly reduced stocks in that quarter. There is a better movement in beans during the week, and quotations were advanced to basis of \$6 to \$6.60 per bushel.

Ontario, 1-lb. to 2-lb. pickers, bu.	6 00	6 00
Can. white kidney beans, bush.	6 00	6 60
Indians, per bush.	6 00	6 60
Yellow eyes, per bushel.		6 60
Japanese, per bush.		6 60
Limas, per pound	0 16½	0 17½

*Chinese Rice Firm  
And May Advance*

**Toronto.**  
**RICE, TAPIOCA.**—There was a firm market for rices of all kinds during the week, with a strong tone to Chinese rices. One concern advanced Chinese XX rice to 9c per pound. Quotations were made in another quarter at 8c per pound, but there is every likelihood that there will be a general movement upward within a short time. Tapioca was in firm tone, and quotations were firmly maintained on the basis of 14½c per pound. There is a possibility of an embargo being placed on the shipment of rice from the United States. Should this take place, Far Eastern rices would undoubtedly be higher.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.		0 12½
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	10 00	11 00
Japans, second, per 100 lbs.	9 50	10 00
Chinese XX, per 100 lbs.	8 00	9 00
Tapioca, per lb.	0 14½	0 15

*All Brands Of  
Package Oats Higher*

**Toronto.**  
**PACKAGE OATS.**—There was a general movement toward higher levels in package oats during the week. An advance was announced in these columns last week as taking place on Quaker oats, with the intimation that other brands were likely to advance. Purity and Robin Hood have been increased in conformity with advances in other brands. Quaker and Purity 20's are now quoted at \$8.65 per case and 18's at \$2 per case. Robin Hood 20's are quoted at \$5.75 and 18's at \$2.05 per case. Demand for rolled oats is good.

Cornflakes, per case		3 40
Rollled oats, round, family size, 20s	5 65	5 75
Rollled oats, round, regular 18s, case	2 00	2 05
Rollled oats, square, 20s	4 80	5 00
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons		0 11
No. 2, pound cartons		0 10
Starch, in 1-lb. cartons		0 11
Do., in 6-lb. tins		0 12½
Do., in 6-lb. papers		0 09½

*Honey In Jars  
About Off Market*

**Toronto.**  
**HONEY, MAPLE SYRUP.**—Some

wholesalers who had light stocks of honey in jars cleaned out their stocks during the week, and supplies are now practically exhausted. Clover honey is practically non-existent. Buckwheat honey in 60-lb. pails was still available in one quarter at 18c per pound. Intimations were made that the prices on new season maple syrup are likely to be given out in the near future.

Honey—		
Clover, 5 and 10-lb. tins		
60-lb. tins		0 18
Buckwheat, 60-lb. tins		0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.		
Do., 10-oz., doz.		
Do., 12-oz., doz.		
Do., 16-oz.		
Maple Syrup—		
No. 1, gallon tins, 6 to case	11 70	12 00
No. 2, half gal. tins, 12 to case	12 25	14 20
No. 3, quart tins, 24 to case	12 25	15 55
No. 3, quart bottles, 12 to case	5 50	7 80
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case		13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.		2 00

*Greenings Firmer;  
Kings Were Lower*

**Toronto.**  
**FRUIT.**—There was a firmer market for Greening apples in barrels during the week, the lower quotation of \$6.50 of last week having disappeared. Kings, on the other hand, were quoted lower in some quarters by 50c per barrel, the range for No. 1's being \$6 to \$6.50 per barrel. Florida grapefruit 36's to 46's were quoted down 25c per case, the range being from \$4 to \$4.50 per case. Florida grapefruit 54's were quoted lower by 25c per case during the week at \$4. California pears were lower in price at \$3.75 to \$4 per box. Porto Rican pine-apples were in the market, and were quoted at \$5.50 for 30's and \$6 for 36's. Movement of fruit was not active during the week. Shipments have been held up through the danger of frost. Grapefruit and pines that arrived during the week were touched with frost.

Apples—		
Boxes, Spitzenberg	2 65	3 00
Jonathan, box		2 75
McIntosh Red, box		2 50
Rome Beauty, box		2 75
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.		7 00
Kings, No. 1, bbl.	6 00	6 50
Northern Spys, tree runs		6 00
Mann, No. 1, bbl.		6 00
Do., No. 2, bbl.		5 00
Pewaukee, No. 1, bbl.	4 50	6 00
Do., No. 2	4 00	5 00
Starks, No. 1, bbl.		6 00
Do., No. 2	5 00	6 00
Ben Davis, No. 1, bbl.		5 00
Do., No. 2, bbl.		4 50
Soys, No. 3		5 00
Winter varieties, straight, No. 3		5 00
N.S. Blenheim, No. 1		5 00
Do., No. 2		4 50
Bananas, yellow, bunch	2 25	2 60
Cranberries, late Howe's	18 00	20 00
Grapefruit—		
Jamaica, 46s, case		3 50
Do., 54s, case		3 50
Do., 64s, 96s, case		3 50
Do., 80s		3 50
Florida, 36s, 46s, case	4 00	4 50
Do., 54s, 64s, 80s, 96s	4 25	5 00
Gray grapefruit, case		4 00
Oranges—		
California Navels—		
80, 96s, 100s, case	4 00	4 50
126s, case		5 25

150s, 176s, 200s, 216s.....	6 50
Mexican oranges, 216s, 250s..	3 50
<b>Florida Oranges—</b>	
96s, 126s, case .....	4 75
150s, 176s, 200s, 216s.....	6 00
Tangerines, half box .....	3 50
Lemons, Cal., case .....	7 00
Do., Messinas, box .....	5 50
Pears, Cal., box .....	3 75
Pineapples, Porto Rican, cs. 30-36s.	5 50
Malaga grapes, keg .....	7 00

**Spanish Onions Easier; Cucumbers Reach Market**

**Toronto.**  
**VEGETABLES.**—There was an easier market for Spanish onions during the week, and large sized crates were quoted as low as \$4.75, and ranging up to \$5. Potatoes were in light supply during the week owing to the severe weather, which prevented movement of stock. Boston cucumbers came into the market and were quoted at \$2.75 to \$3 per dozen. Green peppers were also in the market, quoted at \$1 per dozen. Some cheap yellow onions were quoted at \$2 per sack of 100 lbs. Beets were firmer and ranged from 90c to \$1.25 per bag. Brussels sprouts were also higher at 25c per qt. California cauliflower was quoted lower at \$4.25 to \$4.50 per case. Cabbage prices were firm at \$3, with stocks rapidly dwindling. Leaf lettuce was higher at 30c to 35c per dozen bunches. There was a fairly good movement of vegetables during the week.

Beets, bag .....	0 90	1 25
Brussel sprouts, quart .....		0 25
Cauliflower, Cal., case .....	4 25	4 50
Cabbage, Canadian, barrel .....		3 00
Carrots, bag .....		0 75
Celery, ntario, doz. ....	0 25	0 60
Do., California, case .....		
Cucumbers, Boston, doz. ....	2 75	3 00
Lettuce, leaf, doz. bunches.....	0 30	0 35
Lettuce, Cal., crate .....		4 00
Boston, head, hampers.....		2 75
Canadian head lettuce, crate....	3 00	4 00
Mushrooms, 4-lb. basket .....		3 00
<b>Onions—</b>		
Spanish, crates .....	4 75	5 00
Spanish, half crates .....	2 50	2 60
Do., Canadian, 75-lb. ....	2 35	2 50
B.C. onions, 100-lb. bag.....		2 00
American, 100-lb. sacks .....		3 25
<b>Potatoes—</b>		
New Ontario, bag .....	2 25	
N.B. Delawares .....	2 50	
P.E.I., bag .....	2 10	
Sweet, hamper .....	3 25	
Spinach, box .....	0 60	0 75
<b>Tomatoes—</b>		
Hothouse, 4-basket crate.....		3 25
Parsnips, bag .....	1 25	1 50
Parsley, doz. bunches .....		0 70
Peppers, green, dozen .....		1 00
Turnips, new, bag .....	0 50	0 65

**Flour Price Not Yet Fixed**

**Toronto.**  
**FLOUR.**—Mills report there has been a very keen buying interest on the part of consumers who are anxious to lay in a stock of the present high patent flour. Mills have been compelled to limit this business, however, as they will start to manufacture the new grade of flour quite generally by January 28. It is understood that some mills have already started to mill the new grade. Price has not yet been fixed by the Food Controller for the new grade of flour, but some of the mills are booking orders for new grade on basis of \$11.10 per barrel in

carload prices, \$10.85 for blended flour of Manitoba and Ontario wheat, and \$10.55 to \$10.70 for Ontario winter wheat flour, carload basis. Nothing definite has been announced with respect to the additional tax on wheat, but intimations have been made that it is likely to be 1½c per bushel, and not 3½c as at one time anticipated. Retailers are to be given a reasonable time to dispose of their stock of high patents flour. One large milling concern stated the new grade of flour will be a very satisfactory one, and will be but very little darker in color than the present best grades.

<b>Manitoba Wheat Flour—</b>	Car lots per bbl.	Small lots per bbl.
First patents .....	\$11.50	\$11.70
Second patents .....	11.00	11.20
Strong bakers .....	10.80	11.00
<b>Ontario Winter Wheat Flour—</b>		
High patents .....	10.60	\$10.80
Second patents .....	10.30	10.50
<b>New grade, 74% extraction—</b>		
Manitoba spring wheat. 11.10		11.30
Ontario winter wheat. 10.55-10.70		10.75-10.90
Blended, spring and winter .....	10.85	11.15

**Heavy Demand On Millfeeds Keeps Up**

**Toronto.**  
**MILL FEEDS.**—There is no cessation in the demand for mill feeds, mills in almost every instance being sold to the limit of their capacity for the thirty-day period allowed by the Department of Food Control. One large concern has had their travellers off the road for the past six weeks, as they did not need to solicit business. Shipments from the West have shown improvement during the week, but railroad transportation in Ontario has been greatly hampered during

the week. Prices hold unchanged at the established basis.

<b>Mill Feeds—</b>	Mixed cars ton	Small lots ton
Bran .....	\$35 00	\$37 00
Shorts .....	40 00	42 00
Special middlings .....	50 00	52 00
Feed flour, per bag .....		3.05-3.40

**Corn Shipments Are Still Quite Sparse**

**Toronto.**  
**CEREALS.**—Millers of corn products report the arrivals of corn shipments are still far from satisfactory owing to the acute situation on the railroads. As soon as shipments of corn begin to reach the market in more satisfactory volume it is anticipated prices will show an easier tendency. Oats touched a new high record during the week, being quoted in Winnipeg on the basis of 96c per bushel for No. 2 C.W. This is keeping the rolled oat market in a very firm situation. Quotations were made on the basis of \$5.25 to \$5.75 by the mills, while the range of quotations by wholesalers was from \$5.25 to \$6.50 in bag lots. Demand for cereals of all kinds is good.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s.....	\$6.50-\$7.00	\$ 8.00-\$ 8.50
Barley, pot. 98s .....	5.60- 5.70	5.75- 6.25
Cornmeal, yellow, 98s. 6.35- 6.60		6.50- 6.75
Corn flour, 98s.....	7.25- 7.35	.....
Farina, 98s .....	5.90- 6.15	6.25- 6.50
Graham flour, 98s.....	5.40- .....	5.75- 6.00
Hominy grite, 98s.....	7.30- 7.40	.....
Hominy, pearl, 98s.....	7.20- 7.30	.....
Rolled oats, 90s.....	5.25- 5.75	5.25- 6.50
Oatmeal, 98s .....	5.75- 6.30	6.00- 7.00
<b>Rolled wheat, 100-lb.</b>		
bbl. ....	5.60- 6.00	6.00- 6.75
Wheatlets, 98s .....	5.90- 6.15	6.25- 6.50
Peas, yellow, split.....	9.25- 9.75	10.00- 10.50
Blue peas, lb. ....		0.13- 0.15

Above prices give range of quotations to the retail trade.

**MANITOBA MARKETS**

**WINNIPEG, Jan. 23.**—Olives are slightly higher, and new quotations have gone into effect, both on Libby and Gorman Eckert lines. Van Camp's pork and beans are off the market, an embargo having been placed on them by the United States Government. Embargo also affected a number of cereals. Imperial Tobacco Co. have announced a number of changes on tobacco; packages of 1-13th lb. are now 1-15th lb., this being necessary in order to sell package at 10c. Lines affected are Old Chum, Meerschum, Senator and Repeat-er.

**Sugar Still Scarce But Decline Expected**

**Winnipeg.**  
**SUGGAR.**—The market is in a peculiar state owing to the British Columbia Sugar Refinery having withdrawn from this market. Until last week-end they were supplying the trade at 30c per cwt. above Eastern prices, but have now withdrawn temporarily. However, they have reduced their price 10c in Saskatchewan below what it is in Manitoba, but their price is still 20c higher than in the East. Sugar is coming into this market in about the same volume as in normal

times, but there is not more than sufficient for requirements. The reason for this is that there is no surplus stock in the hands of the wholesalers or retailers, with the result that supplies immediately go into consumption, and there is always a danger of a shortage. Despite this, however, the feeling here is that everything points to a lower price on sugar. The fact that a decline of 10c took place in Ontario last week caused the retail trade to be very careful with their purchases, so the demand was not heavy last week. The basis for standard granulated was \$9.25 at the time of writing.

**Syrups Move Well As Season Approaches**

**Winnipeg.**  
**SYRUPS.**—There has been no further decline in price, and the demand is exceptionally good owing to the syrup season coming on.

<b>NEW ORLEANS MOLASSES.</b>	
24 by 2 lb. tins .....	\$3 15
24 by 3 lb. tins .....	4 25
12 by 5 lb. tins .....	3 00
6 by 10 lb. tins .....	3 70
<b>CORN SYRUP.</b>	
<b>Beehive and Crown—</b>	
2-lb. tins, 2 doz. case, per case.....	5 00
5-lb. tins, 1 doz. case, per case.....	5 40

10-lb. tins, 1/2 doz. case, per case.....	5 25
20-lb. tins, 1/4 doz. case, per case.....	5 25
<b>Barbadoes Molasses—</b>	
In half barrels, per gal.....	85-95
<b>New Orleans Molasses—</b>	
Blackstrap, half barrels, wood, per gal.	50-52
<b>ROGERS SYRUP.</b>	
24 by 2 lb. tins, case .....	4 85
12 by 5 lb. tins, case .....	5 65
6 by 10 lb. tins, case .....	5 25
3 by 20 lb. tins, case .....	5 10
12 by 3 lb. seal glass jars .....	4 20

### U.S. Government Puts Embargo On 60-70 Prunes

Winnipeg.

