

**PAGES
MISSING**

In this Issue—Stock-taking Methods of Retailers : Reverses in Co-operative Movements.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JANUARY 28th, 1916

No. 4

Quality—First—Last—Always

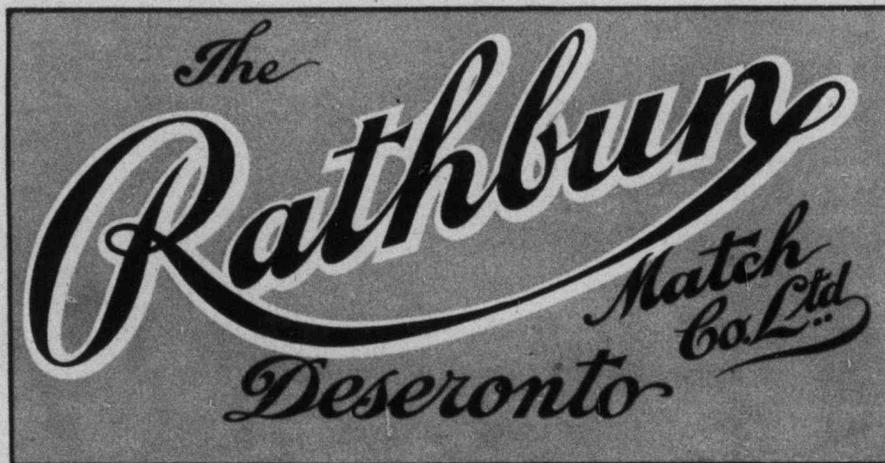
The new discovery that means greater safety
for your customers and better sales for you.

No After-Glow Matches

Canada's Household

Golden Glow

Manufactured by



Strike one of these Matches just once—anywhere—see the full bright flame, that flares up instantly. Watch how it burns freely and steadily to the end, **throw the match wherever you please, without the least fear of fire, for no light is left when the flame expires, it has no After-Glow.**

Sold in Ontario by

EDWARD ADAMS & CO., London
EBY-BLAIN LIMITED, Toronto

W. H. GILLARD & CO., Hamilton
W. G. CRAIG & CO., Kingston

CANADIAN GROCER



Little
Miss
"MAIDEN"
CANADA

Registered

—Take the time to look into

COWAN'S
Perfection
COCOA

—YOU WILL FIND IT TO BE UNEXCELLED.

The Housewife Is Interested In SUGAR

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

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



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

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

"Have you LANTIC SUGAR?"

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

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



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

"I want a bag of Lantic Sugar."

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

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

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

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

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

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

**Atlantic Sugar Refineries
Limited Montreal**

Actual results of a century have proven the superiority of Cox's Gelatine



When you are asked for a jelly powder, and you are sure to get considerable call as the home preserved fruits become used up, remember the package on your shelf with the checker-board pattern.

Keep your stock of Cox's Gelatine on display and don't hesitate to recommend it to any and every customer. It has been tested and proved the purest and finest quality on the market for the past century.

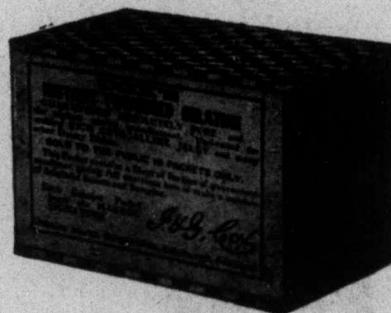
AGENTS:

Arthur P. Tippet & Co., Montreal

Teese & Persee, Winnipeg

Mason & Robinson, Vancouver

COX'S
Instant Powdered
GELATINE



*Remember the
Checkered Box*

Canada's Finest Milk Only is Used in Borden's Milk Products

First, the finest dairy section is selected, then the milk of the best herds of cows is contracted for. This is how the Borden factories are placed to get the best milk possible. After this comes the Borden regulations which control the quality of the milk, the handling, keeping the cows clean and healthy, the milking and the delivery of the milk to the factory. The keenest inspection is kept up, with the result that the Borden organization has fixed the standard of the milk wherever their factories are located.

Upon the right handling of the milk in the shortest possible time after milking depends the purity as much as the quality of the milk depends on the care and feeding of the cows. It is this proper handling made possible by the unparalleled facilities of the Borden organization that has popularized the Borden Milk Products and placed them in the first row of nearly every grocer's shelves in Canada, and produced an ever-increasing demand for him to supply.

If you're not handling Borden's Milk Products—Why?

Borden Milk Company, Limited

"LEADERS IN QUALITY"

Montreal

Branch Office—Arcade Building
VANCOUVER



and other equally pure products



Riteshape

Start in the **Riteshape**.

Join the big society of **Riteshape** retailers in Canada.

Bring your bulk food business up to a fancy, satisfactory plane. Get a bigger and more profitable bulk food business.

Riteshapes make this possible.

There is one fact only that we want to impress on you in 1916. If we succeed it will be good for you and good for us. It is this: A **Riteshape** dish will make any food look better, sell better and give better satisfaction than has ever been before.

And there is a **Riteshape** for every food.

Get **Riteshapes** from

VICTORIA PAPER & TWINE COMPANY

TORONTO

MONTREAL

The Oval Wood Dish Company

Manufacturers

DELTA, OHIO, U.S.A.



You Want a FREE SALESMAN?

Let Us Loan You Some
Salesmen—FREE



Best for Coffee,
Salads, etc.



Best for Baby,
Cake, Candies

One will catch the eye of your woman customer every time she passes your store and will try to make a sale for you.

Another standing just by the counter will call her attention to a saving by making another sale for you.

Still Another will hold up the Article with an appeal to the Mother with Babies.

All these and more to help you sell—
FREE.

Just sign the coupon, or drop a postal, asking for our Free Squad of Sales Makers.

We will do the rest.

FREE SALES MAKERS COUPON

Please send me Free Squad of Sales
Makers without expense or cost.

Name.....

Address.....

Prov.....

The Aylmer Condensed Milk Co., Limited

HAMILTON, CANADA



WE take pleasure in announcing that we have been awarded by the Panama-Pacific International Exposition the Grand Prize (highest award), the Medal of Honor, and the Gold Medal; the three highest prizes given by the Exposition, the first one of which is awarded to only one exhibitor in any particular line. The verdict of the International Jury for the Exposition is that our caps and machines are the best in the world. This verdict could not be otherwise, as caps manufactured by us are the only caps in the world adapted to pack articles in all sizes of glass, to pack under a vacuum, and to secure the cap to the glass by a mechanical seal without subjecting the glass to breaking pressure.

¶ The machines used in applying the caps are the only machines in the world constructed with balanced sealing pressures, with the highest vacuum, and the highest speed of operation, and they are the only ones on the market which have gone into international use.

¶ The new processes developed in our research laboratory permit the commercial packing of fish, meat and vegetable products in glass for the first time, and our methods of sealing glass and of processing food combined make it possible for the first time to preserve many food products which have never been packed before.

Anchor Cap & Closure Corporation



Clark's Pork and Beans



out and out Canadian
out and out British.
We don't "Knock"
our competitors.
We "Boost" our own pro-
ducts.

WHILE THE WAR LASTS

however (and afterwards if
you wish) don't go outside
your empire for your supplies.

We consider ours the BEST
within the empire.



W. Clark, Limited, Montreal

Clark's

Don't spend two dollars in imported goods when one dollar invested in

- WAGSTAFFE'S -

Celebrated Orange Marmalade

will give you as good profits and more satisfaction. Help to keep Canadian labor employed and Canadian money in circulation by giving Wagstaffe's made-in-Canada Marmalade the preference over imported goods which, if as good, cost more money and on which deliveries are uncertain owing to the war conditions. For your own sake, for your customers' sake and for patriotic reasons feature Wagstaffe's Marmalades this season. We use only the finest Seville Oranges and the best granulated cane sugar. We supply Canadian Hospitals in England, the War Office and the Admiralty. *The new season's supply is ready for immediate delivery. Order now.*

Wagstaffe Ltd.

HAMILTON, ONT.

One out of 99 other good reasons that sell GIPSY, is the fact that the user knows 10 cents invested in

GIPSY

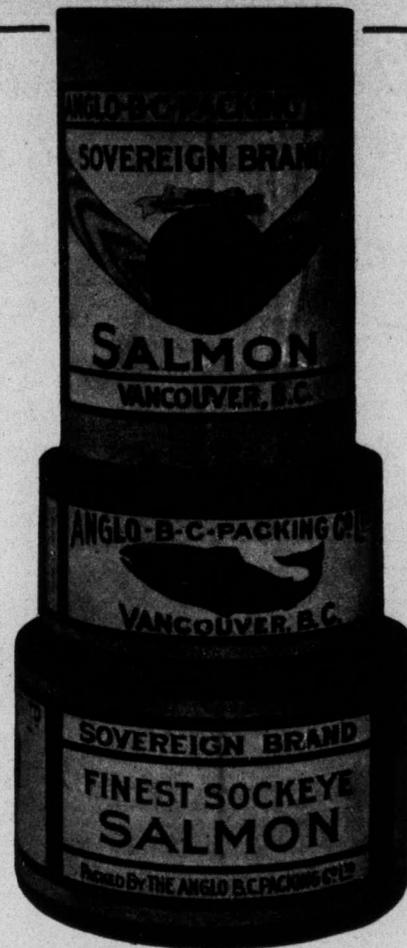
Stove Gloss

goes farther because it pays for a different and better pack—the novel double package that aids economy, and prevents waste.

Order from your Wholesaler.

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

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



Leacock's

Yes, that's the name of the high-grade molasses that leads in quality and popularity.

Extra Fancy and Extra Choice

—made from the pure sugar cane, hence Leacock Quality is absolutely guaranteed.

INSIST UPON HAVING LEACOCK'S.

Leacock and Company

Exporters of highest grade Molasses

BARBADOS, B.W.I.

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

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

H. J. Heinz Company

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

Take advantage of our offers, and place your business with us for your requirements of

TEAS TEAS

Our Stock is Complete

We carry a fine assortment, including:

5000 PACKAGES

Japan Teas, Siftings and Fannings

Young Hyson

Ping Suez, Moyune

Pin Head and Pea Leaf Gunpowders

Indian and Ceylon Black

Orange Pekoe

Blends

“PRIMUS” Black and Green Teas in Packages

WE HAVE THE QUALITY.
OUR SERVICE IS PERFECT.

WE GIVE YOU THE PRICE.
GET OUR SAMPLES, WE HAVE NO FEAR.

If Interested in

CANNED GOODS

JUST GLANCE AT THESE

1915 Pack

“CRUSADER” Tomatoes, 3s \$1.00 doz.

“CRUSADER” Corn, 2s85 doz.

“CRUSADER” Standard Peas, 2s85 doz.

Net F.O.B. Montreal

Finest Quality ROLLED OATS “Canada’s Best”

90 lbs. Sack

\$2.40 Per Sack

We can save you money. TRY US.

L. CHAPUT, FILS & CIE, LIMITÉE

Wholesale Grocers and Importers

MONTREAL

Give them the best.

St. Lawrence

DIAMOND GRANULATED
100% Pure Cane.

IT IS IMPORTANT!

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

Canadian Grocer

143 University Avenue, Toronto

RENNIES SEEDS

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

REMEMBER!

When That Traveller Calls, You Want

IMPROVED GEM

PERFECT SEAL

and

CROWN

FRUIT JARS

They cost no more than the substitute and you have a reputable Canadian Company to back them up for quality. Our jars are made from strong, clear glass, fitted with sure sealing sanitary glass tops, metal fittings, and good quality rubber rings. Be sure you order Canadian-made Jars.

THE DISCRIMINATING HOUSEWIFE WILL DEMAND THEM.

We recommend and guarantee Perfect Seal jars for processing and canning.

Manufactured by

DOMINION GLASS COMPANY, LIMITED

MONTREAL

TORONTO

HAMILTON

WALLACEBURG

REDCLIFF

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense
Phone Nos.
3595, 3596, 3597, 3598, 4656

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

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.



GOLD DUST

makes satisfied customers

Gold Dust has no equal as a cleanser. Every woman knows this from experience—and every merchant who does has profited by it.

Continual advertising keeps Gold Dust before the housewives—and once Gold Dust is included in an order it will become a regular habit.

You can depend on Gold Dust to make satisfied customers—just as women depend on it to reduce their housework.

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

"Let the GOLD DUST TWINS do your work."

JAPAN TEA

You have sold it.

You are selling it.

You can sell more.

We are assisting grocers everywhere to increase their tea sales by advertising this delicious, wholesome natural green leaf tea to the consumer. Feature Japan Tea in your displays. Results count.

Your wholesaler can supply you with any grade you may desire.

War Is Still On

A drive until the 15th February

CANNED GOODS

Simcoe Brand

Tomatoes, 3s, - - - 97 $\frac{1}{2}$ c.

Corn, 2s, - - - 87 $\frac{1}{2}$ c.

English Garden Peas, 2s, 87 $\frac{1}{2}$ c.

Terms: Net 30 days, Ex Warehouse,
Montreal

Hudon, Hebert & Cie, Limited

MONTREAL

A MASTER BLEND



The Tea with an inimitable and distinctive flavor, splendid richness and full-bodied strength—a master blend of Assam Indian Teas and Ceylons. The tea that, by right of quality and value, should naturally be the grocer's LEADER.

Tell your wholesaler you
must have

DA COSTA & CO.'S EXTRA FANCY BARBADOS MOLASSES

You know it will give satisfaction both to your customers and yourself, and the price is no higher than for other brands.

INSIST UPON HAVING "DA COSTA'S"

The brand of proved excellence.



We have got the
Refrigerator you
want

The Eureka Line embraces every size and style of refrigerator, from the small Household, up to a Cold Storage. Back of every

Eureka

is a guarantee of satisfaction—the result of an experience of thirty years in refrigerator manufacture.

Our catalogue will give you complete detailed information regarding the satisfaction-giving Eureka. We would like also to draw your special attention to the number of patented features our line contains—a certain sign of real superiority.

Send a card for the list to-day. Remember, whatever you require in the refrigerator line, we can supply you.

Eureka Refrigerator Co., Limited

31 BROCK AVE., TORONTO

Introduce

Robinson's "Patent" Barley

*to your customers who have the care of infants, invalids and the aged.
It's the most nourishing and easily digested food for weak stomachs.*

And ALL Babies Thrive On It.

Order from your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street West, MONTREAL

AGENTS FOR THE DOMINION OF CANADA

TEA

With the shortage of Tonnage and all the difficulties and delays in connection with bringing goods from the far East, this is no time to pursue a policy of hand-to-mouth buying, but on the other hand, anticipate your requirements and buy Spot goods when you see them right.

Write us for samples of anything you want and they will be cheerfully forwarded to you with the lowest possible quotations.

John Duncan & Co.

Established 1866

MONTREAL

CANADIAN GROCER

VOL. XXX

TORONTO, JANUARY 28, 1916

No. 4

Grocers Will Buy More This Spring

Heavier Purchasing Anticipated Than Year Ago in View of Better Outlook—Stocks in Retail Hands Equal to or Greater Than Last Year, as Shown by Inventory Figures — Stock-taking Forms in Use.

Written from the Replies of Thirty Merchants.

HOW many grocers take stock each year?

Are stocks in grocers' hands to-day less, equal to or greater than they were at this time last year?

In view of the business outlook, will spring buying be equal to, less or greater than a year ago?

These were some questions submitted by Canadian Grocer recently to a number of retail dealers. Their replies present some very interesting and valuable information. Out of 30 dealers heard from, 28 stated that they took stock, the majority once a year, a few twice a year, and one or two every two years.

Twelve say that their grocery stocks are about the same as a year ago, eleven say they are greater, and four that they are less. The others did not declare themselves on this point.

In regard to spring buying eleven say that they will purchase about the same as a year ago, twelve that their buying will likely be heavier, and only two declare that they will be buying less. The remainder were non-committal on this point.

These facts show that the grocery business on the whole, is in a most satisfactory condition. The retailers were selected at random from all over the country so that what they say should represent fairly well the general conditions in so far as amount of stock carried and spring purchasing are concerned.

Here are the retailers' statements themselves:

Alberta Grocery, Calgary, Alta.—"We take stock annually and always on New Year's Day. We use a sheet of plain ruled paper for the item and price. On investigation this year we found we had a smaller stock than a year ago and would say that our buying will be about same as last spring."

Magrath Trading Co., Magrath, Alta.—"Our stock is gone over each year early in January. Present stocks as com-

pared with a year ago are about the same and we expect to do much the same buying as we did last year."

Norman Young, High River, Alta.—"It has been our custom to take stock annually in the past and in the future we are going to take it semi-annually on Dec. 31st, and June 30th each year. We are enclosing herewith one of the forms on which we record our stock. This year our grocery stock is about the same as last, but in view of the outlook we anticipate doing heavier buying this spring."

A. Reeves, Edmonton, Alta.—"We take stock semi-annually at the end of May and the end of November each year, using a special stock book for the purpose. We think we have about the same amount of stock just now as a year ago. Being in the city our policy has always been to let the wholesaler carry the stock, while we work on the smallest possible outlay. I expect that in view of the good outlook we shall buy a little heavier than a year ago."

Aghew Bros., Shellbrook, Sask.—"Our policy has been to take stock each year in January. This year our stock is probably a little lighter than last, but our method is 'purchase only for immediate sale.'"

Evans & Longheed, Outlook, Sask.—"August 1st is the date set apart for our annual stock

Inventory Sheet No. _____ Year _____ Folio _____

Called by _____ Department _____ Priced by _____

Entered by _____ Location _____ Extended by _____

Examined by _____

DATE	QUANTITY	DESCRIPTION	UNIT	PRICE	AMOUNT
Amount Forward					
0					
Amount Forward					

THIS SPACE FOR SHOWING MARGIN
THIS SHEET ON BOOKS FACT BOOKS

Inventory form used by Norman Young, High River, Alta.

CANADIAN GROCER

Check	Quantity	Description	Selling Price	Cost Price	Extension
	6 doz.	Tins corn, 2's	10	.95	5.70
	3 doz.	Tins peas, stds.	10	.95	2.85
	12 doz.	Tins tomatoes, 3's	13	1.10	13.20
					\$21.75

The stock-taking form used by O. Bodkin, 474 Central Ave., London, Ont. Mr. Bodkin takes stock twice a year.

taking. We have never taken stock in January when our stock is about the heaviest, so we cannot compare our present stock with that of last year. We think, however, our canned goods stock is a little lighter than last year. We consider business will be better as there is more money and wheat in farmers' hands and therefore we expect to purchase a little heavier than last spring. We use a form for our annual inventory, much similar to one we saw in one of your trade papers."

* * *

P. E. Gagnon, 52 St. Joseph street, Quebec, Que.—"We take stock each year in June, using just a plain ordinary stock sheet. We think our stock at the present time is about the same as a year ago, but we anticipate that our purchasing will be about 15 per cent. more than usual, in view of the good outlook."

* * *

J. O. Montplaisir, Drummondville, Que.—"Yes, we take stock annually about the 1st of February. Our present stock is larger than a year ago, and we expect to do about the same purchasing this spring as last."

* * *

N. Lalonde, Charlevoix St., Montreal, Que.—"It has been our custom to take stock each year on the first of February. At time of writing we have not taken it this year, but we figure that we are carrying 10 per cent. more than last year. Our purchasing this spring will be about the same as a year ago."

* * *

Geo. Dixon, Huntingdon, Que.—"We take stock bi-annually in January. Our present stock is about the same as last year, and we anticipate buying will be also about the same."

* * *

Hon. J. D. Ryan, St. John's, Nfld.—"It has been our custom always to take stock once a year and that during the first week of January. While at time of writing our inventory is not yet complete, our stock is about as usual and we

anticipate our buying will be about the same as a year ago, but some lines not in as large quantities. The exception to this will be teas."

* * *

Monty Bros., Granby, Que.—"We take stock each year in January. Our present stock is about same as a year ago, but we anticipate buying will be greater as there is more confidence throughout the district. The scare is practically over."

* * *

T. O. LeBlanc & Son., College Bridge, N.B.—"Our policy is to take stock each year in March. We think our stock this year is about the same as last, and we do not anticipate much change in purchasing this spring."

* * *

John Dewar & Sons, St. George, N.B.—"Our stock at the present time is about 10 per cent. lighter than a year ago. We have given fewer orders for spring than last year, believing it is well to go along carefully."

* * *

Jas F. McQuire, Southampton N.B.—"We take stock each year on the 1st of January. This year we found our stock to be about 1-5 more than a year ago, and looking ahead we expect to purchase in smaller quantities."

* * *

L. J. Lane, Melrose, N.B.—"First of February is the date set apart for taking stock each year. Stock to-day is a little heavier we believe than a year ago, and I will be buying more this spring as trade is better than a year ago."

* * *

F. Hill, Lockman St., Halifax.—"We take stock annually, this year on the 3rd of January. We also take an inventory which is kept in one of the local bank vaults. Our present stock of groceries is about the same as a year ago, but if anything it is larger. We have larger stocks of tea, salmon and lobsters. Prices on many lines are more apt to go up than down. Our policy in the past has

been to buy as much as possible in the autumn when prices are lowest, and we stock sufficient canned goods, potatoes, vegetables, dried fish, jams and anything else likely to go up in price to last us until May."

* * *

The Two Barkers, New Glasgow, N.S.—"Each January we take stock. We find stock this year about the same, but possibly 10 per cent. less than a year ago. In view of the outlook purchasing this spring is likely to be more than last year on account of better conditions. We do a spot cash business so the inventory form we use is a very simple one. We do not have a bills receivable item in our inventory, and it is merely a matter of counting the stock on hand and deducting the bills payable to strike a balance for the year. We have completed stock taking and have had a very successful year. In fact, the best in our history, and we are pleased to say that conditions look favorable for 1916."

* * *

S. P. Goudey, Yarmouth, N.S.—"We take stock annually on Dec. 31st. This year we find our stock of groceries about a third more than last. Our purchasing will be done as we find it necessary."

* * *

John Munro, Pictou, N.S.—"We take stock annually on the 1st of Jan. We find our stock of groceries to be about same as last, and our buying will be at least equal to last year, if not more."

* * *

Kirk Bros., Yarmouth, N.S.—"Jan. 1st is the day set apart for taking our stock each year. Present stock is well up to our requirements and we expect our purchasing will be fully as much as a year ago if not more."

* * *

A. Snyder, Roncesvalles Ave., Toronto.—"We take stock each year on the first of January. This year we found our stock of groceries to be about the same as last. Purchasing this spring will be

Too Much Horse Cruelty

Guelph Merchant Maintains That Delivery Horse Should Have Better Care—Horse Show Helps to Produce Better Outfits.

By Charles T. Hicks, Guelph, Ont.

about the same as usual as I buy as I need the goods. I find it pays better in the long run."

W. J. Mellen, Brantford, Ont.—"We take stock in March each year. At time of writing we believe our stock is slightly greater than a year ago, and we will require more goods this spring as business is much better."

R. A. Climie, Listowel, Ont.—"We take stock every year about February. Our present stock of groceries is about the same as a year ago, and as prices are generally high, we are not buying heavily."

O. Bodkin, London, Ont.—"We take stock twice yearly in January and in June. We would estimate that our present stock is in the neighborhood of from 15 to 20 per cent. greater than a year ago and we expect to carry larger stocks this spring than last, and at the same time a better assorted stock."

J. A. Mulligan, Wardenville, Ont.—"Stock is taken in our store each year in February. We expect our figures to be high this year as we believe we are carrying bigger stocks than last year. Our buying this spring should be about same as usual."

C. H. Pickering, Kingston, Ont.—"We take stock each year in February. While we have not gone into the matter yet, we believe that our present stocks are higher than they were a year ago, and I think spring purchasing will be about the same."

Tassie & Co., Dresden, Ont.—"In January each year we take stock. Our stocks this year are slightly larger, we believe, although at the time of writing, we are not through taking stock. Our purchasing this spring should be about the same as last year."

John G. Weldon, Cannon St., Hamilton, Ont.—"We do not take stock each year, and it is some time now since we have done so. We believe, however, that our stock is about the same as last year. I believe that too heavy a stock should not be carried, and I am making an endeavor to reduce it."

W. B. Leslie, Thamesford, Ont.—"Stock is taken each year in January. We use just an ordinary stock book. We have a heavier stock we believe, this year although we have not finished the work at time of writing. We believe our purchasing will be about the same as a year ago."

THERE is one branch of the grocery business which I think should be looked after more closely than it generally is by most grocers, and that is the delivery system. These days we hear a great deal about auto delivery, but so far there are very few grocers that are not using horses outside of the cities, and even there the losses are by far the most generally used.

Now what I should like to see you do is to get some good horseman to write up a few articles on the general care of a

horse, so as to keep it in good condition. The way some men and boys treat a horse is positively cruel, and just because it's only a delivery horse there is nothing said or done about it; while if the drivers had their deserts they would be fined or sent down for 30 days.

Travelers have told me that in Guelph we have the best class of delivery outfits of any city they work in, and I am sure that it's just through a friendly spirit of rivalry. We usually have a horse show here in the spring and our fall fair, and there are classes for delivery horses in both shows. Last December we had the management of the Winter Fair put on a class for local delivery outfits and while there was no prize money—only ribbons given—we had eight entries which made a good showing in the arena and was a splendid advertisement for the merchants who took part. We had quite a lot of compliments from our customers on our success at the show, and we were both surprised and gratified at the number of ladies who told us they had gone to the Fair on that particular evening, to see the delivery horses judged. The real reason for putting these classes on at the shows was to get the drivers to take good care of their horses, and I think the general appearance of the delivery outfits here is proof that it has been a success.

Of course some merchants have themselves to blame to a certain extent for the poor appearance of their outfits. They won't spend a few dollars extra to have their waggons nicely lettered or to buy a good set of harness to encourage their drivers to take an interest in their work. And if the drivers see that the owner doesn't care they soon become careless themselves. I hope you won't think this article too long, and that it will be the means of making the lot of the delivery horse more pleasant than it generally is.

A SATISFACTORY STOCK BOOK

By Daniel McClean, Owen Sound, Ont.

Thinking you would be open to suggestions that might interest grocers, I thought I would write you in regard to a stock-book that I have used for some time and found very satisfactory. It is in the form of an index-book on a large scale, and is entered in the way of

Description of Goods		Cost	Amount
<i>Washing Powders</i>			
<i>Gold Dust, Large</i>			
### ### ### ###	<i>2 Doz @</i>		
<i>Ammonia Lawsons</i>			
#####	<i>3 1/2 Doz @</i>		
<i>Ammonia Handy</i>			
<i>36-18-24</i>	<i>6 1/2 Doz @</i>		
<i>Sun to Wash</i>			
### ### ### ###	<i>1/2 Doz @</i>		
<i>Pearline, Large</i>			
#####	<i>2 1/2 Doz @</i>		
<i>Omo</i>			
### "	<i>1/2 Doz @</i>		
<i>Total</i>			

Stock-taking form used by Daniel McClean, Owen Sound, Ont.

the enclosed sample. For instance, some goods may be in the stock room and others of the same kind on the shelf, and by turning up to the letter—pages are alphabetically arranged—the first lot is entered under, you just add the balance and extend all to the end of column. When you are through you have all of one kinds of goods together, and a cost-book as well as a stock-book combined.

AMENDMENTS TO LIEN LAW

Retailers of lumber, cement and various other kinds of building material believe that there should be some new amendments to the Lien Law in Ontario, and as sending in their suggestion to the central office of the Retail Merchants' Association. All retailers who have suggestions in this regard are invited to send them in also.

Reverses in Co-operative Movement

Financial Statements of Fourteen Canadian Societies Presented—Official Organ of the Union Deplores Certain Existing Conditions—Backward Tendency Reported — The Dividends Paid.

IN a recent issue of the "Canadian Co-operator" published in Brantford, Ont., in the interests of the co-operative society movement in Canada, there appears statistics on fourteen different co-operative societies in this country. These statistics indicate that the co-operative movement is having a more or less checkered career. The figures are for the year 1914, which of course means they were published practically a year late, and they do not deal with all the Canadian societies affiliated with the Co-operative Union of Canada. In the same issue as this summary of the financial conditions of 14 societies, there is given a list of twenty-two associations in affiliation with the Co-operative Union of Canada. It may be that the remaining eight were added during the past year.

To obtain a definite idea of the business being done by these societies it is necessary to study the statistical table; so it is reproduced herewith. It will be seen from this that the fourteen associations had a turnover of \$1,133,081.11 during 1914. It is not possible to compare this total with that of the previous year, as some of the societies neglected to send to the central office of the union

their 1913 figures. It will, however, be seen that a number showed an increase and still others a decrease. It will further be noticed that net profits of twelve of the fourteen societies for 1914 were \$73,490.48. The society in Peterboro, Ont., does not indicate what its net profits, or otherwise, were. The Sidney, N. S. Workmen's Co-operative Society indicates a loss.

One of the interesting features of this statement are the purchase dividends declared by each society. The Workmen's Store, Ltd., of Dominion, N.S., for instance, declared dividends to the extent of \$9,000 which would be divided among their 388 members. This would mean that each would secure an average of about \$23. It will also be seen that \$9,000 is about 6 per cent. of the total sales of that store for the year. What did the prospectus promise?

The next on the list is the Guelph, Ont. Co-operative Association, which sold during 1914, \$123,622.41 worth of goods, and which declared purchase dividends of \$1,690.17, which was an average of between \$2 and \$3 per member. This dividend would be about 1.4 per cent. of the total sales for the year. The Valleyfield Industrial Co-operative Society

with 180 members secured purchase dividends to the amount of \$3,436.17, or an average of about \$19 per member. No figures are given for the Ottawa Association, but it is indicated that the rate of interest paid on the share capital of \$3,700, was 5 per cent., which would be \$105. Divided among 700 members each would receive an average of 15c.

The British-Canadian Co-operative Society, Sidney Mines, N.S., is apparently a live one with 717 members, and a share capital of \$30,757, and a turnover in 1914 of \$270,816.08. The total purchase dividends declared is given as \$32,940, which was at the rate of 12 per cent. The Brockville, Ont., and Peterboro, Ont. societies did not fare extra well in the matter of total dividends on purchases. The former declared only \$50 to be divided among 148 members, and the latter \$53.61 for 295 members. Other interesting figures can be deducted by the individual merchant studying the accompanying table.

It would be interesting to know in what particulars these figures are living up to the promises made by promoters when the various societies were formed.

The October-November 1915 issue of (Continued on page 26.)

CANADIAN CO-OPERATIVE STATISTICS FOR 1914.

NAME OF SOCIETY	Years Established	Number of Members	Share Capital	Reserve Fund	Value of Stock	Sales for the Year	Increase	Decrease	Rate of Interest Paid	Rate of Purchase Dividend Paid	Net Profits	Total Purchase Dividend Declared	
DOMINION, N.S. The Workmen's Store, Ltd. . .	12	388	\$ 20,507.30	\$11,218.16	\$ 38,234.82	\$153,197.44	\$36,297.71	% 6	% 6	\$ 7,297.49	\$ 9,000.00	
GUELPH, ONT. Co-operative Association, Ltd.	11	672	5,473.00	5,500.00	16,876.75	123,622.41	970.10	5 6	2 6	3,725.64	1,690.17	
VALLEYFIELD, P.Q. Indus. Co-operative Soc., Ltd.	12	180	7,789.40	1,011.34	8,856.88	60,559.03	2,149.24	5 5	3 3	4,044.24	3,436.17	
OTTAWA, ONT. Civil Service Co-operat. Supply Ass., Ltd. . .	4	700	3,700.00	1,652.32	7,837.47	69,447.92	14,855.92	5	..	1,122.23	
SYDNEY MINES, N.S. British-Can. Co-op. Soc., Ltd.	9	717	30,757.06	7,500.00	32,532.96	270,816.08	73,903.90	5	12	33,957.17	32,940.33	
BROCKVILLE, ONT. Co-operative Society, Ltd. . . .	1 1/2	148	1,585.00	340.00	2,126.75	19,243.53	368.00	5	2	741.16	50.00	
PETERBOROUGH, ONT. Co-operative Society, Ltd.	2 1/2	295	2,601.00	14,427.60	3,865.18	5	2	53.61	
GLACE BAY, N.S. Co-operative Society, Ltd.	9	799	16,814.32	5,223.97	38,972.40	180,049.77	28,386.89	5	5	8,680.97	7,122.05	
GALT, ONT. Co-operative Society, Ltd.	1	320	2,032.50	724.28	2,448.91	33,769.67	5	..	1,164.15	
NANAIMO, B.C. Workmen's Co-op. Assoc., Ltd.	3	1000	11,073.53	2,907.56	25,176.51	128,164.43	61,564.56	5	8 & 7	9,893.13	8,907.85	
ST. PAUL DE METIS, ALTA. Farmers' Co-op. Assoc., Ltd. . .	1/2	111	1,260.00	1,630.07	7,053.05	6	13.40	574.48	541.28	
REGENT, MAN. Co-operative Exchange, Ltd. . . .	10 mo.	52	140.00	50.00	92.45	4,957.55	7	3 1-3	275.30	140.00	
MERRITT, B.C. Merritt and District Industrial Co-operative Society, Ltd.	4 1/4	110	2,379.45	2,532.61	29,748.63	5	..	2,014.52	
SYDNEY, N.S. Workmen's Co-op. Soc., Ltd. . . .	4	318	5,612.00	91.00	4,548.00	37,524.00	6	..	loss	
		5810	\$111,724.56	\$36,218.63	\$181,866.58	\$1,133,081.11	\$152,473.62	\$69,887.88				\$73,490.48	\$63,880.96

Advertisers Mid-Winter Foods

Seasonable Newspaper "Copy" Used By Summerland, B.C., Grocery Firm—Some Good Winter Sellers—Suggestions for Retailers Who Sell Goods to be Sent to the Boys in the Trenches.