**DRIED FRUITS.—Prunes.**—There is a report here that the United States Government has commandeered all the 60-70 prunes, and some packers have taken them off their list. This size being a staple seller, the trade will be compelled to take other sizes, either larger or smaller. **Evaporated Apples.**—The market on apples is weaker owing to the fact that the demand has been limited on account of high price, and this has resulted in what few cars were available in the East being offered at less money. **Peaches, pears and apricots** are firm. **Raisins.**—Be-lated shipments of raisins intended for the Christmas trade are beginning to arrive now. Stocks are good, and there is a healthy condition to the market.

<b>Santa Clara Prunes—</b>	
90-100s, 25-lb. boxes, per lb.....	0 09 3/4
80-90s, 25-lb. boxes, per lb.....	0 09 3/4
50-60s, 25-lb. boxes, per lb.....	0 11 3/4
<b>Apples—</b>	
Choice, 50-lb. boxes, lb.....	0 22
Pears, choice, 10-lb. bxs., faced, box .....	1 50
<b>Apricots—</b>	
Choice, 25's .....	0 23 3/4 0 25
Choice, 10's, per box.....	2 48
<b>Peaches—</b>	
Choice, 25-lb. boxes .....	0 16 1/2
<b>Currants—</b>	
Fresh cleaned, half cases, lb., Australian .....	0 21
56-lb. boxes, lb. ....	0 24
<b>Dates—</b>	
Hallowee, 68-lb. boxes .....	0 20
Fards, box, 12 lbs. ....	2 30
<b>Raisins, California—</b>	
16 oz. fancy, seeded .....	0 11 3/4
16 oz. choice, seeded .....	0 11
12 oz. fancy, seeded .....	0 09 1/4
12 oz. choice, seeded .....	0 08 3/4
<b>Raisins, Muscatels—</b>	
3 crown, loose, 25's .....	0 11
3 crown, loose, 50's .....	0 10 1/2
<b>Raisins, Cal. Valencias—</b>	
3 crown, loose, 25-lb. boxes... ..	0 10 1/2
3 crown, loose, 10-lb. boxes... ..	0 11
<b>Figs—</b>	
Mediterranean, 33-lb. mats .....	0 08 1/4
<b>Peel—</b>	
Candied lemon, boxes, lb.....	0 23 1/2
Candied orange, boxes, lb.....	0 26 1/2
Candied citron, boxes, lb.....	0 30 0 31
Cut mixed, 7-lb. boxes .....	0 28 1/2

### Coffee Was Up, But Soon Came Down

Winnipeg.

**COFFEE.**—The market has been very erratic, and last month there was an advance, but advices received at time of writing indicate that there has been a reaction, and the market is back where it was.

### Better Demand Now For White Beans

Winnipeg.

**BEANS.**—Heavy stocks are carried by

local wholesalers, but there has been a great improvement in the demand this week.

<b>Barley—</b>	
Pearl, 98-lb. bags, per bag....	7 10 7 75
Pearl, 49-lb. bags, per bag....	3 58 3 90
Pot, 98-lb. bags, per bag.....	5 15 5 50
Pot, 49-lb. bags, per bag.....	2 60 2 30
Pot, 24-lb. bags, per bag.....	1 45
<b>Beans—</b>	
Lima, large, about 80-lb. bags, per lb.	0 17 1/4
Lima, small, 100-lb. bags, per lb.....	0 14
Fancy white, bushel .....	5 90 6 50
<b>Peas—</b>	
Split, 98-lb. bags, per bag....	10 60 11 25
Whole, yellow, soup, 2 bu. bags, bu....	5 00

### New Prices In Effect On Biscuits

Winnipeg.

**BISCUITS.**—Important advances have gone into effect on both McCormick and Paulin-Chambers biscuits. The latter have advanced as follows: 35-lb. cases now 15c; 15-lb. boxes, 15c; bbls., 14 3/4 c; No. 1 cartons, \$1.60; No. 2, 28c; No. 2 tins, 46c. McCormick cases, barrels and boxes are all now 15 1/2 c per lb.; 2-lb. tins, 46c; 2-lb. paper, 35c; 1 1/2-lb. paper, 27c; 1-lb. square, \$1.65; 12 1/2 c cartons, \$1.29. All McCormick's sweet biscuits advanced 1 1/2 c per lb., and Paulin-Chambers 1c per lb.

### Advance Of 1c Per Lb. Announced On Peanuts

Winnipeg.

**NUTS.**—All lines are steady with the exception of peanuts, which are scarce, and the trade are looking for higher prices, in fact probably before this goes into print quotations will be up 1c per lb. One jobber states he scoured the city for green peanuts, and was not able to secure any. Their last quotations on peanuts were for Fancy, 17c and Special Jumbos, 19c.

### Jobbers Sav Tea Is Good Buy To-day

Winnipeg.

**TEA.**—Jobbers are of the opinion that package teas are good buying for the trade just now, as they would not be surprised to see higher prices before very long.

### Cuban Tomatoes \$8; Oranges Advance To \$7.50

Winnipeg.

**FRUIT AND VEGETABLES.**—There has been a decline in California celery, 100 lb. crates, to \$6.50. This is a decline of 50c per cwt. There is no sign of potatoes going down, as yet. Sweet potatoes are bringing 7c per lb. Cuban tomatoes, 6 basket crates, have jumped to \$8 on account of the good demand and falling off in supply. There are no other tomatoes in sight. **Fruits.**—In apples the big sellers are Wagners, Jonathans, Rome Beauties, and the best sellers of all are Spies, which are selling \$2.50-2.75. Rome Beauties are bringing \$2.25 per box. MacIntosh reds seem to be dead. Navel oranges have jumped to \$7,

and will be up \$7.50 this week on account of scarcity. A car of grapefruit has come in, and is bringing \$6 per case. Pears are off the market.

Cabbage, lb. ....	0 05
Cauliflower, Cal., doz. ....	2 25
Celery, Cal., crate 100 lbs.....	6 25
Potatoes .....	1 25 1 50
Potatoes, sweet, hamper.....	5 50
Carrots, cwt. ....	2 50
Turnips, cwt. ....	1 50
Head lettuce, Cal., doz. ....	1 25
Head lettuce, Cal., case.....	4 00
Tomatoes, Cuban, 6-bkt. crate.....	8 00
Onions, Valencias, large case.....	6 50
Onions, yellow and red, cwt.....	3 50
Parsley, imported, doz.....	1 00
Parsnips, bag .....	4 00
<b>Fruits—</b>	
Apples, Nova Scotia, bbl.....	6 25
Apples, Wash. Jonathans, box.....	2 25
Apples, Rome Beauties, box.....	2 25
Apples, Spies .....	2 50 2 75
Apples, Wagners .....	2 25
Oranges, navels .....	7 00 7 50
Lemons .....	9 00
Bananas, lb. ....	0 07
Grapefruit, Florida, case .....	5 00 6 00

### Western Mills Flooded With Orders For Flour

Winnipeg.

**FLOUR AND FEED.**—The order from the Food Controller prohibiting mills from making standard patents has gone into effect, and on the evening of Jan. 26th they will stop making anything except standard straight grade flour. The public anticipated a shortage of the present patent flour and made every endeavor to secure large stocks. Millers express the opinion that it was unfortunate the Government did not order this change to go into effect at once, as it would have prevented hoarding. During the past week the mills have been simply flooded with business, and they are not pleased, as it means they will not have much to do next month; also it will take all the longer to get the people used to the new war flour. **Rolled Oats.**—The same chaotic condition continues in this market as regards bulk rolled oats, and some very big advances have gone into effect on package oats. Purity oats are being quoted at \$5.65 for family size. The Quaker Oats Co. are quoting the same price, while the Robin Hood Mills are quoting \$5.75. The price formerly was \$4.75, so that the advance in one case is \$1 per case and in the others 90c per case. This advance is attributed to the scarcity of milling oats. As far as bulk oats is concerned, keen competition continues and prices vary from \$4.10 to \$4.75. **Feeds.**—The situation continues the same: the mills have more orders than they can attempt to deliver with any despatch.

<b>Flour—</b>	
Best patents .....	11 00
Bakers .....	10 50
Clears .....	9 90
XXXX. ....	8 90
<b>Cereals—</b>	
Rolled oats, 80's .....	4 10 4 75
Rolled oats, pkgs., family size.....	5 65
Cornmeal, 98's .....	6 15
Oatmeal, 98's .....	5 20
<b>Feeds—</b>	
Bran, per ton .....	30 80
Shorts, per ton .....	35 80

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Jan. 22.—There has been another reduction in the price of most sugars of 10c a hundredweight. Standard granulated is now \$9.45 in bulk but it stays at \$9.70 in sacks of 10, 18 and 20 pounds. As far as can be learned there has not been much stocking up of white flour here in view of the stoppage of its manufacture. Potatoes have dropped a dollar a ton all round. Oranges have made another advance and the smaller sizes are now \$7. Lard by the tierce is back to 27c and shortening 26c. Butter from Australia has been put on the market at 52c a pound. This was imported some time ago but was held back because it could not be sold at a profit. Table butter prices now run 45, 48, 50, 52, there is practically no local butter and little Alberta now on the market. Eggs have dropped to 55c for fresh and 44 to 48c for storage now offering.

### VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, first patents, Manitoba, per per bbl., in car lots.	11 30
Rice, Siam, No. 1, per ton.	135 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 16
Beans, B.C., white	0 18
Potatoes, per ton	28 00 36 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 48
Eggs, new-laid, in cartons, doz.	0 60
Eggs, B.C. storage	0 58
Cheese, new, large, per lb.	0 25
Oranges, box	4 75 7 00
Salmon—	
Sockeye, halves, flat case.	16 50
Tall, case	14 00
Pinks, case	8 25 10 25
Cohoos	11 00 13 00
Chums	7 50 9 00

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Jan. 18.—Fairly soap dropped from \$8.50-\$7.50 but there is also a cut on the size of the cake. Quaker oats advance 75c a case, shortening is 2c a pound higher. Wagstaffe's jams are higher, strawberry four's advance 7c a pail. Dromedary and Excelsior dates both show slight advances. Van Camp's soups are 10c a doz. cheaper on all varieties except tomato. Vinegar is expected to advance sharply any day. Japan rice is selling \$9.50-\$9.65. Lemons are at \$9.50. New laid eggs are offering at 65c a dozen, number one storage at \$13 to \$13.50 a case.

### CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s	4 75
Rice, Siam, cwt.	8 00
Rice, China, per mat, No. 1.	4 25
Do., No. 2	3 85
Tapioca, lb.	0 14½
Sago, lb.	0 14½
Sugar, pure cane, granulated, cwt.	10 30
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	16 80
Eggs, No. 1 storage, case	13 00 13 50
New laid, per dozen	0 65
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case.	4 75 5 50
Corn, 2s, standard case	5 15 5 25
Peas, 2s, standard case	4 00
Apples, gals., Ontario, case.	3 50
Strawberries, 2s, Ontario, case.	6 20 6 85
Raspberries, 2s, Ontario, case.	6 20 6 85
Apples, evaporated, 50s, lb.	0 23½
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 16
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 50
Salmon, pink, tall, case	8 50
Salmon, Sockeye, tall, case.	16 25
Do., halves	18 25
Potatoes, per ton	40 00
Navel oranges, case	4 00 7 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Jan. 23.—Business in the section is reported very good. Margarine is selling at wholesale for 33c and is meeting with a fair reception. It is believed that butter is a little lower than it would have been but for the presence of margarine. Fruit jars are expected to be very high this season. Quaker and Robin Hood oats in tubes advanced to \$5.65-\$5.75 per case. A slight advance of 20c is also noted in Clark's pork and beans and potted meats.

### REGINA—

Beans, small white Japan, bu.	6 75
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	11 20
Molasses, extra fancy, gal.	0 70
Rolled oats, bails	4 40
Rice, Siam, cwt.	8 40
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt.	9 89
Cheese, No. 1 Ontario, large.	0 25½
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case.	16 80
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 46
Pineapples, case	5 75
Tomatoes, 3s, standard case.	5 25
Corn, 2s, standard case.	4 60
Peas, 2s, standard case	4 20 4 25
Apples, gal., Ontario	2 90 3 50
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case.	6 30
Raspberries, 2s, Ont., case.	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 41 0 42
Bacon, roll	0 22 0 24
Potatoes, per bush.	1 25

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Jan. 23.—The readjusted sugar prices for the New Year became effective on Jan. 17, and showed a material decline; granulated going to \$8.60 and \$8.65 and yellow to \$8.10 and \$8.15. Paris lumps are practically unobtainable. It is expected that these prices will remain in force for some time to come.

Rolled oats has shown another advance, being quoted \$11.75 and the same is true of B.C. beans that have advanced to \$9.75. Breakfast bacon is up a couple of cents, selling now 38-39c. Clark's corned beef is now quoted at \$4.35 for one's. Cream of tartar is scarcer and is quoted 78-79c. There has been a firming tendency on Nova Scotia apples, and they are now selling as high as \$6. Some stocks of lemons have arrived and they are now selling \$7-\$8.

### ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	14 50
Cornmeal, ordinary, bags.	4 75
Molasses, extra fancy, gal.	0 82 0 83
Rolled oats, bbl.	11 75
Beans, yellow-eyed	10 00
Beans, California white	10 00
Beans, British Columbia white.	9 75
Rice, Siam, cwt.	8 50 8 60
Sago and tapioca, lb.	0 17 0 18

### Sugar—

Standard granulated	8 60 8 65
No. 1 yellow	8 10 8 15
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 65
Eggs, case	0 46
Breakfast bacon	0 38 0 39
Butter, creamery, per lb.	0 42 0 45
Butter, dairy, per lb.	0 40 0 42
Butter, tub	0 38 0 40
Margarine	0 33 0 35
Lard, pure, lb.	0 31 0 31½
Lard, compound	0 26 0 26½
American clear pork	67 00 70 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard case	5 10
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case	4 30
Corn, 2s, standard case.	4 80
Peas, standard, case	4 00
Apples, gals., N.B., doz.	4 00 4 50
Strawberries, 2s, Ont., case.	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Reds	15 50
Salmon, Cohoes	13 00
Salmon, Pinks	11 00
Salmon, Chums	8 50
Sardines, domestic, case	6 75
Cream tartar	0 78 0 79
Currants, lb.	0 12½ 0 12½
Raisins, choice, lb.	0 12½ 0 13
Raisins, fancy, lb.	0 12½ 0 13
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 11 0 11½
Candied peel, citron	0 39 0 40
Candied peel, orange and lemon.	0 32 0 33
Apples, N.S., bbl.	2 50 6 00
Potatoes—	
New, native, barrel	4 00
Onions, Canadian, 75 lbs.	2 90 3 00
Lemons, Cal. Messina, case.	7 00 8 00
Oranges, California, case	6 00 7 50
Grapefruit, case	5 00 6 00

# PRODUCE AND PROVISIONS

## How Bacon Grades are Decided

Three Grades Are Decided by the Weight of the Carcase and the Manner in Which it is Trimmed—The Leaner Meats Form the Best Grade—The Heavy Weight Grades Much Cheaper in Price—Some Backs Prepared Like Bacon

**I**N the grading of pork products in the grocery trade, probably the matter of greatest importance is the selection of the different qualities for bacon. The grocer will quickly notice that even in the matter of breakfast bacon there is a very considerable difference when it comes to a matter of price. It is not improbable that some grocers have felt that there was a good deal of manipulation about these prices, for in the finished state these bacons do not vary to any marked degree in appearance.

This is a matter of importance to the grocer. If he does not know the reasons for these differences in price it will be difficult for him to convince his customers that such a difference actually does exist. It is of importance therefore for the merchant to know just why there should be several cents difference in the pound between the select grades and the second or third grades.

In the first place there is a difference in size, and this applies as well to the cutting as to the size of the animal. The ideal bacon hog is about 140 pounds and it is from carcasses ranging around this figure that the first select bellies are used for the breakfast bacon. They must be entirely free from bruises. But

this is not the only way in which they differ from other cuts. The accompanying illustration shows that one bacon side differs from another in a matter of size. This is not only a matter of difference in the size of the animal but also of the manner in which the trimming is done. When the belly is a prime one it will be trimmed down square for the best grade of bacon; the edges are removed and anything like rough meat taken off.

Select bellies weighing from 5 to 10 pounds, trimmed as described, go through as the fancy or select grade of breakfast bacon. They are carefully selected, dry cured in air-tight boxes and smoked lightly. The second grade includes bellies which may be too fat for fancy bacon or which lack the necessary firmness of flesh and thin smooth skin. They weigh eight to twelve pounds.

### Inferior Grades and Their Market

The third grade is made from the wide-cut belly from carcasses which are not so select as either of the other brands; this bacon is not trimmed closely and will weigh anywhere from 16 to 20 pounds. It is not treated with the special care that is given the fancy

brands during the curing process and is therefore much cheaper in price.

There are also grades that are known as "dry salt bellies," and "sweet pickled bellies," the former are from heavier or poorer quality carcasses and range any-



Various views of high-grade sides of cured bacon.



Cut on the left illustrates the back bacon; the one on the right is fancy side bacon, and the centre the second or third grade side bacon, usually the latter. All pictures were taken prior to curing.

where from 10 to 45 pounds. The latter are cut down to approximately 14 pounds with the edges trimmed and packed, the same as sweet pickled hams, being sold as sweet pickled or smoked meats.

### Preparing Sides

There are a number of other ways in which bellies are treated, but they do not directly interest the usual provision trade. There are a number of sides that are prepared for the trade, but they usually are for export or go to the construction and lumber camps.

The Wiltshire side has the ham left on and should be cut in one piece, it is for the export trade. Other sides have the ham removed, the shoulder being left on. In such cases as these, the Cumberland side is one of these, while the Yorkshire and some other sides have both the ham and shoulder removed. These are usually cut from medium to heavy packing hogs, heavier than the carcasses from

which the breakfast bacon bellies are cut.

#### The Loin Back

The breakfast bacon back or "loin back," usually ranges in weight from six to ten pounds, being of light weight and lean quality. They are sweet pickled and smoked. Backs are prepared in several other styles, but the bacon back is best known to the provision trade, and most of the other varieties are for export.

Loin rolls are sometimes offered to

the trade. They usually weigh fifteen to twenty-two pounds, and are made by boning them completely, tying three together and preparing them by curing, sweet pickling and boiling. These usually go to the restaurant trade.

With this brief review of the better known grades of cured meats that will be presented to the trade, the produce merchant will be able to judge better what is the quality of the goods he is receiving, and just wherein comes the differences in prices that have often puzzled him in the past.

healthier specimens that I know of than these men are, and their food is largely composed of fish and potatoes." It is really possible for a far greater interest to be taken in the preparation of fish for our menus and with much advantage to our health. It is considered to be a perfect substitute for meat, and the cost is far less.

#### COLD STORAGE

Of the causes that go to increase the cost of living the effect of cold storage is the one least understood, and one concerning which misleading and mischief-working beliefs are most common, says "Ice," of Atlanta, Ga. Cold storage, under free competition, raises the price of the product stored, for storage extends the season of consumption and hence increases the total demand.

For illustration, the American turkey crop is just about sufficient to supply one or two birds a year to each household in the land. Now, turkey flesh is good food only for a month or two around Christmas, but since the perfection of cold storage December turkeys are carried over and served throughout the spring and summer to the first cabin steamship passengers and the patrons of swell hotels. Such added demand has resulted in the bidding up of the price of turkeys until a man of ordinary means must eat roast beef for Thanksgiving and boiled ham for Christmas.

In like manner spring eggs, summer chickens, fall apples and other varieties of produce, which formerly had a season of cheapness and a season when they could hardly be had at any price, are now available all the year round. But, because of the large demand that this continuous availability creates, at no time do such products reach their former low prices.

But such effects of cold storage cannot be considered a leading cause for the rise in the general cost of living, for out-of-season products should replace other food on the bill of fare, and in such cases cut down the price of the replaced articles, a thing the consumer seems to have difficulty in tracing when he consults his grocery bills.

The cold store is, in fact, a parallel of the railroad. The "freezer" raises the price of December turkeys by shipping them into May, just as the railroad raises the price of Florida oranges by shipping them into New York. Cold storage is the railroad of time. On the northwest coast of Japan are built immense mounds of snow covered with straw matting. The purpose of these mounds is to keep in cold storage, for consumption in summer, fish caught in the winter time.

Cold storage may be a hardship on poor folks who used to eat all the eggs they wanted in April and have turkey for Thanksgiving, but it is also hard on Georgia negroes to have a progressive watermelon buyer enter the neighborhood. Everybody knows that we would be cutting off our own noses to spite our own faces if we abolished the railroads, and when cold storage is properly understood it will be placed in the same class.

## Splendid Food Value of Fresh Frozen Fish

Retailers Can Sell More of This if They Explain Values—  
Proper Way to Thaw Out and Prepare—Food Value  
Great When Costs Are Compared

**T**HIS is the time of the year to make a study of that kind of fish which can best be sold and from which purchasers may secure the greatest food values. From December to March is the logical and the best time in which to stimulate sales of frozen fresh fish.

#### Frozen When Caught

It may be news to many that the large fish companies take special care in freezing fish very shortly after it is caught. Large cold storage plants are maintained at fishing points. Into these the fish are taken and frozen solid. In this way deterioration is absolutely avoided and the fish keeps well in this state. If there be a change in weather conditions, the temperature maintained in the storage plant is ample to keep the fish in prime condition. Then, if shipment be made, this is carried from one point to another in cold storage cars. The period required for first freezing the fish in the storage plants is about ten hours, after which time it is thoroughly frozen through.

#### How to Thaw the Fish

It is decidedly important that the fish be properly thawed out when it is wanted for use, and not before. And it is really up to the dealer to see that a woman purchasing frozen fish is properly informed as to how she must thaw it out before using.

Procure some very cold water—nearly freezing if possible—and into this place the fish. It will gradually thaw out and this takes all the frost out, leaving very little, if any water. It must not be left in the water longer than required to remove the frost. But in no case—positively never—must warm or hot water be used. It makes the flesh of the fish flabby and soft. When cold water is used it is stated that frozen fish is equal in every respect to freshly-caught, and that it is often superior. The fresh flavor and the solid texture is maintained fully, when the above

simple rule is followed. Those who have experimented after the plan herewith presented have been delighted with the results obtained. Never place fish near the stove to thaw out.

#### How to Handle Fish

There are many dealers who might handle fish profitably, and the government is willing to co-operate with those who desire to add the line. Specially designed fish boxes are made, after a regulation size, and the government is willing to supply these to retail dealers at half price. When one of these boxes is procured it may be placed within the store, where convenient, or outside probably in some of the smaller towns. A few signs used with prices plainly shown would assist in the selling, and it is almost certain that a greater interest can be awakened. And at this particular season of the year it will be easy to keep the frozen varieties without fear of any loss.

#### Kinds Seasonable Now

Among the kinds of fish that can be sold profitably now are haddock, halibut, salmon, herring, smelts, lake trout, pike, dore and whitefish. All these are palatable and possess great food value. Owing to the great scarcity of halibut the price is high. But it is unnecessary to buy this, particularly as the food values of other fish are very high. If care be taken in preparation there are many other kinds of fish, aside from the halibut, among those already named, which will be found equally valuable in food units. And, in the matter of price, several of the foregoing varieties are only half as costly and some not more than three-fifths the price of the halibut.

#### The Brawny Scot

"Look at the brawny Scot from the northern part of that interesting island inhabited by him, and also at the stalwart Irishman of the northern part of Ireland," said a large fish dealer to CANADIAN GROCER. "There are no

# Produce, Provision and Fish Markets

## THE MARKETS AT A GLANCE

**T**HERE was a stronger feeling in the market for storage creamery butter during the week, with a better undertone to the market for dairy butter. Storage eggs were also in firmer market, with advances recorded in certain quarters. New-laid eggs are getting more plentiful, and the margin between new-laid and storage variety has narrowed during the week. Supplies of storage eggs in Canada will in all probability be cleaned up within a short period. Poultry arrivals were light and prices being paid by commission dealers were advanced.

In spite of the agitation on the part of the dairying interests for a higher price on cheese, there does not seem any immediate prospect of an advance being made. Shortening is still in light supply, but with the clearing of the transportation problem following the recent storms it is anticipated there will be a freer movement of cottonseed oil into the Canadian market. Prices on this commodity were firmly maintained during the week. Margarine is still in active demand, the dealers asserting the greatest difficulty at the present time is to get the supplies, as the United States has not been releasing this commodity in as large quantities as the local trade would like. Live hogs were in higher market during the week as a result of the tie-up in transportation facilities by the recent storm. With the clearing of the railway lines the arrival of hogs is now considerably improved. Business has been much better during the week owing to the clearing of the railway tracks.

## Another Advance: Live Hogs \$20.50

**Montreal.**  
**PROVISIONS.**—All week there has been a very strong undertone to the market for live and dressed hogs. This is due, quite exclusively, to the general tie-up and congestion of traffic, and with continued severe weather conditions the prices have again advanced and as high as \$20.50 per hundredweight has been reached. This, say the abattoir men, will probably hold until there is real relief through better delivery. Sales are confined to small quantities in dressed hogs, and these will hold firmly at \$27 to \$27.50, and in some cases \$28 per 100 lbs. are asked. The price of cured, salted and cooked meats is firmly held.

<b>Hogs, dressed—</b>		
Abattoir killed .....	27 00	28 00
Hogs, live .....		20 50
<b>Hams—</b>		
Medium, per lb. ....	0 31	0 32
Large, per lb. ....	0 29	0 29½
<b>Bacon—</b>		
Plain .....	0 30	0 40
Boneless, per lb. ....		0 44
<b>Bacon—</b>		
Breakfast, per lb. ....	0 40	0 42
Roll, per lb. ....	0 28	0 30
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots. ....	0 26	0 27
Long clear bacon, small lots. ....	0 26½	0 27½
Fat backs, lb. ....	0 25	0 26
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 44	0 45
Hams, roast, per lb. ....		0 46
Shoulders, boiled, per lb. ....	0 37½	0 38½
Shoulders, roast, per lb. ....	0 38	0 38½

## Strong Undertone To Market For Lard

**Montreal.**  
**LARD.**—A strong tone is noticeable

to the market for lard this week. Scarcity of hogs tends to a firming of the price and it is suggested that in view of all surrounding conditions, there will likely be a rising tendency in the near future. Prices ruling are still as quoted for last week and a steady and normal demand exists.

**Lard, Pure—**

Tierces, 400 lbs., per lb. ....	0 28½	0 29½
Tubs, 60 lbs. ....	0 28¾	0 29½
Pails .....	0 29	0 30
Bricks, 1 lb., per lb. ....	0 29¾	0 31
Compound, prints .....		0 26
French, pure .....		0 31

## Shortening Stock Light With Prices Maintained

**Montreal.**  
**SHORTENING.**—There has been little change from that reported last week respecting deliveries of cottonseed oil. As a consequence of the continued short deliveries, there is little held here and the prices quoted, while the same as obtaining for last week, are firmly held as follows:

**Shortening—**

Tierces, 400 lbs., per lb. ....	0 24½	0 25½
Tubs, 50 lbs. ....	0 24¾	0 25¾
Pails, 20 lbs., per lb. ....	0 23¾	0 25
Bricks, 1 lb., per lb. ....	0 25½	0 26¾

## Poultry Demand Is Good, But Receipts Are Limited

**Montreal.**  
**POULTRY.**—This is a good season for poultry and the demand has been brisk, particularly for chickens. Since the first of the year, receipts have been quite light and particularly so during the last ten days. It is practically im-

possible to send forward live poultry in such severe weather, and poultrymen will probably deliver more of the dressed variety on this account. There have been no changes for the week in prices, but the tendency is very firm, and especially so for the choicer grades of chickens, which are now in active demand.