THE Summerland Supply Co., of Summerland, B.C., recently used the accompanying advertisement in the local paper to advertise foods for the mid-winter season. This is a most appropriate time for a newspaper ad. on heat producing foods; but not only that but they should be displayed in the window occasionally and shown on the counter or some other appropriate place inside the store. Note what the Summerland Supply Co. advertised. The mid-winter foods include meat extracts, soups, cocoa, porridge foods, corn and cane syrup, pancake flour and maple syrup, pork and beans, oysters, macaroni, bacon and sausage. This is quite an array and illustrates the possibilities there are in winter lines of foodstuffs, as well as in winter lines of clothing.

Every dealer should appreciate the necessity of getting after business in seasonable lines. The winter months present many such opportunities. After the turn of the year, for instance, there is the marmalade season as featured in an article in last week's issue; the season of receptions, social functions, evening parties, etc.; the maple syrup season in February and around the first of March; the house-cleaning season later on; the fish season in view of Lent, etc. The dealer who goes after trade during these and other special appropriate occasions, is bound to see his turnover greatly increase. A study of human nature shows that there are hundreds of people in every community that purchase goods every day on the suggestion of salesmen. Left to themselves, many of the lines now found on their tables and in their pantries, would never be seen. It is the suggestion on the part of some live aggressive dealer or clerk that causes them to purchase.

Many retailers are continually selling goods to be sent overseas to the boys in the trenches. The following article by a returned soldier who has seen life in the trenches will give some splendid hints to retailers for their advertising and personal talks over the counter:

TRENCH TIPS FOR GROCER ADS.

By One Who Was There

Everyone who has friends or relatives in the trenches is anxious to send them comforts. The puzzle is what to send and what not to send. The average soldier chucks away what the average mother sends him because its value is not in proportion to its weight in his already

heavy pack. When the retailer wishes to sell compact packages of trench foods to the mothers and wives whose boys are in the trenches, just tell them:

"That a bit of wood, a match—anything of wood—placed in the mess tin of water will prevent the tea you are selling from tasting smoky, no matter how bad the fire is. Army tea is just army tea. and a package of good tea put up in a water tight package of canvas with these instructions should be a good seller. Cocoa and coffee likewise."

To push the sale of beef extracts and compressed foods add the information that the soldiers even when they tire of the straight extract, find that it makes a most appetizing aid to stews of the army "bully-beef" mixed with the vegetables that are so common in Belgium and Northern France.

Explain the beauties of ready mixed pancake flours that will cook in a mess tin laid over a fire of oily rag and boot dubbin grease.

Expound the simplicity of plum duff in billets for the tired boy if he has a compact package of your cleaned currants ready at hand.

Dilate on the slight weight and great nutrition of tinned meats and fish, and the inestimable value of them to a man whose whole soul revolts at the thought of another twenty-four hours of "bully-beef."

Describe the heat producing qualities of all saccharine foods such as chocolates, candy and sweets in any form. Something the boy can nibble in the long and sometimes dreary nights of peering through the mist for an invisible enemy only fifty yards away.

Elaborate on the amount of nutrition in a handful of nuts or dates. Describe the nutrition in a parcel of figs, etc., etc.

Buy Heat Producing Foods Now.

COLD WEATHER is again with us. Every household will now require foods that will help keep the body warm and healthy. Following are a few lines we suggest to every buyer of foods for the home.

SOUPS

What is more nourishing or stimulating than a plate of steaming hot soup? Easily prepared from either packets or tins.

Per Packet 5 cents,
per Tin 20c; 3 Tins for 50c.

MEAT EXTRACTS

After a cold drive a good dish of BOVRIL or OXO, helps to bring the body back to normal.

BOVRIL 50c and 90c per bottle.
OXO, 2 Packets 25 cents.

HOT COCOA

Before retiring, a cup of hot COCOA is an ideal drink. COCOA is a food that is growing rapidly in favor, and should be in every home. Per ½ lb. Tin 30 cents.

HOT PORRIDGE

The family will appreciate a plate of hot porridge for breakfast. We carry all standard lines.

WHEATLETS 35c. WHEATFLAKES 45c
ROLLED OATS 50 cents; etc., etc.

CORN and CANE SYRUPS

These are splendid heat producing foods that are always a favorite with young and old. They save the butter too, and make the bread taste better.

Per Tin 20 cents and 25 cents.

YOU will also need Warm Clothing. We have a fine line of Jaegar Sweaters, Caps and Gloves for men and women.

DR. REED'S Cushion Shoes, Easiest Shoes on Earth. Conform perfectly to the shape of the bottom of the foot. Need no breaking in. Perfect comfort. You can't be happy if your feet ache. Let us give you walking pleasure in your purchasing a pair of DR. REED'S CUSHION SHOES.

HOT PANCAKES and MAPLE SYRUP

A most appetizing winter meal. PANCAKE FLOUR, all ready in handy packages at 25 cents. PURE MAPLE SYRUP

70 cents per large bottle.

PORK and BEANS

A steaming plate of PORK and BEANS for dinner or supper makes an ideal meal, only require a little heating. Tin 10c., 15c., 25 cents.

OYSTERS

Stewed in milk, fried, or in patties, make a splendid meal. Genuine BLUEPOINTS, Tin 30c.

MACARONI or SPAGHETTI

With Tomato Sauce and Cheese is a delicious cold weather meal. MACARONI or SPAGHETTI 15c. lb.

BACON

A strip of nicely sliced sweet BACON is a tasty breakfast dish. If you like it fat, lean, or medium, we can supply you. Our bacon is sliced uniformly on our modern slicing machine. Per lb. 35 cents.

SAUSAGES

For breakfast there is nothing nicer. Per tin 35 cents.

The Summerland Supply Co., Ltd.

Appropriate newspaper advertisement used by a Summerland, B.C., retail firm recently. Reduced from much larger size.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

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

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

OFFICES:

CANADA—

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

UNITED STATES—

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

GREAT BRITAIN

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England.
Subscription: Canada, \$2.00; United States, \$3.00.
Great Britain, the Colonies and Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXX.

TORONTO, JANUARY 28, 1916

No. 4

HEAVY FINES IMPOSED

FOUR Toronto grocers were fined this week for offering for sale salad oil that did not meet the Government standards. It was cottonseed oil and not salad (olive) oil, as the standard calls for. The fines amounted to \$22 and costs each. While the retailers alleged they were selling a manufacturer's sealed bottle, nevertheless that did not save them, as the law holds the vendor responsible—right or wrong as that may be in the case of a sealed container.

Readers of CANADIAN GROCER have often seen in these columns the law in this regard. The Adulteration Act says that the actual vendor is the man who must bear the fine unless he has in his possession a Government warranty from the manufacturer to the effect that the goods are pure. The Inland Revenue Department takes the stand that retailers should know what they are buying and sell accordingly.

We would once again urge our readers to be very careful in their buying. If there is any doubt whatever as to the reputation of the manufacturer or the goods, the warranty should be demanded as a protection.

BETTER BUYING THIS SPRING

SOME weeks ago CANADIAN GROCER published an article dealing with methods for taking stock and drawing up the annual inventory. In this week's issue is a great deal of information on stock-taking, amount of stock in dealer's hands and prospects for future buying. This article demonstrates that the grocery business is in a most healthy condition. Out of thirty retailers selected here and there from various Provinces, twelve of them say they carry equal stocks to a year ago, eleven that their stocks are

larger and only four that they are less. This illustrates that retail purchasing has been freer than a year ago, because consumer buying has been heavier.

Twelve of the thirty grocers further say they anticipate their purchasing will be heavier this spring than last; eleven that they will at least purchase as many goods, and only two predict that buying will be less. A few others gave non-committal answers to the effect that they will be purchasing carefully.

In this article there are, too, a number of stock-taking forms which retailers have in use and which will be valuable guides to others. Many retailers take stock in February, so that these will come in very handy. The forms, too, could be cut out of the paper and filed for future use.

One gratifying point brought out by the replies is that out of the thirty dealers, twenty-eight of them take stock, the majority annually, a few semi-annually and one or two bi-annually.

TO TAX MAIL ORDER HOUSES

NEWS comes from Winnipeg that under the terms of a bill to amend the Corporation Taxation Act, the Provincial Government will tax all mail order businesses in Manitoba, including that of Toronto companies, and will increase the taxation of express companies, and street railway companies. The measure, not yet approved by the Cabinet, is designed to tax all commercial and mercantile concerns, wholesale or retail, doing business by mail.

While the ins and outs of this measure are not at hand, there is to be seen here a very radical step and one that from the standpoint of the big catalogue houses will not be very well relished. A few years ago there was an agitation in Ontario among certain

merchants to put through a bill taxing mail order houses, but nothing came of it. However, if the Manitoba bill goes through, this agitation will likely be revived and will probably be taken up by other provinces.

TREAT THE DELIVERY HORSE RIGHT

IN a letter from Chas. T. Hicks, a Guelph, Ont., retailer a plea is made on behalf of the horse and the delivery wagon. Mr. Hicks' letter appears elsewhere in this issue and should be read by every one who has any sympathy whatever for the horse and who believes in maintaining a good-appearing delivery outfit for his business. In Guelph last December there was a winter fair and the management put on an extra class for local delivery outfits. There were no prizes given, simply ribbons, but the merchants responded and there was a fairly good turnout. Great interest was shown in the exhibit, not only by the merchants, but by their customers as well, indicating that a good-looking delivery outfit is an asset and an investment for the merchant who maintains it.

The sentiments expressed by this Guelph merchant are heartily endorsed by CANADIAN GROCER. The care of the horse, the harness and delivery wagon should be given special attention by every merchant through his driver. A well-groomed, well-fed, nicely harnessed horse in front of an up-to-date delivery wagon, carefully cleaned and painted, denotes aggressiveness and a desire on the part of the dealer to serve his customers properly. It is a good advertisement for any store.

MAKING BETTER MERCHANTS

IN England, as our readers already know, there is an auxiliary to the operation of a grocery business known as the Institute of Certificated Grocers. This institute aims at a revival of the apprenticeship system, coupled with attendance at technical classes. While it does not claim to fill the role of the old time master grocer, the technical classes aim at in some measure to supply the need created by the decline of apprenticeship. The men behind the movement claim that the general march of education and culture, alike in the case of consumer and seller, demand not only a return to the days of personal instruction of apprentices but something more added on.

In the Old Country there is yet considerable business done in bulk goods, although package goods have made rapid headway, so this necessitates intimate knowledge as to relative values and properties of different varieties of articles. The Institute of Certificated Grocers aims to supply the expert knowledge in this phase of the work. Salesmanship also holds a prominent place in their curriculum and in examinations and a special prize is given to the can-

didate who displays highest proficiency in this department together with principles of advertising and methods of doing business. It is of course realized that tact, courtesy, etc., behind the counter are important features of successful merchants, but that something more is required. A full and deep knowledge of one's trade will supply a power that nothing else can, and will often change drudgery into a charm.

There is a movement on in the United States at the present time to form a similar Institute which is under the direction of Chas. A. Elliott of New York, a former Western Ontario boy, who has frequently contributed articles to Canadian Grocer. The movement has not been of a universal character, but it may spread. In Nova Scotia there is a similar movement and it is to be hoped that it is the nucleus of an important change in so far as our trade is concerned.

The grocery trade is not, as many think, one that can be jumped into offhand and made a success of. Profits are not large and it is absolutely necessary to watch closely overhead expenses, credit applicants, outstanding accounts and to have a thorough knowledge of the goods in stock. Some, of course, succeed who have had no previous knowledge, but the majority do not. The person who makes a complete and careful study of the business to-day is the man who makes the real merchant of to-morrow.

EDITORIAL NOTES

IS THAT marmalade campaign under way yet?
* * *

MILD WEATHER in January undoubtedly makes the hens lay, but it is hard on the fruit trees.
* * *

THE POTATO is certainly to be looked up to these days. It will soon be as valuable as the egg.
* * *

A JOKE IN the grocery store is alright, but it should not be at the expense of a good customer.
* * *

A MAN WHO takes an annual inventory of his stock is more likely to have stock to take an inventory of, a year hence.
* * *

ALL INDICATIONS point to buying this year being at least as great as year ago, and in the majority of cases it will be heavier.
* * *

APPETITES OF skaters and tobogganists are always great. A feature should be made these days of fancy biscuits, cocoa, confectionery and all kinds of party and reception goods.
* * *

THE BUDGET has not yet come down. At time of writing the debate on the address in reply to the speech from the throne continues and we are still in doubt about the war tax on tea.

The Sky-High Potato Market

Review of the Situation Shows Few More New Brunswicks Available for Consumption —
Ontarios Practically All Gone—Ontario Looks to West—Will \$3
Mark be Reached?

Especially written for Canadian Grocer

WHAT will the future of the potato market be?

This is a question that every grocer is asking and to which there is a diversity of answers. Upon its solution hangs the wisdom of laying in a supply or buying from day to day.

Price is always struck exactly where supply and demand meet. The demand is local, but the present supply is not, and the future of the market depends entirely on whether western dealers ship to Ontario, and whether they ship potatoes which will arrive here without the decay and waste which often accompanies potatoes shipped from a distance.

It is the general opinion that there are not sufficient potatoes in Ontario to supply Toronto alone for ten days. Over three million bushels of Ontario potatoes rotted soon after they were taken from the ground. The supply of good potatoes was small right from the start. The few which escaped the disease brought on by the incessant rains of last summer, have long since been marketed or are stored for seed purposes. This was the point at which the potato market began to rise.

New Brunswick's crop of potatoes was only 60 per cent. normal. In 1914, both Ontario and New Brunswick had bumper crops, and in 1915 a certain shortage was expected. Up to the present New Brunswick has been supplying Ontario with its Delaware potatoes. But now the supply is fast becoming exhausted and Ontario must look elsewhere. It is the consensus of opinion amongst the commission merchants that the Ontario farmer will look to New Brunswick for seed potatoes, fearing to use Ontario's because of the disease. New Brunswick to-day has from all accounts not sufficient potatoes to supply itself and Ontario with seed. Shipments to Toronto have been falling off, and it is expected that in another few days they will be entirely cut off, leaving Ontario dependent upon Western Canada for its entire supply.

Potato Crops in the West

But what has the West? Alberta's crop was over 4,000,000 bushels, and British Columbia claimed a crop of 5,500,000 bushels. These figures are large, but the supply available for Ontario may not any more than keep her markets supplied until her own potatoes come in again.

But what about the quality and the price?

This is where the commission men disagree. Some are of the opinion that immediately the cold weather is over the market will be flooded for a month. Others think that potatoes will be a glut on the market until the new crop begins to arrive. On the other hand there are those which are positive that the price of potatoes will soar beyond the \$3 mark. The whole question in its final analysis is:

"Out of the 9,500,000 bushels of potatoes grown in Alberta and British Columbia last year, how many are now available, and of those available, how many will do for the retailer to deliver to his customers and at what price will he have to buy and sell?"

Take, for the sake of argument, the view held by many that the western supply will meet all demands when the weather conditions allow shipping. What will the cost be? Or what will the rock-bottom figure likely be? In the first place the railway companies will not handle potatoes unless they get their freight charges. The cost of shipping potatoes from either British Columbia or Alberta to Toronto is 76 cents a bag. That is the first item to take into consideration. When they arrive here the commission men will not handle them unless they can see a profit. Nor will the agents at the other end handle potatoes

unless they are paid for doing so. Then comes the farmer. What should he get? A month ago the British Columbia farmer did not get more than thirty cents a bushel, but now he is getting more and when he finds that Ontario is calling for vast quantities he will naturally hold out for more. Six weeks ago B. C. potatoes were sold in car lots at \$14.50 per ton. To-day they are selling at an advance of \$7 per ton.

When these facts are borne in mind it is readily seen that the price cannot fall very much below its present mark and that there is always the possibility of an upward trend.

Now about the quality. Up to the present the Western potato has been more or less of a failure owing to the condition of the potato on arrival. The western farmer has been receiving so little for his product that practically no care has been given to the vegetable when being bagged. Good and bad, little and big, in some instances, have been shovelled in together. This state of affairs, however, will not be allowed to exist when the farmer is receiving better pay. The same care will be demanded as is demanded of the New Brunswick farmer. This will mean that better potatoes will be shipped and most of the present dissatisfaction with the western potato will be done away with.

Perhaps most of the trouble has been caused by the frost or else by overheating. Too much cold or too much heat will take away the entire value of the potato during transit.

Shortage Likely Next Two Weeks

Then what about the present market? It must of necessity hold its own. There can be no drop within the next ten days or two weeks.

For the past fortnight the weather in Western Canada prohibited the shipping of potatoes. The break in the cold spell has come within the past few days and cars are now being loaded. But two weeks will pass before these cars reach Toronto, and in the meantime there will be a shortage.

It will be when the winter has been broken that the market will need its closest watching. It will be then that prophet's test will come and it will be then that the retailer needs to exercise his good judgment.

ALLIES PURCHASING AGENTS

The Trade and Commerce Department, Ottawa, has published the following list of purchasing agents for military purposes for the allied Governments:

International Purchasing Commission, India House, Kingsway, London, Eng.

French.—Hudson Bay Co., 56 McGill Street, Montreal; Captain Lafoulloux, Hotel Brevort, New York; Direction de l'Intendance, Ministère de la Guerre, Bordeaux, France; M. De la Chaume, 28 Broadway, Westminster, London.

Russian.—Col. N. Golejewski, Military Attache, Room 904, Flat-iron Building, New York City, N.Y.

Getting the "Society" Trade

How One Dealer Went After Business for Social Functions and Increased the Turnover and Profits—His Various Displays Described—Power of Personal Suggestion Exemplified.

Written for Canadian Grocer by A. H. HARVEY

MOST merchants are too fond of traveling along the lines of least resistance. They await from day to day the appearance of customers in their store or the sound of their voices over the telephone, to give them an order. Not so with John Brighton, whose marmalade selling campaign I described last week. He travels apart from the beaten path, and as one of our eminent statesmen might say—"brouses in the luxurious grasses of the distant fields." I told you last week of his marmalade campaign. Another one that he put on last year was in reception goods, that is, lines that folks who entertain would be likely to require. He went after the reception, social function and evening party trade with his entire selling organization. He sold more fancy biscuits, more high class box confectionery, cocoa, olives and fancy fruits in glass, fancy pastes for sandwiches, etc., etc., during the campaign and the winter weeks that followed in January and February than the majority of grocers sell in the entire year.

Describing the campaign for pushing sales of reception goods, Brighton pointed out that the same selling medium, together with personal salesmanship was employed as in the case of his marmalade orange campaign.

"The window, of course, was made as inviting as possible. We secured two small tables for it, covering them over with white table cloths. Each table contained a number of the goods we were presenting to our customers. These included vari-

ous samples of fancy biscuits, cocoa, high class confectionery, bottles of both plain and stuffed olives, fancy cherries in bottles, jelly powder packages for the dessert as well as gelatine, bottles of salad dressing, almond paste, celery salt, salted almonds, shelled walnuts, coffee, tea, loaf sugar, etc., etc. The window, of course, was not elaborate, but the display was suggestive and a show card reading: "Reception and Social Function Suggestions," readily gave the passerby the idea of its purpose.

Importance of Personal Suggestion

"Of course inside the store the same idea was carried out. On the counter we showed all kinds of dainties that people

who were entertaining might desire. Many customers told us they did not realize that any grocer in town carried some of the lines we were showing. This demonstrated how important it was to let the customer know what goods you have in stock. The clerks were all advised to suggest new lines to customers, and particularly those who were known to hold social functions, whether they were at first interested or not in the goods on the counter. This immediately got the attention of the customer and in many cases, even where no social evenings were being held, goods were sold. The table which always carried a display in the centre of the floor was also arranged with these fancy lines. Some

customers you know, like to look around for themselves, pick up a bottle or a package of this and that and bring it over to the counter to include in their order. That is why we always have that table well laden with suggestions.

"In addition to this we use the local papers and to put the matter in a modest way, I must say that we certainly created a good deal of business for these lines. Not only that, but we introduced goods to our customers with which they were not previously acquainted and opened up a business in many lines which was followed by repeat orders throughout the year."

The Why of Retail Success

Close students of the mercantile trade say that 95 per cent. of the men who go into retail business fail. That may or may not be overdrawn. At any rate

Fancy Biscuits and Dainties for Reception, Social and Evening Party

HAVING a Reception or other social function? If so we have a most attractive line of fancy foodstuffs and dainties to show you that will surely appeal to your guests. These goods are all fresh, where freshness is a consideration, and you will be surprised at the range and daintiness of them. Come in and look them over. Here are a few lines:

Assorted Fancy Biscuits—The addition of a number of new biscuits to our already fine assortments, will be worth your attention. Prices run from .c up to .c.

Delicious Cocoa—Nothing makes a better or more refreshing winter drink than cup of good cocoa. If you use..... or brand the guests will not be disappointed. Per tin .c.

Olives, plain or stuffed—Olives are coming into their own. As a medicinal food they have gained a high reputation. Hand-some fruit in various sized bottles at .c up to .c.

Fancy Cherries in Fancy Bottles—A most attractive delicacy to place before the guests. Per bottle .c. Also other fancy fruit—a fine assortment to choose from.

For the Dessert—Jelly powders in various colors and flavors please both the eye and palate. Delicious desserts can also be made from gelatine, junket tablets; preserved peaches and whipped cream, etc.

Confectionery—When we say we handle the well known Brand of chocolates as well as and you will know we can satisfy you with the candy part of the refreshments. In boxes or loose, all guaranteed fresh, per pound from .c up to \$.....

Other fancy lines include: Potted meats and peanut butter for sandwiches, caviar, almond paste, salad dressing, loaf sugar, wines of various flavors, grape juice, rusks, icing preparations for cakes, and a score or more of others.

JAS. BROWN

87 Main St.

Phone 111

Retailers putting on a campaign on "Reception" lines are at liberty to use this suggestion from Canadian Grocer's Service Department.



A window full of dainty foodstuffs, with many good suggestions. It was shown by A. G. Bain & Co., Hamilton, Ont.

a great many of them fail, a great many others eke out a bare existence and a slim minority succeed and are in a position to retire from active duties in their evening of life if they so desire.

Analysing closely the reasons for the success of the few it will be discovered in practically every case that the merchant was a salesman himself and that he gathered about him clerks that were salesmen, too.

I can safely say that John Brighton belongs to the latter class. He is getting along well in the retail business. He is progressing because he has long since learned to sell and to employ assistants who can do the same. Brighton, of course, is a careful buyer. He is careful in his credit extensions. He is careful to see that his own accounts are promptly met when due, and he, therefore occupies a warm spot in the hearts of the credit men of the wholesale and manufacturing houses; but the greatest of his acquisitions is that he can sell things. He gets new business because he goes after it. His methods are worth the careful study of every member of the trade and in future issues, still further of his selling methods will be presented.

REVERSES IN CO-OPERATIVE MOVEMENT

(Continued from page 20.)

the "Canadian Co-operator," contains, as stated above, a list of 22 societies in affiliation with the Union. In January 1915, this list contained 25, showing a net decline of 3. The missing societies are the following: The Twin-City Co-operative Association, Limited, Berlin;

The Co-operative Trading Co., Limited, Port Arthur; Welland Co-operative Society, Welland; The Inverness Co-operative Society, Inverness, N.S.; and The North Lethbridge Co-operative Society, Lethbridge, Alta. Two of the notable failures during the past year and a half were the National Railway Association with some 16 or 17 stores in Ontario and Quebec, and the Householders' Co-operative Society of Toronto, which started out to establish 40 stores. The latter of course at first was not operated on the same lines as those belonging to the Union.

Felt the Pinch

In an editorial the "Canadian Co-operator" gives the following review of the statement it publishes:—

"It will be observed that only fourteen societies have reported as against seventeen last year. Of the latter, seven have dropped from the list. Preston (Ontario), resigned through financial embarrassments, but we are informed intends to rejoin when its difficulties are adjusted; Berlin (Ont.), has succumbed after a chequered career which never seemed to have the potentialities of success. A similar fate has befallen Winnipeg, which, however, is in process of reconstruction. For reasons not explained the Finnish Society at Port Arthur (Ont.), has also gone under. Ladysmith, B.C., has been absorbed by Nanaimo (B.C.) and Coleman and Eckville (Alta.) have failed to report. For the first time societies at Galt (Ont.) and Nanaimo (B.C.), and Farmer's societies at St. Paul des Metis. (Alta.), and Regent (Man.) appear in the statistics. No information is furnished by the societies

at London (Ont.), Magog (P.Q.), New Westminster (B.C.), and Meris (Sask.). As to the three last named, the inquiries of the Co-operative Union are ignored, and we are, consequently, uncertain if they are still in existence, or maintain their co-operative character. If societies persistently neglect to keep in touch with the central body, it is desirable that, after adequate notice, their names should be expunged from the list of affiliated societies.

"For the first time during the six years statistics have been published, we regret to have to report, in a substantial sense, a backward tendency in the position recorded. The year was, of course, one of exceptional depression, and no doubt the same has contributed, to some extent, to the failure of some societies, and the unsatisfactory features in the statistics. As to membership the set-back has been trifling.

"While there has been a falling off in membership of twelve only, the reduction in the volume of trade has been much more serious. This, no doubt, indicates a considerable reduction in purchasing power through unemployment, short time, or reduction of wages."

A Little Mixed

Some time ago Canadian Grocer published an article from the "Financial Times" of London, England, on co-operative associations and income taxes. It is interesting to note that this was republished in the "Co-operator," and while at first it was credited to the "Financial Times," later it was the "Financial News," and it wound up by crediting the whole thing to Canadian Grocer. There's versatility for you!



THE CLERKS' PAGE



HE SOLD THE CONDENSED COFFEE

A MAN who is keenly interested in salesmanship tells us two incidents that have come under his experience in retail stores. He was once a salesman for a manufacturing company making soft drinks. He called on one of the largest retail dealers in a certain city to interest him in ginger beer. He told of the quality of the ginger beer he was selling, why the consumer would like it, and succeeded in making a sale of three cases. In a few weeks' time he returned to see how the ginger beer was selling and, if possible, to secure a repeat order. "Why," exclaimed the merchant, "I don't want any more of it; I haven't sold any yet." The salesman was naturally taken back. Upon inquiry, he found, however, that the merchant had put the ginger beer in the cellar, where he thought it would be nice and cool; did not even show a bottle on the counter, nor did he mention it to any of his customers.

"No wonder you haven't sold any," came back the salesman. "You cannot expect the public to be mind readers, and to know that you had three cases of ginger beer in your cellar." The merchant admitted that that particular point had not occurred to him. That was experience No. 1.

The other experience is with a delivery and general utility boy around a grocery store in another city. Some friends called on this particular salesmanship student one evening, and it happened that his wife had no coffee or cocoa in the house for the small repast which she desired to serve. Her husband was sent off to a nearby store to purchase some coffee and condensed milk. Our friend the boy was alone in the store. Upon inquiry, he said they had no condensed milk in the store, and at the time were just out of coffee. "I tell you what would be very nice," he suggested, "and which would take the place of the coffee, and that is this—coffee in tins (mentioning a particular brand). It is already sweetened, and even the milk is in it. All you have to do is pour some hot water on a spoonful or so, stir it, and you have a delicious cup of coffee."

That boy was on to his job early in life. He proved himself a real salesman in a pinch, and there is predicted for

him a bright future. The two experiences show the difference between waiting for demand and actually selling the goods. They present valuable suggestions to every dealer, who if he applies them to his goods in stock, is bound to make more sales and be farther ahead at the end of the year.

INTRODUCED A NEW LINE

The following was a recent conversation between a clerk and customer over the telephone.

Customer—"Please send me up a quarter's worth of brown sugar, a small bag of flour, half a dozen small tins pork and beans, two tins of spaghetti and a tin of tomatoes."

Clerk—"Yes, thank you. Those will go up with the first delivery, but say, Mrs. ———, how would you like to try something new this morning? We have got in a line of goods we never had before and you'll like it." (Curiosity of customer aroused.)

Customer—"I don't know, what is this line?" (Note customer is interested.)

Clerk—"It is canned corn on the cob. We bought some recently, and two or three of our customers who have tried it, say it is really delicious."

Customer—"How much is it?"

Clerk—"Twenty cents a tin of five cobs, and I believe it is really worth it."

Customer—"Yes, I think I would like to try that. Send me along a tin."

Canadian Grocer would appreciate from readers similar actual selling talks with customers — talks which sell new or additional lines, which add to the store's turnover and profits. Send them along for this page.

ENGLISH WINDOWS

A student of window display who has recently returned from the Old Country writes Canadian Grocer as follows regarding the provision, game and fish trims he observed in England:

"Although window dressing in England has not in general reached the high state of development it has in Canada and the United States—and this is particularly true of the grocery trade—the butcher, fish and poultry windows form a notable exception to this rule. The English window in these lines probably depends for its superiority upon the wealth of material which the Old

Country window dresser has to draw on. In meats he has the products of the world from which to choose and pick—the corn fattened beef of Kansas City and the plump dainty little mutton of the Scottish Highlands.

"In no place in the temperature zone is there a greater wealth of seafood than in the vicinity of the British Isles. The contrasts offered by sleek eel, appetizing winkles, shell fish, and all the finny delicacies give considerable scope to a window dresser of imagination.

"The opportunities in game windows are even greater. Here, comparatively few varieties of game are sold and even they in greatly restricted quantities. There the supply from the annual shoots of the great estates is practically unlimited, great in quantity and high in quality. From living so closely to the game, the window dresser usually knows its habitat. In consequence one may see the brown beauty of a grouse, juicy-looking hares and rabbits stretched out in life-like variety and gorgeous heaps of pheasants radiant in their multifarious coloring, firm of crest and stately of tail."

PINEAPPLE A HEALTHY FRUIT

The pineapple is a most desirable fruit-food, not only because of its delicious and "different" flavor, but because of its worth as a "fruit medicine."

While there are some few persons so constituted that its acid is not easily assimilated, for the average individual it furnishes properties that help to keep the system fit and ready. In many cases it is highly recommended by physicians for throat troubles, and some have found it very helpful in stomach troubles.

By itself, either in the canned form or fresh, it is one of the most attractive of desserts. When made into a drink it is quite refreshing.

The thing about pineapples that is not generally known is their adaptability for combining with other foods. In themselves, pineapples contain an ordinary amount of fuel value.

NOWADAYS

"Here's a drug store."

"What makes you think so?"

"They are serving sandwiches and drinks; and there's shoe polish, tea, coffee and general merchandise."



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

L. H. Langlois, grocer, Quebec, P.Q., has registered.

Ball & Libbey, general merchants, Sydney, N.S., have registered.

Atkin & House, general merchants, Beebe, Que., have dissolved, W. H. Atkin continuing.

J. C. Doyle, secretary of the New Brunswick Provincial Retail Merchants' Association, was married in St. John, N. B., last week.

F. A. Dorion, of Oliver Dorion & Stroud, Montreal, exporters of dairy produce, has gone to England. He sailed from New York on the "New Amsterdam."

Arthur Jones, a member of the Montreal butter and cheese firm of Jones, Grant, Lunham, Limited, is leaving for England, via New York, on the steamer "Noordam."

David R. Turnbull has been appointed secretary of the Acadia Sugar Refining Co., Halifax, N.S., in succession to the late Alfred W. Daviss. Mr. Turnbull has been connected with the company since boyhood, so is familiar with the technical side of the business. He has just been transferred from the joint management of the new Woodside refinery to the secretaryship position at the head office.

At a meeting of the Retail Merchants' Association of Sydney, N.S., the following officers were elected: President, W. T. Fanjoy; 1st vice-pres., J. F. Merchant; 2nd vice-pres., Fred McInnis; 3rd vice-pres., J. H. Bezanson; secretary, J. F. Miles; treasurer, M. McCurdy. The following committee of grocers were appointed to consider the formation of a grocers and butchers section, and to decide on the most suitable night for a meeting: J. H. Bezanson, H. V. Raymond, James A. Clark and Mr. McLeod.