<b>Poultry—</b>		<b>Dressed</b>
Old fowls .....	0 23	0 25
Chickens, crate fattened .....	0 28	0 30
Roasting chickens .....	0 26	0 28
Young ducks .....	0 27	0 28
Turkeys (old toms), lb. ....	0 32	0 34
Turkeys (young) .....		0 35
Geese .....	0 25	0 27

## Scarcity Of Eggs; Higher Prices Asked

**Montreal.**  
**EGGS.**—There are no eggs coming from the United States, owing to the embargo placed against their export. The spot stocks here are reported as much lighter and high prices are being offered by the jobbing and produce trade. One jobber told **CANADIAN GROCER** that he attended a sale last week when a full car lot of April eggs had sold for 48c per dozen. The new-laid are still very scarce and 70 to 75 cents per dozen is being asked. An advance of two cents per dozen on all grades excepting new-laid has been made.

**Eggs—**

New-laid (specials) .....	0 70	0 75
Selects .....		0 52
No. 1's .....		0 48
No. 2's .....		0 45
Fall eggs .....	0 56	0 58

## A Few Lots Of Cheese Are Received; Trade Is Light

**Montreal.**  
**CHEESE.**—The receipts of cheese are quite light as compared with those of a year ago. In fact the number of packages received is 395,000 short of the number received a year ago, as for the period between May 1st, 1917, and the end of last week. Shipments are still being made by the commission on the basis of the fixed price, while the local trade is small, and usually for limited sorting wants only.

**Cheese—**

Large (new), per lb. ....	0 22½	0 23½
New twins, per lb. ....	0 22½	0 23½
Triplets, per lb. ....	0 22½	0 24
Stilton, per lb. ....	0 25	0 28
Fancy, old cheese, per lb. ....	0 30	0 31

## Margarine Receipts Light; Brisk Sales

**Montreal.**  
**MARGARINE.**—Sales of margarine are reported to continue in a brisk market and the prices are held firmly. The opinion is expressed that there is much more butter being used in the manufacture of same than has been usual. One jobber states that he has been unable to get sufficient for his wants. Trans-



portation has been much interfered with and this has prevented the accumulation of any great stocks. Jobbers are of one mind in the matter of margarine having established itself quite firmly as a regular line. Prices are from 29½c to 32½c, according to quality.

Margarine—

Prints, according to quality, lb. ....	0 29½	0 31½	0 32½
Bulk, according to quality, lb. ....	0 28½	0 30½	0 31½

**Butter Sales Are Large, At Still Higher Prices**

**Montreal.**  
**BUTTER.**—The remarkably good market for butter and the activity characteristic of the past two weeks continues. Sales are being freely made at an advance of from one to two cents per lb. One jobber states that the demand for butter, as applied to the business of his firm, is larger than ever. This same jobber states that margarine may supplant dairy grades but that creamery will continue to sell well.

Butter—

Creamery prints, storage ....	0 47	0 48
Creamery solids, storage ....	0 46½	0 48
Creamery prints (fresh made) ..	0 46	0 47
Creamery solids (fresh made) ..	0 43½	0 44
Dairy prints, choice ..	0 41	0 42
Dairy, in tubs, choice ..	0 35	0 39
Bakers', in tubs ..	0 32	0 38

**Fish Market Active; Prices Maintained**

**Montreal.**  
**FISH.**—The demand for fish continues very active and supplies are going forward promptly. Prices are firm and there are some higher tendencies in one or two lines. Fillet haddies are up to 20c per lb. Lobsters are quoted up 5c per pound making the price 50c. Fresh haddock is a cent higher at 9 to 10c per pound. Fresh frozen haddock is quoted 8 to 9c per pound. This latter is stated to have sold as high as 16c per pound in Boston the past week and is indicative of firm tendencies on the United States markets. Oysters beds are still frozen over and the deliveries of fresh oysters are practically cut off. Jobbers are of the opinion that some lines of frozen fish will be exhausted before the season is over.

**SMOKED FISH.**

Haddies ..	0 15	0 16
Haddies, fillet ..	0 20	0 20
Smoked herrings (med.), per box ..	0 20	0 20
Bloaters, per box 60/100 ..	1 50	1 50
Kippers, per box 40/50 ..	2 40	2 40

**SALTED AND PICKLED FISH**

Herring (Labrador), per bbl. ....	\$12 50	
Salmon (Labrador), per bbl. ....	23 00	
Salmon (B.C. Red) ..	25 00	
Sea Trout, red and pale, per bbl. ....	18 00	
Green Cod, No. 1, per bbl. ....	15 00	15 50
Green Cod (large bbl.) ..	16 00	16 50
Mackerel, No. 1, per bbl. ....	22 00	
Codfish (Skinless), 100-lb. box ..	12 50	
Codfish, 2-lb. blocks (24-lb. case) ..	0 17	
Codfish (Skinless), blk., "Ivory" Brd., lb. ..	0 15	
Codfish, Shredded, 12-lb. box ..	2 25	

**SHRIMPS LOBSTERS**

Lobsters, medium and large, lb. ....	0 50	
Prawns, lb. ....	0 30	
Shrimps, lb. ....	0 25	
Scallops ..	4 00	

**FRESH FROZEN SEA FISH**

Halibut ..	21	22
Haddock, lb. ....	08	09

Mackerel ..	13	14
Cod steak, fancy, lb. ....	09½	10
Cod—Toms ..	4 25	4 50
Salmon, Red ..	19	20
Salmon, pale ..	14½	15
Salmon, Gaspe ..	..	26

**FRESH FROZEN LAKE FISH**

Pike, lb. ....	0 10½	0 11
Perch ..	0 10	0 13
Whitefish, lb. ....	0 15	0 16
Lake trout ..	0 18	0 19
Eels, lb. ....	..	0 12
Dore ..	0 15	0 16
Smelts, No. 1 ..	..	0 20
Smelts, No. 1 large ..	..	0 24
Oysters—		
Ordinary, gal. ....	2 50	
Malpeque oysters, choice, bbl. ....	10 00	
Malpeque oysters (med.) bbl. ....	9 00	
Cape Cod shell oysters, bbl. ....	11 00	
Clams (med.), per bbl. ....	9 00	

**FRESH FISH**

Haddock ..	0 09	0 10
Steak Cod ..	0 09½	0 10
Market Cod ..	0 07	0 08
Carp ..	0 12	0 13
Dore ..	0 15	0 16
Lake trout ..	0 18	0 20
Pike ..	0 11	0 12
B. C. Salmon ..	0 22	0 24
Gaspereaux, each ..	..	0 07
Western Halibut ..	..	0 26
Eastern Halibut ..	0 25	0 26
Flounders ..	..	0 10
Perch ..	..	0 09
Bullheads ..	..	0 15
Whitefish ..	0 15	0 16
Eels ..	..	0 10
Mackerel (large), each ..	..	0 20
Mackerel (medium), each ..	..	0 18

**Live Hogs Up; Pork Is Higher**

**Toronto.**  
**PROVISIONS.**—There was a firmer market for live hogs during the week and prices advanced 50c per hundred, making the quotation at the time of writing for hogs on fed and watered basis of \$19.50 per hundred pounds. Bacon held in steady position, but the price of pickled rolls in barrels was higher by \$1 per barrel in some quarters, making the range of the various grades \$52 to \$56 per barrel. Demand for meats has been fair to good, with an evident increasing interest.

Hams—		
Medium ..	0 31	0 33
Large, per lb. ....	0 26½	0 30
Backs—		
Plain ..	0 39	0 44
Boneless, per lb. ....	0 42	0 49
Bacon—		
Breakfast, per lb. ....	0 37	0 39
Roll, per lb. ....	0 30	0 32
Wiltshire (smoked sides), lb. ....	0 35	0 39
Dry Salt Meats—		
Long clear bacon, lb. ....	0 27½	0 29
Fat backs ..	..	..
Cooked Meats—		
Ham, boiled, per lb. ....	0 43½	0 46
Hams, roast, without dressing, per lb. ....	0 45	0 50
Shoulders, roast, without dressing, per lb. ....	0 38½	0 47
Barrel Pork—		
Mess pork, 200 lbs. ....	..	55 00
Short cut backs, bbl., 200 lbs. ....	59 00	60 00
Pickled rolls, bbl., 200 lbs. ....	52 00	56 00
Hogs—		
Dressed, abattoir killed ..	27 00	30 00
Live, off cars ..	..	19 75
Live, fed and watered ..	..	19 50
Live, f.o.b. ....	19 00	19 10

**Margarine Supplies Not Released Fast Enough**

**Toronto.**  
**MARGARINE.**—Commission men assert the interest and demand for margarine is just as keen as ever. The main trouble at the present time is to get

sufficient supplies to take care of the needs of the trade.

Margarine—

1-lb. prints, No. 1 ..	\$0 32	\$....
Do., No. 2 ..	0 30	0 31
Do., No. 3 ..	0 27	....
Solids, 1c per lb. less than prints.		

**Cottonseed Oil Not Yet Abundant**

**Toronto.**  
**SHORTENING.**—There is a more hopeful feeling on the part of manufacturers of shortening that supplies of cottonseed oil will be forthcoming in the near future. It is a question of transportation at the present time, as fairly good stocks have been released by the United States Government, and it becomes a question of getting them forward. Supplies locally are rather light at the present time. In one instance the price of shortening was ¼c per pound higher on the tierce basis, the range of prices being from 25c to 25½c tierce basis, Toronto.

Shortening, tierces, 400 lbs., lb. ....	0 25	0 25½
In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		

**Usual After-Holiday Quiet Did Not Come**

**Toronto.**  
**LARD.**—Conditions in the lard market have been a little unusual since the beginning of the new year in that the demand has kept up in a steady way following the holiday period. In other years it has been the usual condition to have a falling off in trade following the heavy consumption during the holiday period. But this condition was largely eliminated through the hand-to-mouth buying that has preceded and followed the holiday season. There is an active market at the present time, which prevents the accumulation of stocks. Prices were maintained on the basis of 28½c to 29c tierce basis.

Lard—

Lard, pure tierces, 400 lbs., lb. ....	0 28½	0 29
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		

**Dairy Butter Regains Measure of Firmness**

**Toronto.**  
**BUTTER.**—There was a better feeling in the market for dairy butter during the week and a measure of firmness returned following the groggy condition occasioned through the coming of margarine. While prices did not advance, the tone of this commodity was decidedly better. Storage butter was also in firmer trend, and in this commodity an advance of 1c per pound was recorded. Storage prints are quoted at 48c to 49c per pound and storage solids at 46c to 47c. There is a good demand for butter of all kinds in spite of the good sale of margarine.

Creamery prints, fresh made ..	0 50	
Creamery solids, fresh made ..	0 48	
Creamery prints, storage ..	0 48	0 49
Creamery solids, storage ..	0 46	0 47
Dairy prints, lb. ....	0 33	0 35
Dairy prints, choice, lb. ....	0 38	0 40

### Storage Eggs Dwindling; Fresh Egg Prices Down

Toronto.

EGGS.—Stocks of storage eggs continue to dwindle and the time is fast approaching when supplies will be exhausted. Prices were higher by 1c to 2c per dozen this week, selects being quoted at 52c to 53c per dozen and No. 1 at 49c to 50c. With the better supply of new-laid eggs there is a narrowing of the margin between the two varieties. New-laid were quoted down during the week at 60c to 65c per dozen. The egg market in the United States continues at a high level, making stocks beyond the import basis when compared with prices of Canadian product in this market. Demand for eggs is good.

Eggs—

New-laid, in cartons	0 65	0 70
Storage selects, ex-cartons	0 52	0 53
Storage, No. 1, ex-cartons	0 49	0 50

### Cheese One of Cheap Foods at Present Time

Toronto.

CHEESE.—Commission men point out that comparatively cheese is one of the cheapest food products on the market at the present. In spite of the advances in nearly every food commodity during the past year the price has remained stationary on the basis of 21½c, the price paid by the Cheese Purchasing Commission. While the dairymen of the province have been asserting vehemently that they think the price of cheese should be increased, it would seem that there is not very much chance of such an event taking place. Assertions were made at their convention that more money has been made during the past year by the farmers from their milk than ever before, and this would seem to be a determining factor to prevent the raising of the price.

Cheese—

New, large	0 22½	0 23½
Old, large	0 23	0 24½
Stilton (new)	0 25	0 27
Twins, ¼c lb. higher than large cheese.		
Triplets ¼c lb. higher than large cheese.		

### Poultry Scarce and Prices Go Up

Toronto.

POULTRY.—With a scarcity of poultry reaching the local market commission men were inclined to raise their ideas and higher prices were consequently paid in some quarters during the week. There is a moderate demand for poultry of all kinds from the hotels and restaurants, the principal demand being for turkeys and chickens. Geese and ducks were advanced 2c per pound; geese were up 3c per pound; roosters were up 4c per pound; while hens and chickens were up 2c to 3c per pound in some quarters in amount being offered. Following are the quotations:

Prices paid by commission men at Toronto:		
	Live	Dressed
Ducks	\$0 24-\$0 25	\$0 25-\$0 27
Geese	0 15-0 16	0 18-0 24
Turkeys	0 25-0 27	0 32-0 35
Roosters	0 18-0 20	0 22-0 22
Hens, over 5 lbs.	0 26-0 27	0 26-0 27
Hens, under 5 lbs.	0 22-0 23	0 22-0 22
Chickens, 4 lbs. and up	0 25-0 25	0 27-0 28
Chickens, under 4 lbs.	0 23-0 25	0 25-0 27

Squabs, dozen	4 60
Prices quoted to retail trade:	
Hens	\$0 25-\$0 28
Ducks	0 27-0 30
Chickens	0 28-0 30
Do., milk-fed	0 33
Turkeys	0 40
Geese	0 27

### Sale Of Fish Is Greater Than Ever

Toronto.

FISH, OYSTERS.—Transportation on the railways is a retarding factor. Prices were steady during the week in most instances. Quotations on flounders were down 2c per pound in some quarters at 6c per pound. Pike were up ½c per pound. Frozen whitefish were down ½c per pound in some quarters. Tullibees were in the market and were quoted at 9c to 10½c per pound. Quail on toast is being quoted at 13c per pound and skinless cod at 11c per pound. Oysters are in fairly good demand, but difficulty is still being experienced in getting supplies owing to the severity of conditions at coast points.

SMOKED FISH.