The entertainment committee of the Canadian Fisheries Association met last week under the chairmanship of A. H. Brittain, who is also chairman of the Transportation Committee. It has been decided by the committee to spare no effort to make the coming meeting of the Association on January 31, a great success. It is hoped that members from all over the Dominion will take this opportunity to acquaint themselves with the hospitality of Montreal, and get thoroughly in touch with the other members in the trade.

Ontario

Timothy Brown, a grocer and liquor dealer, Brockville, Ont., died recently.

Mrs. Wm. Armstrong, general merchant, Cassel, Ont., has sold to S. Robertson.

The Finnish Co-operative Store Co., Fort William, Ont., have disposed of their business.

The estate of W. S. Duggan, general merchant, Oil Springs, Ont., sustained a fire loss recently.

Bert Heard, a George Street, Peterborough, Ont. grocer, underwent an operation for appendicitis last week.

F. S. Brickenden, grocer, corner Fifth avenue and Myrtle street, St. Thomas, Ont., has added a meat department to his business and will carry fresh and salt meats.

In announcing the runners up in Canadian Grocer's Window Dressing Competition, the name A. Norrington, Milton, Ont., was given. This should have been Streetsville. A year ago Mr. Norrington was in Milton.

There was a meeting of the Toronto branch, Retail Merchants' Association, on Wednesday evening, to discuss the recruiting question, how best to assist recruiting, and how to retain sufficient help in the retail stores.

The following officers were elected by the Retail Merchants' Association, Simcoe, Ont., for 1916:—President, W. C. Barber; first vice-president, H. A. Carter; second vice-president, George Harold Lea; treasurer, Oscar R. Hanselman; secretary, George O. Werrett.

The Postum Cereal Company, of Windsor, Ont., has been relieved of the excise tax on malt. It had a license for full import, but this was cancelled at the end of the year on the ground that the industry was not entitled to the provision. A petition was made to the department, which, after investigation, has renewed the license and granted a rebate of the excise paid during the period of cancellation.

R. J. McLean, president of the Canadian Produce Association, has written Canadian Grocer, to remind the trade of the fourth annual convention of the Produce Association in Belleville on Feb. 8th and 9th. Cold storage, live or dressed poultry, and butter and eggs will be discussed from various standpoints. Addresses will be given by men who have had experience in the produce business and who understand it thoroughly. A

banquet will be one of the features of the stay in Belleville.

Western Canada

The F. F. Dalley Co., Hamilton, Ont., have opened offices in Winnipeg.

W. H. Escott & Co., manufacturers' agents, Winnipeg, have been appointed representatives in Saskatchewan, Alberta and Manitoba for the Oval Wood Dish Co., of Delta, Ohio.

Winnipeg R.M.A. is having trouble with a similar association in North Winnipeg, some of the members of which are endeavoring to secure legislation which will permit them to keep open after hours.

Congratulations to W. L. MacKenzie, president of W. L. MacKenzie & Co., manufacturers' agents, Winnipeg, whose birthday was on Tuesday, Jan. 18. He was born on that date in 1832, at Dickenson's Landing, Ont.

The Retail Merchants' Association, Winnipeg, listened to an explanation of the Small Debts Court Act at their meeting last week, the speaker being their solicitor, R. B. Kilbourne.

Cameron & Heap, Limited, and Campbell, Wilson & Strathdee, wholesale grocers, Regina, Sask., are each opening warehouses in Swift Current. The Swift Current Grocery Co., is already in Swift Current making three wholesalers there now.

Winnipeg retailers are co-operating with the daily newspapers and Advertising Club of that city to make advertising in that city cleaner. A committee of three advertising men has been appointed to meet three retailers to arrange a definite plan for bringing this about.

S. A. McGaw, Winnipeg, is retiring from the management of the Western Canada Flour Mills Co. Mr. McGaw will for the present take a well-earned rest, having already lived a strenuous life close on to the Psalmist's allotted span of three score years and ten. Mr. McGaw was originally with the Ogilvie Milling Co., and at the time of the re-organization of that concern he left and became identified with the Lake of the Woods Milling Co., and eventually took over the management of the Western Canada Flour Mills Co. His son, W. C. McGaw is western manager of the company. No successor to Mr. McGaw has been appointed, and for the present Andrew Kelly, president of the company, will assume the management.

Freight Situation Causes Mix-Up

Lack of Bottoms and Labor is Serious—Pecans Are Higher — Advance in Currants — Teas Quite Firm—Vinegar on the Advance — Many Drug Lines Higher.

Office of Publication, Toronto, January 27th, 1916.

FOR still another week the feature of the grocery market, and a change which will interest both retailer and housekeeper is the advance in potatoes. Delawares are up another 10 cents a bag and market on British Columbia and Ontario potatoes is still very firm with probable advances in sight. There is no other reason for these advances except what we have stated before, simply poor crops and poor quality.

The situation in freights gets worse and worse as the days and weeks go on. It is becoming serious. Not only is the question for the shipper, who wishes to export goods to England, whether he can get boats or not, but also whether the space he has had reserved on the boat will remain with him. A good many exporters have found recently that although they had previously arranged space in freighters; this was cancelled summarily. The wharves at ocean ports are crowded with different foodstuffs, all awaiting transshipment to England, but all of which may get away in a week or may get away in two months and the latter is the likelier time. Largely on this account, price of Manitoba flour is up 20c. All grains are firm, and other advances may be expected. There were advances too, in good seed oats and in Ontario oats as well.

The freight question is also playing havoc with the tea market. Importers on this side cannot get their stuff through. An importer was telling us that some teas which were ordered by him in October, and which were ready at the dock there to come over to Canada, are just arriving this week. That is a delay of practically four months. Not only is this a serious inconvenience to the importer and his customers and to the public at large simply by reason of delay, but also the importer has to pay interest and of course war risks and insurance are all higher. The freight question, too, is one big factor in spice market, inasmuch as many lines come from the far East. The worst of it is there does not seem to be anything in outlook at present which would lead one to suppose that the congestion will be relieved and that freights will come forward more quickly and more frequently.

In fact, the reverse is the case. So far from there being more boats at liberty soon, the Governments of the warring nations are likely at any minute to withdraw such boats as there are at present being used for commercial purposes. This is one big reason why the retailer is paying higher prices and therefore the consumer paying higher prices, and it is also a cause for impatience on the part of the retailer who can't get the goods forward from the manufacturer which he has ordered. The only thing to do is to "grin and bear it." It is one of the misfortunes of war and as such has to be reckoned with and allowed for.

New-laid eggs are coming forward more plentifully now and this is doubtless to be attributed to the milder weather which obtained this week. The question of new egg supply is simply a question of weather. If this premature mildness is going to continue, doubtless new-laid eggs will be more plentiful from now on. If on the other hand it is only a sudden mild snap and will be succeeded by colder weather again, then new-laid eggs may be reckoned to be higher.

QUEBEC MARKETS

Montreal, Jan. 27th.—The grocery trade is fair and up to expectations for this time of year. Many orders are being received for future delivery although demand for immediate delivery is the normal after-the-holiday one. The last

two months have witnessed a great improvement in trade in general here in spite of a generally rising market which has tended in many lines to increase buying for covering purposes. Canadian raised and manufactured articles are beginning to show more stability of

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour up 20c.
Oat chops advance \$1.
Corn flour up 15c.

PRODUCE AND PROVISIONS—

No change in provisions.
Cheese is higher.
New laid eggs down 3c.
Poultry scarce.

FISH AND OYSTERS—

Advance in haddies.
Fresh sea fish higher.
Scarcity of Eastern fish.

FRUIT AND VEGETABLES—

Oranges advance 25c.
Cranberries very firm.
Onions scarce and higher.
Parsley and lettuce higher.
Potatoes firm and unchanged.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Manitoba up 20c.
Feed flour higher.
Ontario oats advance.
Feeds in demand.

FISH AND OYSTERS—

Demand for whitefish.
Halibut coming more.
Big call for smelts.
Oysters sell well.

PRODUCE AND PROVISIONS—

Pork products easier.
New laid down again.
Good demand for fowl.
No change in butter.
Cheese firm and high.

FRUIT AND VEGETABLES—

Navels stiffen up.
Celery slightly lower.
No change in apples.
Boston head lettuce sells.
Root vegetables slow.
Bananas higher again.

GENERAL GROCERIES—

Pecans jump 5c.
Currants all higher.
Tea firm and high.
Freights cause trouble.
Spices slightly easier.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Flour advances to \$6.80.
Big jump in rolled oats.
Cornmeal remains at \$2.35.
Better demand for feeds.

PRODUCE AND PROVISIONS—

American eggs coming in.
New laid arriving slowly.
Meat and lard prices unchanged.
Cheese likely to go higher.
Butter, winter make, increasing.

FISH AND POULTRY—

Quotations little changed.
Haddies rather scarce.
Other fish lines plentiful.
Poultry receipts small.

FRUITS AND VEGETABLES—

Florida strawberries down 10c.
No cheap Malaga grapes offered.
Red Globe onions higher.

GENERAL GROCERIES—

Sugar firmer in New York.
Corn syrup likely to be higher.
Cheaper raisins unlikely.
Further advance in currants.
Peanuts higher in first hands.
Foreign beans arriving at \$4.50.
Big demand for tea in the West.
Quietness in canned goods.

price. Imported articles are becoming increasingly uncertain both as to future of prices, supplies and shipping facilities. The lack of bottoms combined

CANADIAN GROCER

Fancy Rices—	
Mandarin, Patna	4 30
Pearl	4 75
Imperial Glace	5 40
Sparkle	6 00
Crystal	5 00
Snow	5 30
Ice drips	5 30
Java Onyx	6 50
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).	
Imported Patna.	Per lb.
Bags, 224 lbs.	0 05¼
Half bags, 112 lbs.	0 05¼
Quarter bags, 56 lbs.	0 05¼
Velvet head Carolina	0 09 = 10
Sago, brown	0 05¼ 0 07
Tapioca—	
Pearl, lb.	0 07 0 07¼
Seed, lb.	0 07 0 07¼

SPICES.—This market is firm and steady, with no price changes occurring locally. A feeling of uncertainty is evident with regard to supplies for the future. Spot stocks are light, and the general situation tends to keep them down. Pepper is firm at prices as per list.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice	—0 16	—0 59	—0 23
Cassia	—0 22	—0 59	—0 23
Cayenne pepper	—0 28	—1 05	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—60c.			
Ginger, Cochin	—0 22	—1 00	—0 29
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	—1 00	—0 31
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 90—1 00	—0 29
Pepper, white	—0 30	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 14—0 16		
Turmeric	0 21—0 23		
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamom seed, per lb., bulk	2 00		2 50
Caraway—			
Canadian			0 13
Dutch			0 20 0 22
Cinnamon, China, lb.			0 14¼ 0 16
Mustard seed, bulk			0 19 0 23
Celery seed, bulk			0 36 0 46
Cayenne chillies			0 35 0 35
Shredded coconut, in pails			0 18¼ 0 22
Pimento, whole			12-15

CANNED GOODS.—Canned goods are moving fairly well, partly as a result of some price competition. Some lines show weakness, due to quiet business. These tendencies of weakness are all of a temporary nature, and are offset by the basic conditions of the market, which are steady.

ONTARIO MARKETS

Toronto, Jan. 27.—An importer beseeched the writer this morning to point out to the retailer the need for patience during these stressful days. He said he thought that many retailers did not mean to be impatient when the manufacturer or the wholesaler didn't fill his (the retailer's) order the minute he got it, if only he could see a reason for the delay. Many retailers didn't know, he claimed, the reasons.

There is no doubt that delays are the order of the day. Retailers as well as manufacturers must get used to that. Elsewhere in these market columns it is pointed out that the freight situation is now so tied up that business is seriously incommoded. Not only is there a scarcity of boats, but reservations of space made long ago are being cancelled daily. Goods are lying on the wharves at the ports, and have been for weeks. The space for ocean transit compared to the space needed is as a drop in a bucket. This being so, importers and exporters cannot respectively get and ship their

goods. Moreover, it does not look as if the situation will be any more easy. Then, here's another thing. Not only are there few boats to load consignments on, but there are few even in England to do the loading. Dock labor was never so scarce. Practically the only dockers now are old men; all the young men are away to the war. Dock laboring is a trade: it has to be learned. Older men can't jump right in and load boats quickly and efficiently. Moreover, they haven't the strength, which makes for speed and efficiency. Consequently, shipments are often held up simply for lack of men to load the boats. One shipment of tea, for instance, due to come over here in October, is arriving this week. Four months practically of delay! And interest has to be paid for that time, as well as inconvenience suffered.

So the retailer should consider these things and not grow impatient at delay. Importers and wholesalers are just as annoyed and upset by delay as the retailer. Delay is one of the misfortunes of war, and, as such, must be borne and borne with a sweet temper.

SUGAR.—The market in New York is firmer. There have been heavy sales at half a cent. higher than last week, and the tone is strong, with an advance not unlikely. The freight situation is complicating conditions, because boats are slow to move the new crops. There has been heavy buying of futures, and orders have been placed up to end of March. The market is strong, therefore, and will probably remain strong, although no immediate advance is forecast.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
25 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 26
100 lb. boxes	7 36
50 lb. boxes	7 56
Cartons (20 to case)	8 01
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	8 36
Paris Lump—	
100 lb. boxes	7 36
50 lb. boxes	7 56
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—Up to time we go to press there is no cable from London to say how the market on Tuesday went. Both in London and Colombo, however, market tone was quite firm, and stocks in Canada are not over-large. Scarcity of shipping from Calcutta is becoming a powerful factor in rising prices. A tea man said this week that he had lots of tea, if he could only get it forward. The trouble as to freights is really serious. In introduction to these markets will be

found reference to one tea importer whose shipments have been four months in crossing the water. Attention of the trade is directed to this freight trouble. As was shown last week, there is lots of tea, but it can't be gotten to the consumer.

DRIED FRUITS.—Currants are up a full cent. Amalas are particularly strong, partly because of the conditions of the primary market, and partly due to the small spot stocks and the improbability of any more for some time. Demand is good for all lines. Filiatras are much in demand. Quality is another factor. For most part this is poor, and, therefore, good quality stuff is loudly called for. Cables from Greece report lack of buying for futures, though there are lots of inquiries. It is said that not until end of February will there be a boat in New York. Prunes continue strong at the coast. Buying for futures is fairly heavy, and March quotations are slightly ahead of February. Demand in this market is strengthening now as most retailers are stocking their shelves again. Raisins are firm, though no advance is forecast. English buying is firming up the coast market.

Apples, evaporated, per lb.	0 10¼
Apricots—	
Std., 25's, faced	0 12 0 12¼
Choice, 25's, faced	0 13¼ 0 14
Extra choice, 25's, faced	0 14¼ 0 15
Fancy, 25's, faced	0 15¼ 0 16
Candied Peels—	
Lemon	0 17 0 18
Orange	0 17 0 18
Citron	0 22¼ 0 23¼
Currants—	
Filiatras, per lb.	0 12 0 13
Amalas, choicest, per lb.	0 13¼ 0 14¼
Fatras, per lb.	0 13 0 14
Yostizas, choicest	0 13¼ 0 14¼
Cleaned, ½ cent more.	
Dates—	
Fards, choicest, 12-lb. boxes	0 09¼ 0 10
Fards, choicest, 50-lb. boxes	0 09 0 09¼
Package dates	0 07¼ 0 09
Hallowees	0 07 0 07
Prunes—	
30-40s, California, 25-lb. boxes	0 12¼ 0 13
40-50s, 25-lb. boxes	0 10¼ 0 11
50-60s, 25-lb. boxes	0 09¼ 0 10
60-70s, 50-lb. boxes	0 09¼ 0 09¼
70-80s, 50-lb. boxes	0 08¼ 0 08¼
80-90s, 50-lb. boxes	0 08¼ 0 08¼
90-100s, 5-lb. boxes	0 07¼ 0 08
25-lb. boxes, ½c more.	
Peaches—	
Choice, 50-lb. boxes	0 06¼ 0 07
Std., 50-lb. boxes	0 06 0 06¼
Choice, 25 lbs., faced	0 07¼ 0 07¼
Extra choice, 25 lbs., faced	0 07¼ 0 07¼
Fancy, 25 lbs., faced	0 08¼ 0 09
Raisins—	
Valencia, Cal.	0 09 0 09¼
Seeded, fancy, 1 lb. packets	0 10 0 10
Seeded, choice, 1 lb. packets	0 09¼ 0 10¼
Seeded, choice, 12 oz.	0 11¼ 0 12
Seedless, 16 oz. packets	0 11 0 12
Seedless, 12 oz. packets	0 10 0 10
Raspberries, black, dried, 25-lb. boxes	0 40 0 42

NUTS.—Pecans are feature of this market. Low stocks are held, and buying has taken a sudden spurt. We quote 60c to 65c, which is a big advance. There is fair demand only for other lines. Tarragona almonds are none too plentiful.

in Shell—	
Almonds, Tarragona	0 15¼ 0 16¼
Brazils, medium, new	0 15 0 15
Brazils, large, washed, new	0 20 0 22
Chestnuts, pack	1 75 2 00
Filberts, Sicily, bags 110 lbs.	0 14 0 14¼
Peanuts, Jumbos, roasted	0 13¼ 0 14¼
Peanuts, hand-picked, roasted	0 11 0 11¼
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 14¼ 0 15¼
Walnuts, Bordeaux	0 11 0 12
Walnuts, Marbots	0 12¼ 0 13¼
Shell—	
Almonds	0 45 0 45
Filberts	0 35 0 35

CANADIAN GROCER

MANITOBA MARKETS

Winnipeg, Jan. 27.—A number of complaints have been received by local wholesalers to effect that there is considerable congestion at certain points both on C. P. R. and C. N. R., which prevents the farmer from shipping his grain. Thus, he is unable to pay his dealer, and the dealer complains to the wholesaler. The congestion seems to have been most severe at places where there is no competition between railways, and at such places there is usually a bad hold-up. Lemberg, Sask., and Roblin, Man., are, for instance, two of the many places in the West that have been suffering from this cause.

Due to standardizing of prices throughout Canada, a slight decline took place in Clark's products quoted in Winnipeg. This caused some surprise in the East, where the price has been advanced. In the process of standardizing, a slight advance occurred in the East, whereas in the West prices were slightly lower. The following quotations are now current in Winnipeg: Corn beef, 1's, \$2.50 per doz.; 2's, \$5; roast beef, \$5 per doz.; lunch tongue, \$4 per doz.; halves, \$2; pork and beans, 2's, \$2.30 per doz.; 1's, \$2.80.

In connection with market here, lines which require consideration from the retailer are dried fruits, especially raisins, currants, peels and prunes, rice, and corn syrup. Stocks of dried fruits, which were heavily drawn on for Christmas trade, will not last for many more weeks, and when the dealer comes in again, there is no doubt that, owing to depletion of stocks in California, he will be compelled to pay higher prices. In the case of rice, it appears that stocks being held now are nearly exhausted. Owing to the high corn market, the general opinion is that both corn syrup and starch will advance. The tea situation, on account of the coming of the budget, requires careful consideration, and each dealer will have to determine in his own mind whether it is safe to take a chance or not. Telegraph advices state that an advance has taken place in peanuts of about 1/4c, which was unexpected at this season of the year.

SUGAR.—Despite the fact that the raw market in New York has jumped several points, local feeling is that no advance will take place on this market. This means probably that the predicted decline will be a little longer in taking place. The only thing that is assisting business in sugar just now is a slight chance of a duty being imposed on it by the Finance Minister next month.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated	7 35
Extra ground or icing, boxes	8 20
Extra ground or icing, bbls.	8 00
Powdered, boxes	8 00
Powdered, bbls.	7 80
Hard lump (100-lb. case)	8 30
Montreal, yellow, bags	6 85

Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 30
Halves, 50 lbs., per cwt.	7 40
Bales, 20 lbs., per cwt.	6 05
Powdered, 50s.	6 35
Powdered, 5s.	6 00
Icing, barrels	6 25
Icing, 50s.	6 10
Cut loaf, barrels	6 35
Cut loaf, 50s.	6 00
Cut loaf, 25s.	6 00

Sugar, British Columbia—		
Extra standard granulated	7 35
Bar sugar, bbls.	7 50
Bar sugar, boxes	7 75
Icing sugar, bbls.	7 70
Icing sugar, boxes	7 85
H. P. lumps, 100-lb. cases	6 20
H. P. lumps, 25-lb. boxes	6 45
Yellow, in bags	6 85

SYRUP.—With the approach of spring the demand is picking up exceptionally well, and syrups apparently are good buying owing to an advance in the corn market. The opinion is held that both syrup and starch may be expected to advance. From the present outlook it is almost certain that corn syrup will go up. The chances of cane syrup going up are not so good.

Corn Syrup—		
2s, per case 2 doz.	2 63
5s, per case 1 doz.	2 96
10s, per case 1/2 doz.	2 88
20s, per case 1/4 doz.	2 87
1/2 barrels, lb.	0 04 1/2

B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

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

Molasses—		Per gal.
Barbadoes, fancy	0 70
Barbadoes, choice	0 65
New Orleans	0 36 1/2

DRIED FRUITS.—If currants keep on the way they are going at present time, it will be difficult to get any at all before long. In New York there has been steady advance at rate of 1/2c per week on spot goods owing to alleged ultimatum delivered by the allies to Greece. If Greece went into the war on either side there would be only one way for currants to move, and that would be up. Greek currants are the only ones selling out here. California seedless raisins are used to limited extent as substitute, that being reason they are higher to-day than they have been for years. California seedless raisins are quoted to-day, 1-lb. packages 12c, and 12-oz. packages 9 1/2c. During past two weeks prunes have been reported easier in California, but things have changed, and during past few days they have advanced from 1/4c to 3/8c; there is every probability of them remaining firm on account of the large exportation to Europe. While peels have advanced on primary market, local quotations are not much changed, being as follows: Lemon, 15c; orange, 15 1/2c; and citron, 19c. New shipments will be arriving inside of two months, which will probably be sold on a higher basis, the primary market for peels having been much firmer of late. Opinion in trade appears to be that raisins will remain steady, with probable advance inside of six weeks, when there will be a much bigger demand for them. There will undoubtedly be higher prices then, as stocks are scarce owing to enormous exportations. The California Raisin Asso-

Peanuts	0 11	0 11 1/2
Pecans	0 60	0 65
Walnuts, new, halves	0 38	0 40
Broken	0 31	0 32

BEANS.—The market discloses nothing new. All grades are quite firm on a big demand, which is upon a small supply. Beans should be coming in much more freely now than is the case. Peas are a trifle easier, though not quotably lower.

Beans, choice primes, bush	4 25
Beans, hand-picked, bushel	4 75
Peas, blue, bushel	3 00
Split, lb.	0 06 1/4 0 06 1/2

SPICES.—Market locally is quieter again. Cloves, however, is still a strong spot; reflecting New York. Cables give the overseas situation as quite firm, with little chance of any reaction. Freight are a factor for high levels, of course.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 15-0 16
Allspice, whole	0 15
Arrowroot	0 15
Bay leaves	0 20
Bicarb. soda	0 43
Caraway seeds	0 25
Cassia, whole	0 22-0 25
Cassia, ground	0 23-0 26
Cayenne	0 40
Cayenne, Jap. chillies	0 40
Celery seed	0 50
Celery salt	0 20
Celery pepper	0 30
Cinnamon, Batavia	0 28-0 30
Cloves, whole	0 30-0 35
Coriander seed	0 12
Cloves, ground	0 18-0 22
Cream of tartar	0 46-0 50
Curry powder	0 25-0 26
Ginger, Cochin	0 15-0 17
Ginger, Jamaica, ground	0 18-0 21
Ginger, Jamaica, whole	0 28-0 32
Ginger, African, ground	0 14-0 18
Mace	0 90-1 00
Mustard, pure	0 20-0 28
Mustard seed	0 30
Nutmegs, brown, 60s, 52c; 8s, 32c; 10s	0 27
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 35
Pastry spice	0 22-0 25
Paprika	0 33
Peppers, black, ground	0 25-0 28
Peppers, black, whole	0 22-0 25
Peppers, white, ground	0 19-0 24
Peppers, white, whole	0 34-0 36
Pickling spice	0 16-0 20
Sage	0 35
Saltetre (chili)	0 10
Thyme	0 26
Turmeric	0 16-0 18

COFFEE.—The market rules quiet and somewhat uninteresting. In New York futures are slightly up. Crop movement in Santos and Rios shows total receipts so far well ahead of last year.

Coffee, Roasted—		
Bogotas, lb.	0 27 0 31
Jamaica, lb.	0 17 0 19
Java, lb.	0 31 0 36
Marschalbo, lb.	0 22 0 25
Mexican, lb.	0 27 0 28
Mocha, lb.	0 33 0 36
Rio, lb.	0 17 0 20
Santos, lb.	0 21 0 25
Chicory, lb.	0 12 0 14

RICE AND TAPIOCA.—Market on rice is quiet again, with a steady tone, reflecting quiet on part of the sellers. The freight situation is an invitation here too, and partly accounts for the dullness. There is no change in tapioca, which continues very firm.

Rice—		
Rangoon "B," per cwt.	4 28
Rangoon "CC," per cwt.	4 15
Rangoon, fancy, per cwt.	4 38 6 58
Patna, fancy	0 07 1/2 0 08

Tapioca—		
Pearl, per lb.	0 07 0 07 1/2
Seed, per lb.	0 07 0 07 1/4
Sago, brown, per lb.	0 07

CANNED GOODS.—Except the general firmness, there is nothing new in the situation. Retailers are buying heavily, evidently looking for advances.

CANADIAN GROCER

ciation have extended their guarantee to May 1st. They sell in the fall, and guarantee their customers against a decline up to January 1st. The fact that they have extended their guarantee indicates that there is little chance of a decline in raisins until May anyway.

Latest cables reaching Winnipeg from Greece state that an advance of four shillings has taken place on currants, and local importers hardly know where they are at as regards shipments. Regarding prunes, situation is particularly strong for medium sizes—70-90's. Prices being quoted by Winnipeg, jobbers on all sizes vary between wide limits. The situation as regards peaches and apricots is practically unchanged.

Dried Fruits—		
Evaporated apples, 50's	0 11	
Evaporated apples, 25's	0 11 1/4	
Pears, 25's	0 12	
Apricots, choice, 25's	0 11	0 15
Apricots, choice, 10's	0 14	0 14
Peaches—		
Choice, 25-lb. boxes	0 06 1/2	
Choice, 10-lb. boxes	0 07 1/2	
Currants—		
Dry clean	0 11	0 11 1/4
Washed	0 11 1/4	0 12
1 lb. package	0 11 1/4	0 12 1/4
3 lb. package	0 23	0 25
Dates—		
Hallowee, loose, per lb.	0 07 1/2	0 09
Hallowee, 1-lb. pkgs.	0 07 1/2	0 07 1/2
Fard dates, 12-lb. boxes	1 25	
Raisins, California—		
16 oz. fancy, seeded	0 09 1/2	0 10 1/4
16 oz. choice, seeded	0 10	
12 oz. fancy, seeded	0 08 1/2	
12 oz. choice, seeded	0 08	
Raisins, Muscatels—		
3 crown, loose, 25's	0 08 1/2	0 09 1/4
3 crown, loose, 50's	0 08 1/2	0 09
Raisins, Sultanas—		
California, 50's	0 14 1/4	
California, 25's	0 15	
Raisins, Valencia—		
4-cr. layers, 25-lb. boxes	4 10	
4-cr. layers, 5-lb. boxes	1 06	
Fancy selected, 14-lb. boxes	1 80	
Raisins, Cal. Valencia—		
4-cr. layers, 25-lb. boxes	0 08 1/2	
4-cr. layers, 50-lb. boxes	0 08 1/2	
Prunes—		
90 to 100, 25s	0 07 1/2	
80 to 90, 25s	0 08 1/2	
70 to 80, 25s	0 09	
50 to 70, 25s	0 09 1/2	
50 to 60, 25s	0 10	
40 to 50, 25s	0 11 1/4	
Table Layer Figs—		
7-crown, 25-lb. boxes, per lb.	0 17 1/4	
5-crown, 10-lb. boxes, per lb.	0 14 1/4	
4-crown, 10-lb. boxes, per lb.	0 14	
3-crown, 10-lb. boxes, per lb.	0 12 1/2	
Glove boxes, per doz.	1 25	
Cooking figs, taps, about 5 lbs., lb.	0 00	

DRIED VEGETABLES.— Japanese beans are now beginning to arrive on this market more plentifully. The quality is exceedingly good, and price being quoted for extra hand-picked is \$4.50. Ontario beans are now being picked more carefully, and business is getting down more to a decent basis. Jobbers are quoting \$4.40 for 3-lb. pickers on these, but they do not begin to compare with the beans coming in from Japan at \$4.50. However, bean prices are so high retailers are not inclined to buy them at all. This is not to be wondered at, considering that before the war, beans sold at \$2 per bushel; so that they have more than doubled in price during the past eighteen months. The demand for beans now is mostly for domestic consumption, and for the soldiers. Few beans are bought by contractors. There is no change in the whole pea situation. Splits are selling as high as \$6.30.

Beans—		
Choice, white, hand-picked, per bush.	4 35	4 50
Fancy, hand-picked, bushel		4 65
California Lima Beans—		
Bag lots		0 07 1/2
Less than bag lots		0 06 1/2
Barley—		
Pot, per sack, 96 lbs.		3 30
Pearl, per sack, 96 lbs.		4 30
Peas—		
Split peas, sack, 96 lbs.	6 000	6 25
Sack, 43's	3 02	3 13
Whole peas, bushel	2 65	2 75

RICE.—Situation is regarded as particularly strong, and there is still talk of higher prices. Reason given is that bulk of contracts placed last year were made on low basis, stocks of which are now nearly exhausted. Rice is now coming into the market on a higher basis, so that the retailer may have to pay more before long. No. 2 Japan is firm at 4 1/2c, and it is difficult to get California's at 8 1/4c, 8 3/4c being nearer mark for best grade. Cables arriving this week from Orient state that tapioca and sago are up 3/4c, owing to higher freight rates. Locally, tapioca is quoted as low as 6c, but this is not as high as it should be, and supplies will be quoted higher, probably 6 3/4c or 7c.

TEA.—There is an exceedingly heavy demand, and jobbers have no difficulty in getting good prices, as feeling among retail trade seems to be that a duty is likely, and that by buying now they will probably save 5 to 10c per lb. It is not so much a question of price with retailers just now as getting hold of the goods before the Budget comes down. Whether there is a duty on tea, is, of course, purely a matter of speculation.

COFFEE.—If anything, this market is considerably stronger. Exporting countries are refusing to make concessions.

Coffee—		
Green coffee, No. 7 Rio	0 12 1/2	0 12 1/2
Green coffee, No. 5 Rio	0 13 1/4	0 14
Green Santos	0 16 1/4	0 16 1/4
Roasted Rio	0 17 1/4	0 18 1/4
Santos	0 21 1/4	0 22 1/4
Maracaibo	0 24	0 25
Chicory, lb., by bbl.	0 09 1/4	
Chicory, lb., 14-lb. tins	0 12 1/2	

SPICES.—Following a period of great activity, the market quietened down this week. There are no changes to report.

Cream of tartar, 98% guaranteed	0 50	0 55
Cloves, whole	0 25	0 30
Cloves, ground	0 30	0 33
Ginger, Jamaica, ground	0 22	0 25
Nutmegs, whole	0 22	0 26
Pepper—		
Ground black	0 20	0 22
Ground white	0 31 1/4	0 33 1/2

CANNED GOODS.—There are no changes in prices locally, and there is a fair demand for the principal lines, the quotations on which are as follows: Tomatoes, \$2.25-\$2.50; Standard peas, \$1.95; corn, \$2.00; strawberries, best grade, \$4.25-\$4.70; raspberries, \$3.25-\$4.00; pineapples, sliced, 1 1/2's, \$6.00; gallon apples, \$1.55-\$1.60.

ALBERTA MARKETS (EDMONTON)
By Wire.

Edmonton, Jan. 27.—Business has slackened up a little on account of the

weather. First shipment of Lipton's tea arrived Tuesday in twelve months. There is an advance of 10c a hundred in rice. Flour advanced 10c on Tuesday, and basis is now \$3.50. There are noticeable advances in many lines of drugs of interest to the general merchant, including turpentine, carbolic acid and glycerine. Sheet gelatine is up 5c a pound. Choice dairy butter is now sold at 32c on account of the high market. Formaldehyde slightly higher. Rolled oats are on the \$2.65 basis. Present indications point to even higher prices.