Haddies, per lb., new cured	0 14
Chickens haddies, lb.	0 12
Haddies, fillets, per lb.	0 16
Ciscops, per lb.	0 16
Kipperd herring, per box	1 75
Digby herring, skinless, 10-lb.	2 25
Salmon snacks, 10-lb. boxes, lb.	0 22

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	3 40
Acadia cod, 2-lb. blocks	4 50
Strip cod, lb.	0 12
Quail on toast, 24 1-lb. blocks, lb.	0 13
Skinless cod, 100-lb. boxes, lb.	0 11
Halifax shredded cod, 24s.	2 20
Salt mackerel, kits 15 lbs.	2 40
Labrador salt herring, barrels	10 50
Do., half barrels	5 25
Herring, pickled, keg 100 lbs.	5 10

FRESH FROZEN SEA FISH

Halibut, frozen	0 19	0 20
Salmon, Quaila, lb.	0 13	0 13
Do., red spring	0 23	0 23
Do., Cohoe	0 20	0 20
Do., White, spring	0 14	0 14½
Haddock, headless and dressed, lb.	0 08	0 09
Herrings, frozen	0 05	0 06
Steak, cod, headless and dressed, lb.	0 08	0 09
Haddock, heads on, lb.	0 07½	0 10
Cod, market, heads on, lb.	0 07½	0 10
Mackerel, frozen, lb.	0 12	0 12
Flounders, frozen	0 06	0 06
Tullibees, lb.	0 09½	0 10
Smelts, extras, lb.	0 20	0 22
Do., No. 1, lb.	0 15	0 17
Do., No. 2, lb.	0 09	0 10

FRESH FROZEN LAKE FISH

Herring, Lake Superior, bags, lb.	0 05
Herring, Lake Erie, pan frozen	0 07½
Pike, lb.	0 09½
Whitefish, frozen	0 12
Trout, lb., frozen	0 15
Mullets, frozen, lb.	0 06
Yellow pickerel, frozen, lb.	0 12½
Oysters, per gal.	2 50
Blue points, bbl.	11 00
Malpeque, bbl.	12 00
Shell oysters, bbl.	10 00
Shrimps—	
No. 1, cans	1 60
No. 2, cans	3 10
No. 4, cans	6 00

### Record Hog Market; Prices Now Declining

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market advanced last week from \$18.25 to \$19, and this was attributed by the trade partly to a severe storm in the East curtailing deliveries, and to Eastern packers coming on to our mar-

ket. This price therefore is considered only temporary, and already the market has receded considerably. There should be a further reduction this week. Provision prices are all firm and local demand is good. Eggs—Local demand is good, and prices remain steady. There have been quite a few cars shipped out of the province. Butter—Creamery butter is very firm with active buying from Eastern Canada. Storage stocks are considered relatively light, and further advances are expected. Dairy Butter—There has been quite an active demand for packing stock butter for export, and price remains firm.

Hams—		
Light, lb.	0 33	
Medium, per lb.	0 32	
Heavy, per lb.	0 30	
Bacon—		
Breakfast, per lb.	0 38	0 39
Breakfast, select, lb.	0 42	0 44
Backs, regular	0 42	
Backs, select	0 45	
Dry Salt Meats—		
Long clear bacon, light	0 29	
Backs	0 33	
Barrelled Pork—		
Mess pork, bbl.	52 00	
Lard, Pure—		
Tierces	0 27	
20s	5 30	
Cases, 5s	17 05	
Cases, 3s	17 10	
Shortening—		
Tierces	0 23½	
Tubs, 50s, net	12 00	
Pails, 20s, net	5 05	
Fresh Eggs—		
No. 1 candled	0 40	00 42
Select		0 45
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh		0 23½
Butter—		
Fresh made creamery, No. 1 cartons		0 45
Fresh made creamery, No. 2		0 44
Dairy, prints		0 40
Dairy, regular run		0 36
Margarine—		
No. 1		0 32
No. 2		0 30
No. 3		0 28

### Shortening Now 23¼c; Expected To Go Higher

Winnipeg.

LARD AND SHORTENING.—The local market has been ruling comparatively low, and it would not be surprising to see further advances. There has been some outside demand for carloads, and the quality of the hog being marketed is not a large yielding type. The shortening market has advanced to 23¼c, and it would not be surprising to see further advances in view of the difficulty of getting cotton seed oil, and advances in the price of cattle.

### Margarine Repeat Orders Coming In Satisfactorily

Winnipeg.

MARGARINE.—The repeat business has begun to come in on margarine surprisingly well. Every one agrees that at first the consuming public were diffident, and the line did not catch on. Some of the largest retailers in Winnipeg would not adopt it, stating they would not do so until they got enquiries.



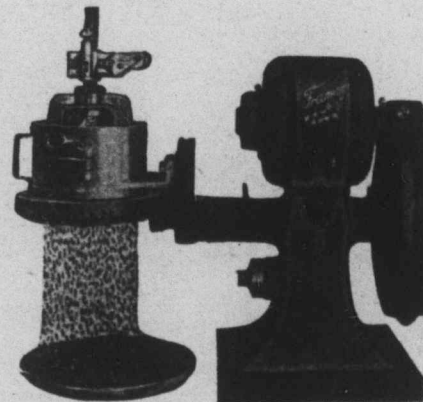
*Sell*  
**Jersey Farm Sausage**  
 —the line that will measure up to your expectations in quick sales and satisfied customers.  
**Maciver Bros. Co., Keating St., Toronto**

# Lard

Butter is advancing in price and will be higher owing to shortage of milk supplies. We can sell you finest Lard in all the usual styles of packages—from one-pound cartons to sixty-pound tubs.

**F. W. FEARMAN CO.**  
 Limited  
 HAMILTON

**WIN THE WAR BY  
 SAVING EVERYTHING**  
 How about your Scrap Bone?



Don't kick at the high price of eggs. It's not her fault; feed her *Ground Bone* and she's got to lay 'em.

How about a machine?

Write for catalogue and price list on these machines. All styles.

**The W. A. Freeman Co., Limited**  
 HAMILTON, ONT.

TORONTO—114 York Street, near King  
 MONTREAL—16 Notre Dame St. E. Uptown 8547

## Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product**. There are added responsibility and written-printed claims to substantiate.

# COMING—This Week!

**G**OOD NEWS! Our Shippers, Wilson & Co. of Chicago, have written us, early this week, stating that they have secured the necessary export license from the United States Government permitting the shipment of Oleomargarine into Canada, and that already several carloads of

“Majestic,” “Laurel,” and “Diamond A”  
Brands

## OLEOMARGARINE

are on their way to us. They are due to arrive some time **this week**, so that we shall now be in a position to fill all orders promptly. We invite all our customers to let us know their requirements at once, and we will lose no time in making shipments. We do not anticipate any delay from now on in the matter of filling orders as they come in, and we regret very much that our customers have been kept waiting owing to conditions we were quite unable to control. From now on we anticipate no further trouble as to shipments.

**THE DAVIES COMPANY**  
**WILLIAM DAVIES LIMITED**

TORONTO

Montreal

Winnipeg

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

# Brunswick Brand

## —the Sea Foods that sell

They sell because their excellent good qualities commend them to all lovers of delicious, wholesome sea foods.

A good display of Brunswick Brand will connect you with the fish demand that is growing steadily. Order a supply from the list below and let your customers know you sell Brunswick Brand Sea Foods.

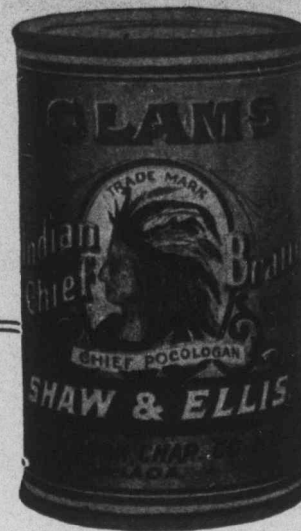


Stock from the following:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies  
(Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams



**Connors Bros., Limited**  
BLACK'S HARBOR, N.B.



Every customer  
will like  
Indian Chief  
Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

*If you're not already pushing this quick-selling line, begin now.*

**SHAW & ELLIS**  
POCOLOGAN, N.B.



**I**T will pay you, as a distributor of food products, to specially recommend to your customers those goods which will give them the most food value for the money they spend.

No other product on the market will do such ample justice to your recommendation as Bowes Peanut Butter.

**PUSH IT—PROFIT BY IT.**

# IS IT A GOOD MAN YOU WANT?

**W**ISHING and wanting won't get him for you. Advertising probably will. You ask what paper to use? Well, you can waste a lot of good money using wrong papers. The best one to use is CANADIAN GROCER.

This newspaper is probably read by the man you will engage. At any rate, if you want a man trained, the chances are that he sees and reads CANADIAN GROCER. If your advertisement tastes good to him, the chances are he'll answer it. Then it's up to you to land him.

But look for him where he's likely to be—behind some counter or desk in a retail or wholesale grocery house.

You never can tell what's in the mind of men to make them willing to change. Perhaps it's money, perhaps a cranky boss, perhaps climate, perhaps a girl. But it will be something or other.

Sometimes the first insertion of an advertisement finds the man. Sometimes you will have to keep on advertising.

**O**UR part is not to guarantee you answers, or to promise any. We have no control over such things. But we can put your advertisement—and do—into about 5,000 grocery stores, wholesale and retail, all over Canada. This is our part. And surely 5,000 is enough.

*Rate is two cents per word first insertion; one cent per word each subsequent insertion, and five cents extra per insertion for Box No. in our care. Numbers count as words. Use a box number if you prefer. Send remittances with advertisement. Make advertisements brief as a telegram.*

Address to:

Canadian Grocer Want Ads.

143-153 University Avenue  
Toronto

# Spiers was licked!

**W**HEN Spiers, representing Cotton & Co., called on a certain Canadian retailer to solicit business, he was asked—"Why doesn't your firm advertise in DRY GOODS REVIEW, my business paper?" And Spiers replied, "My firm doesn't believe in trade newspaper advertising." Said the retailer—"Then I don't want to do business with your firm. Your firm may not believe in advertising, but I do, and I'm the man to be considered if you want my business."

The Retailer had a good deal to say to Spiers. Boiled down, it was:

"Your firm insults my intelligence. I pay \$2 a year to have DRY GOODS REVIEW. It is the best newspaper, from a business point of view, that comes to me.

"I read the advertisements in it. They have a news value to me, and I am their debtor in many ways. Since war broke out, and goods have become scarce, I've sent mail-orders to a number of these firms. Travellers don't call on me as frequently as formerly. I suppose there are fewer of them, and I know it's harder to get to me, since mine is a general store, off the main line. I want the advertisements of firms with goods to sell, and I want them published in DRY GOODS REVIEW. I don't want stuff sent me in an envelope through the mail.

"That's expensive for one thing; and it's a nuisance for another. I want a business firm's proposals to me in the newspaper I take home with me, and where I can always find it when I want to refer to it.

"When your firm says it doesn't believe in trade newspaper advertising, I have to regard it as a back-number

firm in other ways. Probably it doesn't believe in adjusting complaints, or in giving me the sort of service I want and insist on having. I'm afraid of your firm, Spiers; and there are always other firms keener to do business with me than Cotton & Co. are. If you want to sell me, Spiers, link up with a house that gives me the information I want and in the way I want it."

Spiers is of that type of traveller who thinks that trade newspaper advertising is his competitor, not his assistant. He wants *all* the credit for orders secured. He thinks that he can command more money, in the way of salary, when his solicitations and successes are not contributed to in any way by trade newspaper advertising. He is somewhat like the manager who wants to do all the detail work himself, who is afraid to hire a good man for fear he will supersede him.

\* \* \*

If this little story of Spiers and Cotton & Co. has any truth and point in it, it means that the following retailers' newspapers are worth considering as trade-influencers.

	Frequency.	Minimum Page Rate	Yearly cost Page every issue
DRY GOODS REVIEW.....	Monthly	\$35	\$ 420
MEN'S WEAR REVIEW.....	"	30	360
BOOKSELLER & STATIONER	"	25	300
SANITARY ENGINEER.....	Semi-monthly	16.70	400.80
CANADIAN GROCER.....	Weekly	24	1,248
HARDWARE & METAL.....	"	24	1,248

Breaking down the resistance of retail buyers by warm-hearted proposal-full communications addressed to them in page spaces in their business newspaper is cheap, when results are considered, at a yearly cost of \$300-\$1200. The amount to spend per annum depends (1) on the number and accessibility of your actual and potential customers; (2) on the number of your travellers; (3) on the frequency of their calls; (4) on the volume of your annual sales; and (5) on the nature and extent of your opposition (competitors).

If you will permit us to work out a definite proposal for submission on its merits framed in the light of the five factors noted above, please write us without fear that you compromise your fullest liberty of action and decision.

**The MacLean Publishing Company, Limited**  
Toronto, Canada

Also at Montreal Winnipeg New York Chicago Boston and London, Eng.

# BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.)

HAMILTON

Rice on spot is scarce and we believe prices will be considerably higher. We have excellent values in Carolinas, Japans and Siam. Telephone us when wanting goods in a hurry.

Buy Pork and Beans for an advance.

BRISTOL, SOMERVILLE & CO.

## MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

**ANDW. MELROSE & CO.**

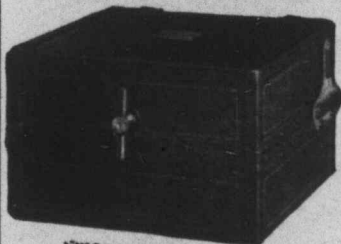
*Tea Merchants to the King*  
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.  
MONTREAL

Do not place your order for  
Canning Boxes  
until you have our prices

W. C. Edwards & Co., Limited  
OTTAWA, ONTARIO

## "McCASKEY" ACCOUNT SYSTEMS



"McCASKEY" CLOSED

For Every Business.

Send for booklet—

"A Credit Plan That Works."

**McCASKEY  
SYSTEMS, LTD.**

245 Carlaw Avenue  
TORONTO

## STORE MANAGEMENT—COMPLETE

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

**THIRTEEN CHAPTERS**

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

**ABSOLUTELY NEW**

**JUST PUBLISHED**

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.  
TORONTO

## Try the "Want Ad" Page


Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

THE CANADIAN GROCER - ADDRESS 143-153 UNIVERSITY AVE., TORONTO

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





*Generally  
recognized*

as the ideal  
temperature  
drink Marsh's  
Grape Juice  
should always  
be in the front  
of your dis-  
plays.

**The Marsh Grape  
Juice Company**  
Niagara Falls - Ontario  
**MacLaren Imperial  
Cheese Co., Ltd.**  
Ontario  
**Rose & Laflamme, Ltd.**  
Montreal, Que.

**What Three Canadian Brothers Fighting  
in France Write to Their Parents**

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line."

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provide the soldier with coffee three times a day for thirty days.

**Delicious without milk—relieves fatigue and tired nerves.**

**QUOTATIONS FOR  
PROPRIETARY ARTICLES**  
SPACE IN THIS DEPARTMENT IS \$65  
PER INCH PER YEAR

<b>BAKING POWDER.</b>		<b>"AYLMER" PURE ORANGE MARMALADE.</b>	
<b>ROYAL BAKING POWDER.</b>		Per doz.	
Size.	Less than 10-case lots	Tumblers, Vacuum Top, 2 doz. in case .....	\$1 90
	Per doz.	12-oz. Glass, Screw Top, 2 doz. in case .....	2 25
Dime .....	\$ 1 06	16-oz. Glass, Screw Top, 2 doz. in case .....	2 75
4-oz. ....	1 50	16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 75
6-oz. ....	2 15	2's Tin, 2 doz. per case.....	3 90
8-oz. ....	2 80	4's Tin, 12 pails in crate, per pail .....	0 68
12-oz. ....	4 10	5's Tin, 8 pails in crate, per pail .....	0 84
16-oz. ....	5 35	7's Tin or Wood, 6 pails in crate .....	1 15
2½-lb. ....	12 85	7's Tin or Wood, 4 pails in crate, per lb. ....	0 16
5-lb. ....	24 50	30's Tin or Wood, one pail crate, per lb. ....	0 16
F.O.B. Montreal, or F.O.B. job- bers' point, subject to jobbers' regu- lar terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.		<b>BLUE.</b>	
<b>JAMS.</b>		Keen's Oxford, per lb. .... 0 17½ In cases 12—12 lb. boxes to case .....	
<b>DOMINION CANNERS, LTD.</b>		<b>COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA.</b>	
"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.		Empire Breakfast Cocoa, 2 doz. in box, per doz. .... \$2 45	
Screw Vae top Glass Jars, 16 oz. glass 2 doz. case. Per doz.		Perfection, ½-lb. tins, doz. ... 2 45	
Blackberry .....	\$3 95	Perfection, ¼-lb. tins, doz. ... 1 35	
Currant, Black .....	3 05	Perfection, 10c size, doz. .... 95	
Plum .....	2 85	Perfection, 5-lb. tins, per lb. ... 37	
Pear .....	2 85	(Unsweetened Chocolate)	
Peach .....	2 85	Supreme Chocolate, 12-lb. box- es, per lb. ....	
Raspberry, Red .....	3 15	Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	
Raspberry and Red Currant..	2 75	Sweet Chocolate— Per lb.	
<b>DOMINION CANNERS, LTD.</b>		Queen's Dessert, 10c cakes, 2 doz. in box, per box..... 1 80	
<b>CATSUPS—In Glass Bottles.</b>		Diamond Chocolate, 7's, 4-lb. boxes .....	
Per doz.		Diamond, 6's and 7's, 8 and 12-lb. boxes .....	
½ Pts. Delhi Epicure .....	\$1 75	Diamond, ¼'s, 6 and 12-lb. boxes .....	
½ Pts., Red Seal, screw tops	1 40	Iceings for Cake—	
Pts., Delhi Epicure .....	2 75	Chocolate, white, pink, lemon, orange, maple, almond, co- conut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz. ....	
Pts., Red Seal .....	1 90	Chocolate Confections Per doz.	
Qts., Red Seal .....	2 85	Maple Buds, 5-lb. boxes..... \$0 39	
Qts., Lynn Valley .....	2 75	Milk medallions, 5-lb. boxes, 0 39	
<b>BAKED BEANS WITH PORK.</b>		Chocolate wafers, No. 1, 5-lb. boxes .....	
Brands—Canada First, Simcoe Quaker.		Chocolate wafers, No. 2, 5-lb. boxes .....	
Per doz.		Nonpareil wafers, No. 1, 5-lb. boxes .....	
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case .....	0 95	Nonpareil wafers, No. 2, 5-lb. boxes .....	
1's Baked Beans, Plain, 4 doz. to case .....	1 15	Chocolate ginger, 5-lb. boxes 0 42	
1's Baked Beans, Tom. Sauce, 4 doz. to case .....	1 25	Milk chocolate wafers, 5-lb. boxes .....	
1's Baked Beans, Chili Sauce, 4 doz. to case .....	1 25	Coffee drops, 5-lb. boxes.... 0 39	
2's Baked Beans, Plain, 2 doz. to case .....	1 75	Lunch bars, 5-lb. boxes.... 0 39	
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case .....	2 00	Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.... 0 95	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case.....	2 00	Nut milk chocolate ¼'s, 6, lb. boxes, lb. ....	
Family, Plain, \$2.25 doz.; Family, Tomato Sauce, \$2.50 doz.; Family, Chili Sauce, \$2.50 doz.; 5's, Plain, Tall, \$2.75 doz.; 5's, Tomato Sauce, \$3.20 doz.; 5's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.		Nut chocolate squares (20 divi- sions to cake), packed 2 and 3 cakes to a box, per cake 0 75	
		Almond nut bars, 24 bars, per box .....	

# Stockdale Lectures for You!

These lectures throb with vitality, solving many problems which confront all lines of business.

Under the following captions one of America's foremost Retail Merchandising Experts gave in a clear, lucid style the why and wherefores of the success and failures in retail stores:

- "Many Businesses Wrecked by Details"
- "How to Make Figure Facts Earn Profits"
- "How to Measure the Value of Turnover"
- "How to Get the Information the Customer Wants"

We had these four lectures printed in pamphlet form for distribution among the trade.

Send for your copy TO-DAY. The supply is limited.

**The MacLean Publishing Co., Limited**  
 153 UNIVERSITY AVENUE, TORONTO

## Enquiry Department

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

### BALED STRAW

Where in the Eastern Provinces can I buy baled straw?—Sheffield Mills, N.S.  
 Ans.—Omar Pilon, Valleyfield, Que., will no doubt be able to supply you.

### ICE CREAM PLANT

Can you give me the name of some firm where I could obtain an up-to-date ice cream plant?—Alma, N.B.

Ans.—Messrs. Fletcher Mfg. Co., Hayter St., Toronto, are dealers in this line.

### MARGARINE AND COLORING MATTER.

Is it lawful for a merchant selling margarine to offer for sale in the same store butter color; also can margarine be wrapped in plain paper before being handed to customer?—Cardinal, Ont.  
 Ans.—No man who sells margarine can sell coloring matter for margarine on same premises.

He is liable to a fine if he does. He can wrap margarine in plain paper providing original seals are not broken.

### WHITE STAR PRODUCTS.

Please give me name of handlers or manufacturers of White Star Brand products.—Toronto.  
 Ans.—Messrs. MacDonald, Chapman, Ltd., Winnipeg, handle White Star Brand products.

CANADIAN GROCER,  
 143-153 University Avenue,  
 Toronto.

For Subscribers  
**INFORMATION WANTED**

Date.....191...

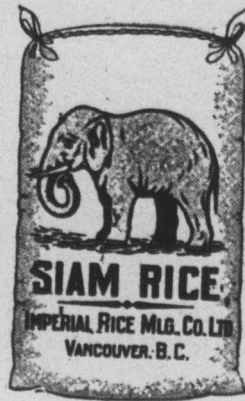
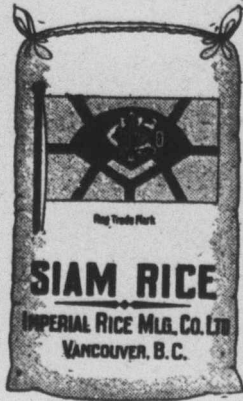
Please give me information on the following:.....

Name.....

Address.....

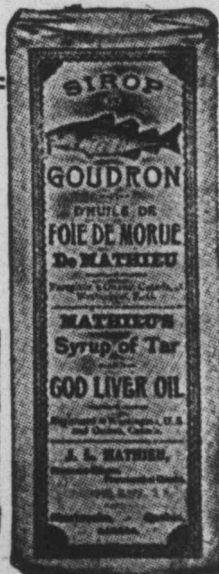
# Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

## Mathieu's "Nervine Powders" and "Syrup of Tar"



—two excellent health-sustaining lines that any good grocer will find worth displaying. The "Nervine" Powders are a sure remedy for Neuralgia, Headaches, Sleeplessness and other nerve attacks. Syrup of Tar is a splendid preventive of La Grippe, Pneumonia and kindred cold weather complaints. Stock them now and recommend them always.

**J. L. Mathieu Co.**  
 PROPRIETORS  
 Sherbrooke, Quebec

### CALIFORNIA FRUIT CANNERS ASSOCIATION

#### CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

- 2 1/2-quart Tall Cylinder Can No. 1 Pint Cylinder Can....
- No. 16 Jar.....
- No. 4 Jar.....
- No. 10 Can.....

#### YUBA BRAND

- 2 1/2-quart Tall Cylinder Can..
- No. 1 Pint Cylinder Can....
- No. 10 Can.....
- Picnic Can.....

#### BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

- Eagle Brand, each 48 cans..\$8 75
- Reindeer Brand, each 48 cans 8 45
- Silver Cow, each 48 cans.... 7 90
- Gold Seal, Purity, each 48 cans 7 75
- Mayflower Brand, each 48 cans 7 75
- Challenge Clover Brand, each 48 cans ..... 7 25

#### EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans .....\$6 40
- Jersey Brand, Hotel, each 24 cans ..... 6 40
- Peerless Brand, Hotel, each 24 cans ..... 6 40
- St. Charles Brand, Tall, each 48 cans ..... 6 50
- Jersey Brand, Tall, each 48 cans ..... 6 50
- Peerless Brand, Tall, each 48 cans ..... 6 50
- St. Charles Brand, Family, each, 48 cans..... 5 50
- Jersey Brand, Family, each 48 cans ..... 5 50
- Peerless Brand, Family, each 48 cans ..... 5 50
- St. Charles Brand, small, each 48 cans ..... 2 60
- Jersey Brand, small, each 48 cans ..... 2 60
- Peerless Brand, small, each 48 cans ..... 2 60

#### CONDENSED COFFEE

- Reindeer Brand, "Large," each 24 cans ..... 5 75
- Reindeer Brand, "Small," each 48 cans ..... 6 00
- Regal Brand, each 24 cans... 5 40
- Cocoa, Reindeer Brand, large, each 24 cans ..... 5 75
- Reindeer Brand, small, 48 cans 6 00

#### CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

#### EVAPORATED MILK

- Carnation, 16-oz. talls (48 cans per case) .....\$6 40
- Carnation, 6-oz. baby (96 cans per case) ..... 5 40
- Canada First, 16-oz. talls (48 cans per case) ..... 6 25
- Canada First, 6-oz. baby (48 cans per case) ..... 2 60
- Canada First, 12-oz. family (48 cans per case) ..... 5 50
- Canada First, 32-oz. hotel (24 cans per case) ..... 6 15

#### GELATINE

- Knox Plain Sparkling Gelatine (2-qt. size), per doz..... 1 75
- Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. .... 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

#### W. CLARK LIMITED MONTREAL

- Assorted meats, 1s. \*\$4.25.
- Compressed Corn Beef—1/2s. \*\$2.90; 1s. \*\$4.25; 2s. \$9; 6s. \$34.75; 14s. \*\$75.
- Lunch Ham—1s. \*\$4.25; 2s. \$8.
- Ready Lunch Beef—1s. \*\$4.25; 2s. \$9.
- English Brawn—1/2s. \$2.50; 1s. \$3.50; 2s. \$5.50.
- Boneless Pigs' Feet—1/2s. \$2.50; 1s. \$3.50; 2s. \$5.50.
- Roast Beef—1/2s. \$2.90; 1s. \$4; 2s. \*\$8.85; 6s. \$34.75.
- Billed Beef—1s. \$4; 2s. \$8.85; 6s. \$34.75.
- Jellied Veal—1/2s. \$2.90; 1s. \$4.25; 2s. \$9.
- Corned Beef Hash—1/2s. \$2; 1s. \$3.50; 2s. \$5.50.
- Beefsteak and Onions—1/2s. \$2.90;

- 1s. \$4.25; 2s. \$8.50.
- Cambridge Sausage, 1s. \$4; 2s. \$8.
- Lambe' Tongues, 1/2s. \$2.50; 1s. \$3.35; 4s. \$29.
- Sliced Smoked Beef, tins, 1/2s. \$2.35; 1s. \$3.35; 4s. \$29.
- Sliced Smoked Beef, glass, 1/2s. \$1.75; 1/2s. \$2.75; 1s. \$3.50.
- Tongue, Ham and Veal Pate, 1/2s. \$1.95.
- Ham and Veal Pate—1/2s. \$1.95.
- Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, 1/2s. 70c; 1/2s. \$1.35.
- Potted Meats, Glass—Chicken, Ham, Tongue, Venison, 1/2s. \$2.
- \$7.50; 1/2s. \$12; 2s. \$16.50; 2 1/2s. \$17.50; 3s. \$19.00; 3 1/2s. \$20.50; 6s. \$45.00.
- Ox Tongues, glass, 1/2s. \$14; 2s. \$17.
- Mince-meat, in tins, 1s. \$8.70; 2s. \$2.80; 5s. \$12.
- In Pails, 5 lbs., 20c; 10 lbs., 19 1/2c; 25 lbs., 17c lb.
- In 50-lb. Tubs, 17c lb.
- In 85-lb. Tubs, 16 1/2c lb.
- Clark's Peanut Butter—Glass Jar. 1/4. \$1.22; 1/2. \$1.70; 1. \$2.25.
- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.
- Clark's Tomato Ketchup, 8-oz., \$2.25; 12-oz., \$2.50; 16-oz., \$3.50.
- Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s. \$1.15; 1 1/2s. \$1.60; 2s. \$1.75; 3s. flats, \$2.45; 3c. talls, \$2.75.
- Pork and Beans, Tomato Sauce, blue label), Talls, 1s. \$1.25; 1 1/2s. \$1.85; 2s. \$2; 3s. talls, \$3.20; 3s. flat, \$2.90.
- Individuals, 95c doz.
- Pork and Beans, Chitl (red and gold label), 1s. \$1.25; 1 1/4s. \$1.85; 2s. tall, \$2; 3s. flat, \$2.90.
- Vegetarian Baked Beans, Tomato Sauce, 2s. talls, \$2.
- Clark's Chateau Chicken Soup, \$1.75.
- Clark's Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Turtle, Consomme, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, \$1.25.
- 1 doz. per case, at \$10.00; 10-oz. bottles, \$5.00.
- No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.
- Spaghetti with Tomato and Cheese, 1/2s. \$1.30; 1s. \$1.75; 2s. \$2.90 doz.
- Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at \$10 per doz.; 10-oz. bottle, \$5.
- Canadian Billed Dinner, 1s. \$2.50.
- English Plum Puddings, 1s. 2s.
- Ready Lunch Veal Loaf—1/2s. \$1.95; 1s. \$3.90.
- Ready Lunch Beef Ham Loaf—1/2s. \$1.95; 1s. \$3.90.
- Ready Lunch Beef Loaf—1/2s. \$1.95; 1s. \$3.90.
- Ready Lunch Assorted Loaves—1/2s. \$2.00; 1s. \$3.95.
- Geneva Sausage—1s. \$4.25; 2s. \$8.25.
- Roast Mutton—1s. 2s. 6s.
- Boiled Mutton—1s. 2s. 6s.
- Cooked Trice—1s. \$7.50; 2s. \$4.25.
- Stewed Ox Tail—1s. \$2.50; 2s. \$4.50.
- Stewed Kidney—1s. \$4.00; 2s. \$7.00.
- Mince-d Collops—1/2s. \$2.00; 1s. \$3.25; 2s. \$6.00.
- Sausage Meat—1s. \$2.50; 2s. \$5.50.
- Jellied Hocks—2s. \$2.00; 6s. \$25.00.
- Irish Stew—1s. \$3.50; 2s. \$5.50.
- Boneless Chicken—1/2s. \$6.00; 1s. \$9.00.
- Lunch Tongue—1/2s. 1s. 2s.
- Tongue, Lunch—1s.
- Chateau Brand Pork and Beans—1s. \$1.60; 2s. \$2.30; 3s. \$3.50.
- Tomato Sauce, individual, \$1.00.
- Plain Sauce, individual, 95c; 1s. \$1.50; 2s. \$2.05; 3s. \$3.25.
- Smoked Geneva Sausage—1/2s. \$1.95.
- Pate de Foie—1/2s. 65c; 1/2s. \$1.30.
- Lunch Tongue, in glass, 1s.
- Mince-meat, in glass—1s. \$3.25.
- Briket Beef, in glass—1s.
- Chicken Breasts, in glass—1s.