General—		
Beans, Asncroft, lb.		0 06 1/4
Beans, white navy, per bush.		4 20
Bran, ton		18 00
Coffee, whole roasted, Rio	0 18	0 19
Potatoes, per bush.	0 35	0 45
Flour, fancy patents, 96-lb. sack		3 50
Flour, seconds		3 00
Rice, Siam, per cwt.		4 15
Shorts, ton		20 00
Sugar, standard gran., per cwt.		7 85
Sugar, yellow, per cwt.		7 55
Walnuts, shelled, lb.		0 38
Produce and Provisions—		
Cheese, lb.		0 19 1/4
Bacon, lb., 20c; bellies, lb.		0 20 1/2
Butter, creamery, per lb.		0 25
Butter, dairy, No. 1, 32c; No. 2,		0 25
extra, per doz.		0 40
Eggs, No. 1		0 32
Eggs, No. 2		0 30
Lard, pure, 3's, per case		9 00
Lard, pure, 5's, per case		9 85
Lard, 10's, per case		9 75
Lard, pure, 20's, each		3 23
Canned Goods—		
Corn, standard, per two dozen		2 25
Peas, standard, 2 dozen		2 25
Peas, standard, 2 dozen		2 20
Plums, Lombard		2 25
Peaches		3 55
Strawberries, \$4.45; raspberries		4 00
Tomatoes, standard, per 2 doz.		2 95
Salmon, sockeye, 4 doz. talls, case, 1s		9 65
Salmon, pink, case		4 14
Cohoos, 1's, \$5.80; humpbacks, 1's		4 35
Lobster		2 35
Dried Fruits—		
Currents, per lb.		0 13
Prunes, 70-90, 25's, lb.		0 09 1/4
Evaporated apples, 50's, lb., 10 1/4c; 25's,		
10 1/4c; 35's		0 12

ALBERTA MARKETS (CALGARY)
By Wire.

Calgary, Jan. 27.—Rolled oats have made another advance of 15c. Flour is also up 10c to 20c a sack. Lobster halves have advanced to \$3. Onions are up \$3 a ton. Vinegar, matches, corn starch, corn syrup are all going higher locally. Lard 3's is \$9.90 and 5's \$9.85. There is a scarcity in certain brands of canned milk in the city at present. Retail business is on the quiet side.

General—		
Beans, small white Japan, lb.		0 07 1/2
Flour, No. 1 patent, 98's	3 40	3 50
Molasses, extra fancy, gal.		0 80
Rolled oats, 80s		2 65
Rice, Siam, cwt.	4 00	4 40
Potatoes, local, per bush.		0 35
Sugar, pure cane, granulated, cwt.		7 95
Shelled walnuts, finest halves, lb.		0 40
Shelled walnuts, broken, lb.		0 30
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.		0 20 1/4
Butter, creamery, lb.		0 35
Butter, No. 1, dairy, lb.		0 30
Eggs, select, storage, case	8 50	9 25
Lard, pure, 3s, per case		9 90
Lard, pure, 5s, per case		9 85
Bacon, smoked, backs, per lb.		0 22
Bacon, smoked bellies, per lb.		0 23
Canned Goods—		
Tomatoes, 3s, standard, case		2 85
Corn, 2s, standard, case		2 25
Peas, 2s, standard, case		2 35
Tomatoes, gals. case		2 10
Apples, gals., Ontario, case		1 75
Strawberries, 2s, Ontario, case		4 90
Raspberries, 2s, Ontario, case		4 50
Salmon, finest sockeye, talls, 48x1s, cs.		10 00
Salmon, pink, talls, 48x1s, per case		4 50
Lobster, 4s, per doz.		3 00
Dried Fruits—		
Currents, lb.		0 13
Evaporated apples, 50s, per lb.		0 12 1/4

Peaches, choice, 25s, per lb.	0 07 1/2
Appricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	1 75 2 00
Apples, cooking, box	1 00 1 25
Bananas, lb.	0 04 1/2
Grapefruit, Cal.	3 50
Grapefruit, Florida, case	4 50 5 00
Oranges, navels, case	3 51 4 00
Onions, B.C., ton	35 00
Lemons, case	4 50 4 75

NEW BRUNSWICK MARKETS

By Wire.

St. John, Jan. 27.—Lard, compound, is now 12 3/4c to 13c per lb. Flour, Manitoba, is up to \$8.05. Apples have firmed up to \$4 to \$6, and lemons, Messina, are higher at \$5.50; Californias are \$3 to \$4.50. Potatoes are up to \$3.50. Molasses have eased off a few cents to 50c. Cream of tartar is now at 48c to 53c, and rice is \$4.90 to \$5. January dullness still prevails generally in grocery trade, with some signs of increasing activity. Collections are keeping up to mark with care. New crop molasses arriving is reducing price. Lack of tonnage is keeping it higher than otherwise. Rice reflects upward trend of cereals, marked in rise of flour. Potatoes are scarcer, and price is rising with prospect of a new record.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corner, 1's	2 90	3 35
Pork, American clear, per bbl.	26 00	25 00
Butter, dairy, per lb.	0 27	0 30
Butter, creamery, per lb.	0 32	0 34
Eggs, new laids	0 54	0 56
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 12 1/2	0 13
Lard, pure, per lb.	0 15	0 15 1/2
Cheese, new	0 18 1/2	0 19 1/2
Flour and Cereals—		
Cornmeal, gran.	6 00	6 00
Cornmeal, ordinary	1 80	1 80
Flour, Manitoba, per bbl.	7 05	7 05
Flour, Ontario	7 10	7 35
Flour, buckwheat, western, 98-lb. bag	3 50	3 50
Rollod oats, per bbl.	6 25	6 25
Fresh Fruits and Vegetables—		
Apples, bbl.	4 00	6 00
Lemons, Messina, box	5 50	5 50
Lemons, Cal., box	3 00	4 50
Oranges, Val., case	4 00	5 50
Potatoes, bbls.	3 50	3 50
Sugar—		
Standard granulated	6 70	6 75
United Empire	6 60	6 65
Bright yellow	6 50	6 55
No. 1 yellow	6 30	6 35
Paris lumps	7 75	7 75
Lemons, Messina, box	5 50	5 50
Beans, yellow eyes, per bush.	4 50	4 60
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 48	0 50
Cream of tartar, per lb., bulk	0 48	0 53
Corrants	0 12	0 13
Rice, per cwt.	4 90	5 00

FREE SHORT COURSE

From Feb. 7th to 11th there will be a free short course held at Macdonald College, Montreal, for the benefit of those engaged in vegetable and fruit raising. The course will be devoted to the practical side of the work and will be purely educational in character. The hours of the lectures are so arranged that Montreal people can go out daily in time for the first lecture and return to their homes at night.

Alexander Whammond, for three years with MacLure & Langlev, manufacturers agents, Winnipeg, is now on the traveling staff of the Robt. Gillespie Co., Winnipeg.

**CATALOGUES
AND
BOOKLETS**

"The Red Book," a directory for 1916 of wholesale grocers in the United States and Canada, has been received. This is published by O. C. Ingallis, Columbus, O., and contains full list of wholesalers in both countries by cities and alphabetically.

The California Fruit Cannery Association have issued a neat little booklet on interesting facts about ripe olives. This goes into the history of the olive, and points out that little as yet is known about the qualities of the ripe olive. Ripe olives are gathered ripe. When properly prepared they constitute a nutritious, easily digestible and agreeable food; their nutritious value is evidenced by the fact that they contain from 12 to 30 per cent. of oil. They also contain digestible carbo-hydrates and nitrogenous matters and for this reason are often used to re-

**CANADIAN GOVERNMENT
PURCHASING COMMISSION**

The following gentlemen constitute the Commission appointed to make all purchases under the Dominion \$100,000,000 war appropriation:—George F. Galt, Winnipeg; Hormidas Laporte, Montreal; A. E. Kemp, Toronto. Thomas Hilliard is secretary, and the commission headquarters are at Ottawa.

place meat in the olive growing countries. The booklet deals particularly with California ripe olives and points out that as yet California is only an infant in the olive business, the present acreage being approximately 22,000 acres, of which probably 13,000 have been planted during the past four or five years and are not in bearing.

N. C. R. IN CANADA

The National Cash Register Company, Canada, Limited, has been incorporated in Canada with a paid-up capital of \$1,000,000. The business of this company in Canada, has heretofore been handled as a branch of the Dayton Company under the direction of a Canadian manager. The officers of the new corporation will be composed of Canadians. H. J. Daly, who has had the Canadian management, will be managing director, with W. J. Irvine as assistant manager and C. H. Rooke as office manager. W. L. Tobias, factory superintendent, will continue in that capacity with the new company.

CURRENT NEWS NOTES

A. E. Manning, grocer, Toronto, has sold to W. G. Bagley.

W. D. Parks, grocer, North Bay, Ont., has sold to R. A. Lawson.

Robert Phillips, general merchant, Rock Mills, Ont., has sold to J. Park.

Timothy Browne, one of Brockville, Ont., oldest grocers, died on Friday last.

G. S. Wyman, general merchant, Wood Mountain, Sask., has sold to C. Linden.

David Brown, Brown's Corners, Ont., general merchant, has sold to R. Sellers & Son.

Chas. A. Muma, for some years a general merchant in Drumbo, Ont., died recently.

Cullen & Haviland, grocers, West Lorne, Ont., have dissolved partnership, Mr. Haviland continuing.

Riley Sweers, sales manager of the Oval Wood Dish Co., Delta, Ohio, passed through Western Canada last week on a business trip.

W. E. Wright has been appointed western sales agent, with headquarters in Winnipeg, for the National Cash Register Co., of Canada, Ltd.

McArthur & Harper, who were formerly in business at Kamloops, B.C., bought out Munn Bros. cash grocery store, 357 Victoria street, and opened again on Jan. 10.

At one of the sessions of the Live Stock Commission held in Regina last week, the suggestion was made that the Government erect an abattoir in that province.

Swift Current rinks defeated Morse in the "Young Tom" curling competition held at Swift Current, Sask., last week, and won the four coffee percolators offered as prizes by the Swift Current Grocery Co.

Among the stores destroyed in the fatal fire at Brandon, Man., last week, in which several clerks lost their lives, was that of Doig, Rankin, and Robertson, department store, who have a grocery department.

The Todhunter-Mitchell Coffee Co., 126 Lombard street, and the Pure Gold Mfg. Co., Winnipeg, are moving into a new plant located at the corner of Smith and York Ave., where they will manufacture on a larger scale.

Geo. Birkett, of Rostron & Birkett, Success, Sask., will shortly leave for Winnipeg, to occupy a government position. Mr. Birkett is an honorably discharged British soldier, having served several months at the commencement of the war.

George Parr, a pioneer of Winnipeg, died on Thursday, Jan. 20. He came to Winnipeg in 1882, representing some eastern manufacturers, but latterly connected with the W. J. Boyd Co., manufacturing confectioners, Winnipeg, from which he retired a few years ago.



FRUIT AND VEGETABLES



Potatoes, Onions and Parsley Higher

Delawares Are High at \$2.20—Spanish Onions in Demand—Mushrooms Take a Jump—Celery Slightly Lower—Oranges Up in Montreal

MONTREAL

FRUIT.—Oranges have advanced another twenty-five cents on account of shipping tie-up in California as result of rains. Navels sell now at \$4.25 a crate. They are firm at this price, and show a rising tendency for next week. When conditions in primary market approach normal again a lowering of price may be looked for. Lemons are firm at the old price. Apples are steady with some sales reported at from 10 to 15c higher. Big stocks of apples are reported on hand. Grape fruit is steady and demand normal. Cranberries remain the same and scarce. Sales of Cape Cods in small quantities at an advanced price are reported.

Apples—	
Fameuse, No. 1's	7 00
McIntosh Reds	4 00
Starks	5 00
Spys	5 00
Ben Davis	4 00
Russets	4 50
Greenings	4 50
Baldwins	4 00
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	12 50
Cranberries, Nova Scotia, bbl.	8 50
Grapefruit, 46-54-64-80-96	2 50
Grapes, Malaga, heavy weight, bbl.	7 00
Lemon—	
California	4 00
Verdellis	4 50
Messina, 300 size, box	4 00
Oranges—	
Navels	4 25
Jamaica, 196-200-216	2 25
Porto Rico, 126-150-250-288	2 40
Mexican	2 25
Pineapples, 18-24 and 30-36	4 50
Strawberries, Florida, box	0 50

VEGETABLES.—This week's vegetable market has been marked by number of advances. Onions have jumped 50c and are now \$3 per cwt. They are very firm at this price, and show a rising tendency that is based on crop shortage. Bermuda parsley has nearly doubled in value, having advanced from 75c to present price of \$1.35 as result of heavy rains. Canadian parsley has advanced in sympathy with it and is now being offered at 60c, an advance of 20c over the old price. Artichokes have advanced 25c and are now selling at \$1.50 per bag. California cauliflower, previously shipped in here in small lots is now handled in carload lots and stored here. It is not expected that increased size of shipments will tend to lower prevailing prices. Potatoes remain unchanged with demand good and prevailing prices still good.

Boston lettuce has dropped 50c and is now selling at \$2 a box. Florida lettuce is still being offered and was instrumental in causing the drop in Boston. Beans remain unchanged from last week and demand is poor on account of high prices asked and inferior quality.

Artichokes, bag	1 50
Beets, bag	1 00
Beans, wax, N.Y., per basket	7 00
Beans, green, N.Y., per basket	7 00
Brussel sprouts, qt.	0 14
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 75
Cauliflower, crate	3 75
Cauliflower, Canadian, doz.	1 00
Celery, Cal., crate	6 75
Celery, Montreal, doz.	0 50
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	2 50
Egg plant, N.Y., doz.	2 00
Garlic	0 30
Horse radish, per lb.	0 15
Leeks, bunch	0 15
Head lettuce, Boston, box	2 00
Curly lettuce, box 4 doz.	2 50
Lettuce, Florida, head, hamper	2 75
Mint, doz.	0 60
Mushrooms, 4-lb. basket	2 00
Oyster plant, doz.	0 50
Onions—	
Montreal, 100 lbs., bag	4 00
Spanish, crate	5 50
Parsnips, bag	0 75
Parsley, Canadian, doz. bunches	0 60
Parsley, Bermuda	1 35
Potatoes—	
Montreal, 80 lbs., bag	1 50
New Brunswick, 80 lbs., bag	2 00
Green Mt.	1 90
Sweet, hamper	1 75
Spinach, New York, bbl.	3 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 35
Tomatoes, Cuban, crate	0 30
Watercress, Boston hothouse, doz.	0 75
Watercress, Canadian, doz.	0 40

TORONTO

FRUIT.—Florida strawberries have been selling at slightly higher prices this last week, and we have tightened our range of prices to 40 and 50 cents. A car of coconuts came in this week, selling at \$5.75 a bag. Navel oranges have stiffened again. Supplies are not so plentiful, and price is up to \$4. There is a big demand for Florida oranges at ruling levels. Cuban grape fruit of splendid quality is more ample now, and good supplies are coming in right along. There is a big demand for grape fruit and has been for some months. Apples show no change.

Apples, No. 2, bbl.	3 50	3 75
Apples, No. 3, bbl.	2 50	3 00
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	5 00	6 00
Apples, Baldwins, bbl., No. 1	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 25	0 35
Apples, B.C., box	2 25	2 50

Bananas, per bunch	1 75	2 25
Cranberries, bbl.	13 00	14 00
Grapefruit—		
Florida, case	3 25	4 25
Cuban, case	3 00	3 75
Grapes, Malaga, keg	6 00	9 00
Oranges—		
Florida, case	2 50	3 00
Navels	2 50	4 00
Lemons, new, Calif., box	4 00	4 25
Lemons, new, Messina, box	3 50	4 00
Limes, per 100	1 50	
Pineapples, Porto Rico	4 00	5 00
Strawberries, Florida, box	0 40	0 50
Tangerines, strap	4 00	4 50

VEGETABLES.—The big feature again this week, as last, is the tight situation in potatoes. This gets worse instead of better. Prices on Delawares in some cases are as high as \$2.20 a bag, though a good many dealers are selling at \$2.10 and \$2.15. Some cars continue to come forward, but demand is heavy and new supplies are no better quality than the old, which is a determining factor in prices. British Columbia potatoes continue to come forward. Celery is selling well, but extra stocks have lowered the price somewhat, and we quote figures 25 cents lower than last week. Spanish onions are firmer and higher. Sprouts sell here and there but there is only a hand-to-mouth demand.