#### COLMAN'S OR KEEN'S MUSTARD.

- Per doz. tins
- D. S. F., 1/2-lb. .... \$ 1 85
- D. S. F., 1/2-lb. .... 3 50
- D. S. F., 1-lb. .... 6 00
- F. D., 1/2-lb. .... 1 15
- Per jar
- Durham, 4-lb. jar, each .... 1 00
- Durham, 1-lb. jar, each .... 0 37

# ROYAL BAKING POWDER

## Pleases Customers

Millions of families  
Use ROYAL  
exclusively and  
always find  
it satisfactory



## Pays Grocers

Thousands of grocers  
Sell ROYAL  
steadily and never  
find it  
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

*Made in Canada*

*Contains No Alum*

*On a busy Saturday night, which would you rather hand out - an explanation or Gold Dust?*



MADE IN CANADA

THE N.K. FAIRBANK COMPANY  
LIMITED MONTREAL

Let the GOLD DUST  
TWINs do your work.



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

# There's Always a Demand for Articles of Real Merit

You never hesitate to buy what you know will sell. Whatever there is a demand for, there is money in supplying. Many grocers are making extra profits every day, from their sales of

# Sunset Soap Dyes

an article of real merit which women are ready to buy, because these wonderful home dyes provide them the way to re-color old materials at small cost, and little trouble.

Unlike old-style dyes, Sunset Soap Dyes are cleanly to use, do not stain the hands nor ruin utensils. The colors are brilliant and lasting. These dyes retail at a popular price and give you a liberal margin of profit. You can order with confidence, for they are quick sellers.

*For prices and trade discounts write—*

Canadian Distributors:  
**HAROLD F. RITCHIE & COMPANY**  
LIMITED  
TORONTO : ONTARIO

Manufactured by  
**SUNSET SOAP DYE CO., Inc.**  
NEW ROCHELLE, NEW YORK

## JELL-O

### GENESEE PURE FOOD CO.

Assorted case, 4 dozen..	\$4 00	\$4 20
Lemon, 2 dozen .....	2 10	
Orange, 2 dozen .....	2 10	
Raspberry, 2 dozen .....	2 10	
Strawberry, 2 dozen .....	2 10	
Chocolate, 2 dozen .....	2 10	
Peach, 2 dozen .....	2 10	
Cherry, 2 dozen .....	2 10	
Vanilla, 2 dozen .....	2 10	
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.		

### JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen.....	\$ 2 50
Chocolate, 2 dozen .....	2 50
Vanilla, 2 dozen .....	2 50
Strawberry, 2 dozen .....	2 50
Lemon, 2 dozen .....	2 50
Unflavored, 2 dozen .....	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

## KLIM

Hotel size, 6 10-lb. tins to case .....	\$15.50
Household size, 1-lb., 24 to case .....	6.30
Sample size, 4-oz., 48 to case .....	4.50

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

Laundry Starches—	
Boxes	Cents
40 lbs. Canada Laundry....	.09½
40 lbs., 1 lb. pkg., White Gloss .....	.10
45 lbs., No. 1 White or Blue Starch, 3-lb. cartons.....	.10½
100-lb. kegs, No. 1 white..	.10
200-lb. bbls., No. 1 White..	.10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs....	.11
45 lbs., Silver Gloss, in 6-lb. tin canisters .....	.12½
35 lbs. Silver Gloss, in 6-lb. draw hd boxes .....	.12½
100 lbs., kegs, Silver Gloss, large crystals .....	.10½
40 lbs., Benson's Enamel, (cold water), per case....	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs. ....	.15
Celluloid, 45 cartons, case..	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared .....	.11
40 lbs. Canada Pure Corn..	.10
20-lb. Casco Refined Potato Flour, 1-lb. pkgs. ....	.18
(20 lb. boxes ¼c higher).	

## BRANTFORD STARCH

### Ontario and Quebec.

Laundry Starches—	
Canada Laundry .....	0.10½
Boxes about 40 lbs.....	0.10½
Aeme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. 0.11	
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. 0.11½	
Barrels, 200 lbs. ....	0.11
Kegs, 100 lbs. ....	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs. ....	0.12
8 in case .....	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case....	0.13½
Kegs, extra large crystals, 100 lbs. ....	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case .....	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case .....	4.50
Culinary Starches—	

Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. 0.10  
Benson's Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. 0.11  
Casco Refined Potato Flour  
1-lb. pkts., 20-lb. boxes.... .18  
(20-lb. boxes ¼c higher than 40's except Potato Flour).

## SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case .....	\$4.25
2-lb. tins, 2 doz. in case....	4.65
5-lb. tins, 1 doz. in case....	5.20
10-lb. tins, ½ doz. in case..	4.95
20-lb. tins, ¼ doz. in case..	4.90
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs.....	\$0.07
Half bbls., about 350 lbs....	0.07½
¼ bbls., about 175 lbs.....	0.07½
2-gal. wooden pails, 25 lbs. 2.15	
3-gal. wooden pails, 28½ lbs. ....	3.25
5-gal. wooden pails, 65 lbs. 5.25	

## LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....	\$5.15
5-lb. tins, 1 doz. in case....	5.70
10-lb. tins, ½ doz. in case. 5.45	
20-lb. tins, ¼ doz. in case. 5.40	

## ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case.....	\$5.50
Barrels, per 100 lbs.....	6.50
½ barrels, per 100 lbs.....	7.00

## INFANTS' FOOD

### MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb. ....	\$4.00
½ lb. ....	2.00
Robinson's Patent Groats—	
1 lb. ....	\$4.00
½ lb. ....	2.00

## NUGGET POLISHES

Polish, Black, Tan, Toney	Doz.
Red and Dark Brown.....	.90
Card Outfits, Black and Tan. 3.80	
Metal Outfits, Black and Tan. 4.50	
Creams, Black and Tan .....	1.25
White Cleaner .....	1.25

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

Black Watch, 1-14s, lb.....	\$ 0.65
Bobs, ¼s .....	0.64
Currency, 1-9s .....	0.62
Stag Bar, 7½s, boxes 6 lbs. 0.61	
Pay Roll, thick bars, 1-10s..	0.80
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies .....	0.70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½ .....	0.70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes .....	0.80
Forest and Stream, tins, 12s, 2 lb. cartons .....	0.98
Forest and Stream, ¼s, ½s and 1-lb. tins .....	0.95
Forest and Stream, 1-lb. glass humidors .....	1.15
Master Workman, 10s, 2 lb. cartons .....	0.80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes.....	0.74
Derby 8s, ½ butts, 8 lb. boxes	0.70
Golden Rod, 8s.....	0.64
Ivy, 8s, ½ butts, 8 lb. boxes	0.64
Old Virginia, 10s .....	0.87
Fig Leaf, 8s.....	0.64
Old Kentucky (bars), 6s....	0.80
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes....	0.72
Walnut, 9s .....	0.70

# ORANGES

After serious delays, we are now in receipt  
of several cars

## Navel and Florida Oranges

and can supply the trade with what they require.

Cars of Celery, Cauliflower, Cabbage, Sweet Potatoes,  
now arriving.

Onions, good supplies Spanish and Domestic.

ORDERS SOLICITED

## WHITE & CO., LIMITED

Wholesale Fruits and Fish

TORONTO

## FISH

Lake Superior  
Herring in kegs  
half-kegs and  
pails.

## APPLES

Nova Scotia stock  
and Georgian Bay  
brand, Ontario  
stock.

Write us to-day

**Lemon Bros.**  
OWEN SOUND, ONT.

## Do you need a good man?

Are you looking for a suitable partner, a  
wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the  
surest way to reach the man you want. The  
men who will read your ad. in the CANADIAN  
GROCER are men of ambition, keen-edged  
fellows—the very best class from which to  
select the man to fit in with your require-  
ments.

And it only costs you two cents a word to  
talk to these men through a CANADIAN  
GROCER Want Ad. Just two cents a word to  
reach your man quickly!

Send along your ad. to-day. Forms close  
Tuesday each week. Rates: 2c word first  
insertion, 1c word each subsequent inser-  
tion; 5c extra for Box No. per insertion.

*Send along your ad. to-day.*

**The Canadian Grocer**  
143-153 University Ave., Toronto

**NORWEGIAN SARDINES**  
(STYLED SMOKED SILD)

NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE  
Stavanger (Norway)  
Apply: STANDARD IMPORTS, LIMITED, Montreal

**Send Us That Photograph**

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

**The Editor, Canadian Grocer**

143-153 University Ave., Toronto, Ontario

**INDEX TO ADVERTISERS**

<b>A</b>	
Ackerman, H. W. ....	10
Acadia Sugar Refining Co., Ltd. ....	18
American Computing Co. ....	18
American Pad & Textile Co. ....	54
<b>B</b>	
Bain, Donald H., Co. ....	9
Baker, Walter, & Co. ....	11
Benedict, F. L. ....	56
Betts & Co. ....	Inside front cover
Borden Milk Co. ....	1
Bowes & Co. ....	50
Bowser, S. F., & Co. ....	16
Bristol, Somerville & Co. ....	53
<b>C</b>	
Canada Maple Exchange, Ltd. ....	12
Canada Nut Co. ....	8
Canadian Milk Products, Ltd. ....	15
Canadian Salt Co. ....	4
Chamberlain Medicine Co. ....	16
Charbonneau ....	4
Chisholm Milling Co. ....	15
Church & Dwight ....	62
Clark, W., Ltd. ....	3
Cockburn, F. D. ....	8
Connors Bros. ....	50
<b>D</b>	
Davies, Wm., Co., Ltd. ....	49
Duncans, Ltd. ....	60
<b>E</b>	
Eckardt, H. P., & Co. ....	59
Edwards, W. C. ....	53
Elliot, W. F. ....	10
Egg-O Baking Powder Co. ....	13
El Roi-Tan Co. ....	10
Escott, W. H., Co. ....	9
<b>F</b>	
Fairbank, N. K., Co., Ltd. ....	57
Fearman, F. W., Co. ....	48
Freeman, The W. A., Co. ....	48
Furnivall-New, Ltd. ....	7
<b>G</b>	
Genest, J. R. ....	11
Gillespie, Robert, & Co. ....	9
Grant, C. H. ....	9
Griffiths, Geo. W., & Co., Ltd. ....	9
<b>H</b>	
Hamblin-Brereton Co., Ltd. ....	10
Hargreaves, Canada, Ltd. ....	17
Hart, C. B., Reg. ....	11
Heinz & Co. ....	17
Ho-Mayde Prod. Co. ....	64
<b>I</b>	
Imperial Co., Regd. ....	4
Imperial Extract Co. ....	2
Imperial Rice Milling Co. ....	56
Imperial Tobacco Co. ....	Front cover
Independent Metal Co. ....	64
<b>J</b>	
Jarvis, F. S., & Co. ....	2
<b>K</b>	
Kearney Bros. ....	14
<b>L</b>	
Lake of the Woods Milling Co. ....	Back cover
<b>A</b>	
Lalonde, A. ....	16
Lambe, W. G. A., & Co. ....	10
Lemon Bros. ....	61
Litster Pure Food Co. ....	13
Loggie, Parsons ....	10
<b>M</b>	
Maciver Bros. ....	48
Mackay Co., Ltd., John. ....	4
MacLure & Langley, Ltd. ....	13
Magor, Son & Co., Ltd. ....	18
Mann, C. A., & Co. ....	56
Marsh Grape Juice Co. ....	54
Mathieu, J. L., Co. ....	56
McCabe, J. J. ....	61
McCaskey Systems ....	53
Melrose, Andrew, & Co. ....	53
Millman, W. H., & Sons. ....	10
<b>N</b>	
Nagle, H., Co. ....	64
Norwegian Canneries ....	62
<b>O</b>	
Oakeys ....	56
<b>P</b>	
Patrick, W. G., & Co. ....	10
Pennock, H. P. ....	8
Perry, H. L., & Co. ....	8
Prairie Chemical Co. ....	64
Prince, J. B., Co. ....	16
Pullan, E. ....	56
<b>R</b>	
Red Rose Tea Co. ....	17
Rock City Tobacco Co. ....	Inside back cover
Rose & Laflamme, Ltd. ....	11
Royal Baking Powder Co. ....	57
<b>S</b>	
St. Lawrence Sugar Co. ....	Inside front cover
Sarnia Barrel Works ....	56
Scott-Bathgate Co., Ltd. ....	8
Shaw & Ellis ....	56
Smith, E. D., & Sons ....	5
Spielmann Agencies ....	64
Spratts ....	Inside back cover
Sunset Soap Co. ....	58
<b>T</b>	
Tanguay, A. T., & Co. ....	11
Thompson, G. B., & Co. ....	9
Toronto Salt Works ....	56
Trent Mfg. Co. ....	56
Turton, J. E. ....	11
<b>V</b>	
Volpeck Mfg. Co. ....	64
<b>W</b>	
Wagstaffe ....	6
Walker, Hugh, & Son ....	60
Washington, G., Coffee Sales. ....	54
Watford Mfg. Co. ....	60
Watson & Truesdale ....	9
Wethey, J. H., & Co. ....	60
White & Co. ....	61
White, F. J. ....	10
Woods, Walter, Co. ....	Inside back cover

# Wanted

## CLASSIFIED ADVERTISING

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

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

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

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

### BUSINESS FOR SALE

**GOOD GROCERY, FLOUR AND FEED BUSINESS,** stock and buildings, in thriving town; reasons for selling, ill health; apply Box 619, Tottenham, Ont.

**FOR SALE**—Solid brick store and dwelling, with good grocery business, shelves, counters go with store, owner leaving city needs the money, price \$4,700, \$1,000 cash. Apply L. Dodson, 375 Sammen Ave. Danforth Car to Cedarvale Ave.

**FIRST-CLASS CONFECTIONERY BUSINESS** for sale—doing good trade; fifteen years in business; in good location, Queen Street east; owner retiring. E. Frisby, 29 Brooklyn Avenue, Toronto.

**GENERAL STORE BUSINESS FOR SALE AS** a going concern carrying a stock of \$25,000, and doing a good business, situated in a thriving village in Western Ontario; good brick building also for sale, or to rent; best reasons for selling; owner will leave \$10,000 in the business at 6% interest. Apply, Box 276, Canadian Grocer.

**GROCERY BUSINESS, TORONTO, FIVE** thousand dollars, doing fifty thousand yearly; established 20 years. Genuine paying business. Apply, Box 275, Canadian Grocer.

**GROCERY BUSINESS FOR SALE**—GOOD live eastern city. Stock and fixtures about \$2,000. For further particulars apply Box 273, Canadian Grocer.

**ELZEAR TURCOTTE'S LARGEST GROCERY** store in Quebec City, is offered for sale or to rent from 1st May next. Here is an opportunity for a hustler with a small capital of \$5,000.00. All inquiries answered willingly.

### AGENTS WANTED

**TRAVELLERS—GOOD SIDE LINE, SOLICIT** from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

### POSITION WANTED

**YOUNG MARRIED MAN WITH 15 YEARS'** retail experience, desires position as traveller with good wholesale or specialty house. Highest references. Box 272, Canadian Grocer.

**MARRIED MAN, 20 YEARS' EXPERIENCE IN** groceries, open for position as manager or buyer, thoroughly competent. Apply Box 271, Canadian Grocer.

## TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

**CANADIAN GROCER** offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

### LINES WANTED

**A RELIABLE SALESMAN HAVING A GOOD** connection with the grocery trade, is open for a first-class grocers' specialty line for British Columbia and Alberta. Apply Box 270, Canadian Grocer.

### FIXTURES WANTED

**WANTED**—A USED DISPLAY REFRIGERATOR for meats—must be up-to-date and a bargain. J. A. Mulligan, Wardsville, Ont.

### POSITION WANTED

**GROCERS—INCREASE YOUR PROFITS** selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

### AGENCIES WANTED

**ON ACCOUNT OF PROHIBITION COMING** into force on the 1st May I have had to relinquish several good liquor agencies, and am now open for some new agencies. Anything to sell the Wholesale Provision Merchants and Wholesale and Retail Grocers. Albert Dunn, 17 Sault-au-Matlot Street, Quebec.

### FOR SALE

**A DAYTON MEAT SLICING MACHINE IN** good order, cost \$125, for \$75 f.o.b. car. Gilbert's Grocery, Kingston, Ont.

**2 SOLID OAK COUNTERS, WITH TILTING** bins in back, each 20' x 2'6"; 1 oak silent salesman show case 6' x 23" wide x 40" high; 1 wall fixture, with 4 rows adjustable shelving and with tilting bins in bottom 54" long x 13" wide x 7' 8" high; oak wall case 21' long x 18" wide x 9' high, large mirror in centre 4' square; 1 enamel oyster cabinet; 1 5-gal. orangeade stand. Will sell at a sacrifice, for quick sale, as proprietor has to report for military service on Jan. 28th. Apply to P.O. Box 363, Stratford.

### POSITION VACANT

**MR. CLERK, YOU WANT TO BETTER** yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

### FIXTURES FOR SALE

**EUREKA REFRIGERATOR COUNTER, SHER-** er Counter, Brantford Meat Slicer, Brantford Scale, National Cash Register, etc. All practically new. Going out of business. For particulars and prices, write John Karley & Son, Sydenham, Ont.



# Buyers' Guide

## FOR SALE

Fresh Dressed Poultry  
Selected Fresh and Storage Eggs  
Choice Creamery Butter, Shortening.

**C. A. MANN & CO.**  
78 KING ST. LONDON, ONT.

## BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
1/4-INCH CUSHION FILLERS  
CORRUGATED FLATS

**THE TRENT MFG. CO., LTD.**  
TRENTON ONTARIO

## HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.  
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers: **Ho-Mayde Products Co.** TORONTO  
Western Agents: **C. & J. Jones** WINNIPEG

## LARGEST CANADIAN DEALER

**ADEL 760 WASTE PAPER**  
**E. PULLAN TORONTO**

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

**FRANK L. BENEDICT & CO.**  
Agents Montreal

# SPOT CASH

FOR  
**Tea LEAD**

SHIP AT ONCE  
**INDEPENDENT METAL COMPANY, Limited**  
175 King St. East  
TORONTO  
Long Distance Phone, Main 2378

# OAKLEY'S KNIFE POLISH

20-102-575



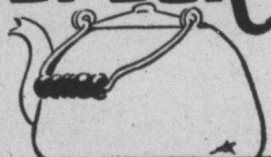
**JOHN OAKLEY & SONS, LIMITED**  
LONDON, S.E. 1, ENGLAND

### AGENTS:

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

# VOL-PEEK

WILL STOP THE LEAK



and make the kettle  
good as new

And this without the aid of any tools whatever. VOL-PEEK and two minutes of the housewife's time will make the leaky kitchen utensil watertight as the day it was made.

Vol-Peek is a stiff putty, easily applied with the fingers. Put up in attractive display stands. Sells on sight. Order from your wholesaler or from

**H. NAGLE & CO.**  
Box 2024 MONTEAL

**15cents**

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.  
**TORONTO SALT WORKS**  
GEO. J. CLIFF

## Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

**Prestech PAPER Baler**

Strongest, simplest, most efficient and easiest to operate — Full particulars from **SPIELMANN AGENCIES RGD** 45 St. Alexander St., Montreal.

WRITE TO-DAY

## WERE YOU DECEIVED ?

**MY OWN**  
*Custom Mischon*  
**GOPHER POISON**  
GUARANTEED TO  
**KILL THEM QUICK**  
Manufactured only by  
**PRAIRIE CHEMICAL COMPANY**  
WINNIPEG - CANADA

This is the *REAL* Mickelson product, made under his care, the result of thirteen years' gopher poison experience.

**BIG PROFIT**—"My Own Gopher Poison." Sold over the counter or to municipalities. Will make you hundreds of dollars. Get after the municipalities now for their order.

Price to Municipalities:  
\$1.50 size ..... \$1.16 per pk.  
1.00 size ..... .77 per pk.  
.75 size ..... .58 per pk.  
Write for big discount and send your order to any jobber, or direct to us.

**Prairie Chemical Co. Can., Ltd.**  
302 Keewayden Bldg. Winnipeg

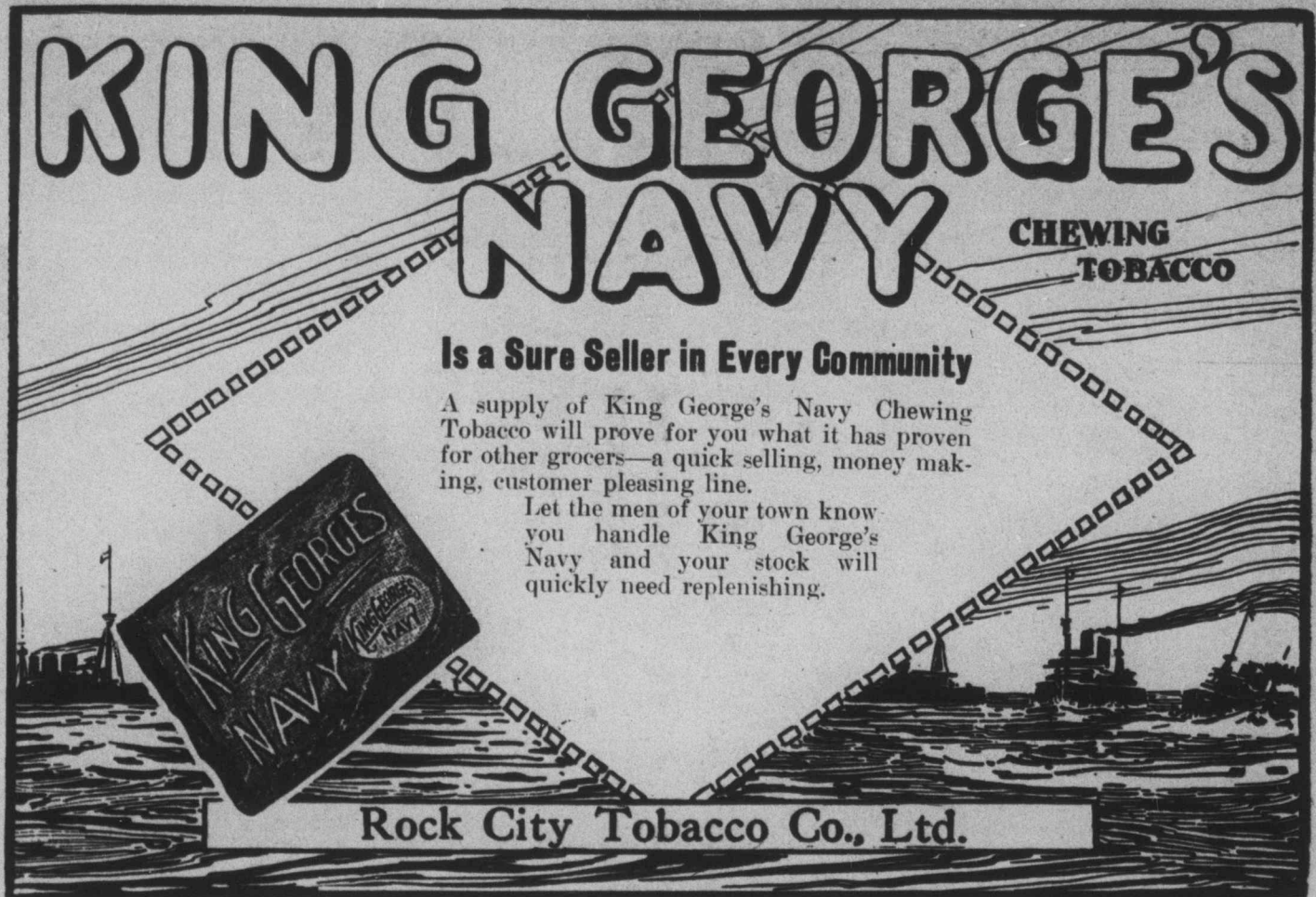
# KING GEORGE'S NAVY

**CHEWING  
TOBACCO**

**Is a Sure Seller in Every Community**

A supply of King George's Navy Chewing Tobacco will prove for you what it has proven for other grocers—a quick selling, money making, customer pleasing line.

Let the men of your town know you handle King George's Navy and your stock will quickly need replenishing.



Rock City Tobacco Co., Ltd.

## The Submarine Menace

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

## SPRATT'S DOG CAKES

*Poultry Foods, Canary  
and Parrot Mixtures*

pending the removal of  
the embargo, can be ob-  
tained from

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

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

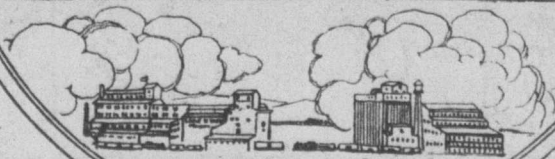
When in need of

Wrapping Paper  
Twines & Cordage

**B**rooms  
Brushes  
Baskets

Grocers' Sundries

**Walter Woods & Co.**  
Hamilton & Winnipeg

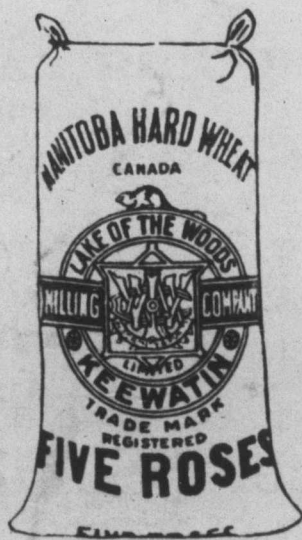


*While Flour Standards May Change,  
Our Policy Still Stands.*

**T**HE patriotic necessity of conserving the world's wheat supply to further the Allied Cause is daily bringing nearer a modification of the existing grades of flour.

While anticipating this change, we wish to assure our good friends in the trade that though the grade of FIVE ROSES flour—like other corresponding brands—will undoubtedly be modified by the Food Administration, our basic policy will remain unaltered, both as regards our trade relations and ideal quality of product.

To be assured of the highest **available** quality within the limits of the impending regulations and the best possible service in the face of the most perplexing conditions that have ever confronted the milling industry, is the decided advantage enjoyed by all those whom it is our privilege to serve.



Daily Capacity  
27,400 Bags of 98 lbs.

**LAKE OF THE WOODS MILLING CO.,  
LIMITED**

Montreal "The House of Character" Winnipeg  
Offices in 16 Canadian Cities