Cabbage, new, bbl.	1 20	1 25
Beets, Canadian, bag	0 60	0 80
Cauliflower, case	2 75	3 00
Carrots, new, bag	0 75	0 80
Celery, Cal., case	6 25	6 50
Cucumbers—		
Hothouse, doz.	2 40	2 50
Onions—		
Can., 75-lb. sack	1 00	1 35
Spanish, large case	4 90	5 00
Lettuce, Boston, hamper	2 75	3 00
Mushrooms, imported, 6 qt.	2 50	
Parsnips, bag	0 70	0 75
Peppers, green, doz.	0 65	0 70
Potatoes—		
N.B. Delawares, bag	2 10	2 20
British Columbia, bag	1 85	2 00
Ontario, bag	1 85	
New, hamper	3 75	
Sweet, kiln-dried, hamper	1 35	
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 12
Tomatoes, hothouse, lb., No. 1, 30c; No. 2	0 25	

WINNIPEG

FRUITS AND VEGETABLES.—There is little new on this market. New arrivals are practically nil. A few changes which have taken place during this week are Florida strawberries, which declined 10c, and are now 65c per qt. There are no cheap Malaga grapes, and quotations for kegs now are \$19.

(Continued on page 38.)



FISH AND OYSTERS



Shortage of Eastern Fish

Haddock, Codfish and Tom Cods Short—Frozen Lake Fish Light in Demand — Good Sale of Winter Caught Whitefish

MONTREAL

FISH AND OYSTERS.—The principal event looming up in the fish trade is the meeting next week of the Canadian Fisheries Association which is expected to have a clarifying effect on fish prices. The feature of the fish market at present is shortage of all kinds of western fish. This includes even tom-cods, although they are fully ten per cent. higher than at this time last year. Owing to light stocks and good demand haddies have gone up from a half to one cent. Stocks of haddock and codfish are small. The same is true of herring and as fishing is now pretty well over until March higher prices are looked for. The stocks of frozen lake fish such as pickerel, pike, and trout are also rather lighter than demand would warrant so that higher prices are expected. There are fairly good stocks of smelts on hand but there is little demand. Frozen mackerel is just beginning to move at only fair prices. In the pickled, salt and repared lines enquiries are coming freely from every quarter, but sales are light. Bulk and shell oyster business is without any new feature with demand and prices steady.

TORONTO

FISH AND OYSTERS.—Trade is pretty much of a sameness with last week, and few new features present themselves. The fresh caught winter white fish that came in last week proved a good seller, and demand continues good. Plentiful supplies, however, are helping price downward, and good stock is selling at 9 and 10 cents. Qualla salmon sells well at 8 cents a pound, largely because fresh caught is cleaned up. Meaford trout is worth around 9 cents a pound. Good business is being done in smelts, particularly in extras and supplies are better now. We quote about 18 cents. Some are even lower than that. Herrings in 100-lb. bags fetch \$3.25 and \$3.50. Halibut and haddock are the leaders, and sell at ruling prices, with little feature, except that stocks are more plentiful.

General fish trade is a trifle quiet.

Dealers usually experience this about this time. The four weeks or so preceding Lent are a lull; then activity comes. Hotel and restaurant trade is reported quieter.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.08-.08½	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.08½	.09
Haddies, fillets, per lb.	.10	.11
Haddies, Niobe, boneless, per lb.	.10	.10
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 10-lb. box	1.60	1.60
Klipped herrings, selected, 60 in box	1.25	1.25
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Ited, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.11
Red Cohoes or silvers, per lb.	.09-.09½	.10
Male qualla, dressed, per lb.	.07½-.08	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.06½-.09	.10
Haddock, medium and large, lb.	.04½-.06	.06
Market codfish, per lb.	.04	.04
Steak, codfish, per lb.	.05½-.06	.09
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-.15	.18
Smelts	.15	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.50-3.00	3.00
Round pike, dressed	.06	.06
Grass pike	.07½	.07
Swordfish, lb.	.10	.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinned codfish, 100-lb. case	6 50	6 50
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 06	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	1 00	1 00
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 00	1 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 60	1 60
Best scallops, imp. gallon	2 00	3 50
Best prawns, imp. gallon	2 25	2 25
Best shrimps, imp. gallon	2 00	2 00
Sealed, best, pt. cans, each.	0 40	0 40
Sealed, best select, quart cans, each.	0 50	0 75
Rockaways, 100	1 50	1 50
Blue points, small	1 00	1 00
Blue points, large	1 50	1 50

CLAMS, MUSSELS AND SHELL FISH.

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

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	6 - 6½	8
Mackerel, medium, each	14 -15	14
Steak, cod, fancy, express, lb.	6½ - 7	9 -10
Herrings, each	3	3
Flounders	5	5
Flounders, New York	15 -16	14
Salmon, Western	15 -16	20 -22
Salmon, Eastern	15 -16	15

FRESH LAKE FISH.

Carp, lb.	0 12	0 12
Pike, lb.	0 16	0 07
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 12	0 14
Lake trout, lb.	3 00	3 00
Herrings, per 100	0 12	0 14
Eels, lb.	0 10	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small tailbones	.07-.07½	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dressed or round, lb.	.05½-.09	.09-.12
Pike, dressed and headless, lb.	.05½-.07	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 20 lbs.	20 00	20 00
Salmon, Labrador, half bbls., 200 lbs.	14 00	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	20 00	20 00
Mackerel, N.S., half bbls., 100 lbs.	12 00	12 00
Mackerel, N.S., half bbls., 20 lbs.	3 00	2 00
Herrings, Labrador, bbls.	6 00	6 00
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	5 50	6 00
Quebec sardines, bbls.	6 00	6 00
Quebec sardines, half bbls.	3 00	3 00
Tongues and sound, per lb.	0 08	0 08
Scotch herrings, imported, half bbls.	10 00	10 00
Holland herrings, im'td milkers, hf bbls.	6 50	6 50
Holland herrings, im'td milkers, kegs.	1 25	05-1 00
Holland herrings, mixed, half bbls.	6 50	6 50
Holland herrings, mixed, kegs	1 15	70-0 95
Lochfynes herrings, box	1 50	1 50
Turbot, bbl.	12 00	12 00
Green cod, No. 1, bbl.	9 50	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—There is practically no change in prices on either fish or poultry. Business on latter is picking up again after the holidays, following lull which occurred couple of weeks ago. Receipts of poultry continue poor, which is not new at this period. Demand for fish in the country is especially good, and farmers are buying freely. Fish is plentiful in the West, with exception of haddies, which are inclined to be scarce.

Fish—		
Frozen salmon	0 10	0 10
Fresh halibut	0 06½	0 06½
Pickerel	0 07½	0 07½
Steak cod, per lb.	0 07½	0 07½
Lake Winnipeg whitefish	0 09	0 09
Finnan haddie	0 09	0 09
Kippers, per box	1 75	1 75
Lake trout, per lb.	0 10	0 10
Bloaters, per box	1 75	1 75
Salt mackerel, 20-lb. kit	3 00	3 00
Smoked gold-eyes, doz.	0 50	0 50
Oysters, per gal.	2 50	2 50
Oysters, 3-gal. tins	2 75	2 75
Oysters, on shell, doz.	0 25	0 25
Poultry, Live—		
Fowl	0 12½	0 12½
Roosters	0 08	0 11½
Chickens	0 12	0 15½
Turkeys	0 14	0 19
Ducks	0 12	0 13
Ducklings	0 13	0 13
Geese	0 12	0 12
Poultry, Dressed—		
Ducks, No. 1	0 18	0 18
Fowl, No. 1	0 15	0 15
Turkeys, No. 1	0 24	0 24
Ducks, No. 1	0 16	0 16
Geese, No. 1	0 15	0 15



PRODUCE AND PROVISIONS



New Laid Lower: Cheese Firm

Milder Weather Lowers Price of Eggs—Exports to England Cease—No Change in Butter—Poultry Deliveries Light.

MONTREAL

PROVISIONS.—Trade in provisions remains quiet with prices stationary, although demand is fair, and in the case of lard good. Lard compounds are firm. This is due less to demand than to the tremendous drain made on the industry for glycerine which has enhanced value of cottonseed oil as it contains about ten per cent. of glycerine. Compounds are moving fair at late advance. Abattoir fresh killed hogs are firm at old prices with some sales at higher figures. The soft weather of last week reacted unfavorably on the demand but a fair trade prevails. As might be expected at this time of year stocks are inclined to be light with dealers cleaning up.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Bacon—		
Plain, bone in	0 24	
Boneless	0 23	
Peameal	0 23	
Bacon—		
Breakfast, per lb.	0 23	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 14	
Cooked Meats—		
Hams, boiled, per lb.	0 29	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 27	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/4	
Long clear bacon, 80-100 lbs.	0 14 1/4	
Flanks, bone in, not smoked	0 15 1/4	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 50	
Clear fat backs	28 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 14 1/4	
Tubs, 50 lbs. net	0 15	
Tins, 50 lbs. net	0 15	
Pails, wood, 20 lbs. gross	0 15 1/4	
Pails, tin, 20 lbs. gross	0 14 1/4	
Cases, 10 lbs., tins, 60 in case	0 15 1/4	
Cases, 3 and 5-lb. tins, 60 in case	0 16 1/4	
Bricks, 1 lb., each	0 17	
Lard, Compound—		
Tierces, 375 lbs. net	0 12 1/4	
Tubs, 50 lbs., net	0 12 1/4	
Tins, 50 lbs., net	0 12 1/4	
Pails, wood, 20 lbs., net	0 13	
Pails, tin, 20 lbs., net	0 13	
Cases, 10-lb. tins, 60 in case	0 14	
Cases, 3 and 5-lb. tins, 60 in case	0 13 1/4	
Bricks, 1 lb., each	0 14 1/4	
Hogs—		
Dressed, abattoir killed	13 00	13 25

BUTTER.—The butter market is firm and quiet with stocks normal and demand limited. This is a result of retail dealers having anticipated their stocks sometime ago. It is thought that when a little buying move sets in an advance is probable. Receipts are much lighter than they were a year ago at this time.

Butter—	
Finest creamery, September make	0 36
Finest creamery, fresh made	0 31 1/4
Dairy prints	0 28

Dairy, solids	0 27
Separator prints	0 26
Bakers	0 23

CHEESE.—This market is ruling high both in England and here so that sales are only made where goods are actually required. Nevertheless there has been fair cable and spot buying. Stocks are light here and comparatively so in England as result of army orders that have absorbed nearly half a million boxes in excess of last year. It is said that full fifty per cent. of the small stock held in Canada is on Government account. English prices range from 95 to 97/6d., according to section, color and quality, which is equivalent to an export price at this port of from 18 to 18 1/2c in contradistinction to our quoted price of 19 to 20 for smaller lots for domestic use.

Cheese—		
Old make	0 19	0 20
Stilton	0 20	0 20

EGGS.—Eggs show the only decrease in produce lines. New laid stamped are selling at three cents less than last week, and are being offered at 42c. Export in this line is pretty well finished for this season. The English market is lower although stocks of eggs are light. Storage eggs from the States have been going into local use lately.

Eggs, case lots—		
New laid, stamped	0 42	
Selects	0 33	
No. 1's	0 30	
No. 2's	0 28	

POULTRY.—The poultry market continues firm. Demand is normal, but stocks are so light that prices give no indication of weakening, and buyers have difficulty in satisfying their wants at prevailing prices. The shortage from last year has never been adequately met so that a higher range of values is looked for throughout the season. Last week's prices still prevail.

Poultry—		
Frozen stock—		
Turkeys	0 24	0 26
Fowl, large	0 17	0 19
Fowl, small	0 12	0 15
Ducks	0 20	0 20
Geese	0 16	0 17
Roasting chicken, milkfed, 4 lbs. or over	0 21	0 26
Roasting chicken, ordinary	0 18	0 22
Spring broilers, dressed, pair	0 76	1 40
Squabs, Canadian, pair	0 40	0 40
Squabs, Philadelphia, pair	0 70	0 70
Pigeons, pair	1 25	0 30
Live stock—		
Fowl, 5 lbs. and over	0 20	0 23
Fowl, small	0 18	0 19
Turkeys	0 19	0 20
Ducks	0 22	0 25
Geese	0 16	0 18
Chicken	0 15	0 18

HONEY.—The honey market is dull as is usual after its one annual activity in the fall. The present level of the prices shows no tendency to change. Stocks are not as heavy as a year ago, but are sufficient to take care of present demand.

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

TORONTO

PROVISIONS.—The firmness continues in pork products, but there is little feature. The milder weather has appeared to lessen the demand for bacon for the moment. Lard is unchanged.

Hams—		
Light, per lb.	0 18	0 19
Medium, per lb.	0 17 1/2	0 18
Large, per lb.	0 14 1/2	0 15
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 23	0 23
Pea meal, per lb.	0 23	0 23
Bacon—		
Breakfast, per lb.	0 22	0 23
Roll, per lb.	0 16	0 17
Shoulders, per lb.	0 16	0 17
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 16	0 16 1/4
Long clear bacon, small lots	0 16 1/4	0 16 1/4
Flat backs, lb.	0 13	0 13 1/4
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13 1/4	0 14
Tubs, 50 lbs., per lb.	0 14 1/4	0 14 1/4
Pails	0 14 1/4	0 14 1/4
Tins, 3 and 5 lbs., per lb.	0 14 1/4	0 14 1/4
Bricks, 1 lb., per lb.	0 14 1/4	0 15
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 12	0 12 1/4
Tubs, 50 lbs., per lb.	0 12 1/4	0 12 1/4
Pails, 20 lbs., per lb.	0 12 1/4	0 12 1/4
Hogs—		
Live	9 50	9 75
Dressed, abattoir killed	14 00	14 25

BUTTER.—Market is strong but shows no increase. Levels are well maintained. Buying is not heavy. This last few months have been a heavy buying time, and retailers report they are full up. Deliveries are light. That is the basic factor. When retailers do buy again it will stiffen prices.

Butter—		
Creamery prints, fresh	0 36	0 37
Dairy prints, choice, lb.	0 32	0 33
Dairy prints, lb.	0 29	0 32
Bakers	0 24	0 25

CHEESE.—Once more there is no change to record. Prices are high and quite firm, the governing condition con-

CANADIAN GROCER

tinuing to be the big overseas demand, chiefly for soldiers. England is now paying prices that a year ago she would have scorned. Fortunes of war! They've got to give the soldiers cheese.

Cheese—
 Large, per lb. 0 18½ 0 19
 Twins, per lb. 0 18½ 0 19½

EGGS.—New laids have taken a drop this week, on the continuance of the milder weather. We now quote 38 to 40 cents. One reason for a general easiness—compared to what has been—in the egg situation is the fact that exports are curtailed, there being little demand from England just now. The future strength or weakness of new laids depends largely on weather happenings.

Eggs—
 New laids, specials, in cartons 0 38 0 40
 Extras 0 33 0 34
 No. 1, storage 0 30 0 31
 No. 2, storage 0 25 0 26

POULTRY.—Except for a notable firmness and a somewhat unusual lightness in delivery this market has little feature. Chicken and fowl are much in demand, particularly by the Jews.

Poultry—

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

HONEY.—Prices are slightly easier, and in some cases about half a cent lower is quoted. Other provision men hold their's firmly, however. There is no change in conditions.

Ruckwheat, tins 0 08
Strained, clover, 60-lb. tins 0 12 0 12½
Strained, clover, in 10-lb. tins 0 12½ 0 13
Strained, clover, in 5-lb. tins 0 12½ 0 13
Comb honey, No. 1, doz. 3 00
Comb honey, No. 2, doz. 2 00

WINNIPEG

PRODUCE AND PROVISIONS.—The egg situation is interesting. Local stocks are pretty well cleaned up, and supplies will be arriving more or less from the United States. Prices paid will not permit of any recession in local quotations. New-laid are arriving slowly. The hog market is somewhat on same basis as last week, although with less intense weather, deliveries will not be tied up so much; thus receipts should be heavier, and undertone of the market will probably be weaker later on. Meat and lard prices are unchanged, and lard is firm at present prices. As regards cheese, there is no change, but packers are of opinion that there must be a further advance on account of local stocks being so light. The winter make of butter is increasing, which will lessen effect of drain on storage stocks.

Hams—
 Light, per lb. 0 18½ 0 19
 Medium, per lb. 0 17
 Large, per lb. 0 14 0 16

Bacon—
 Breakfast, per lb. 0 20 0 28
 Shoulders, per lb. 0 12½ 0 14
 Backs, per lb. 0 25

Dry Salt Meats—
 Long clear bacon, light 0 15

Cooked Meats—
 Hams, boiled, per lb. 0 26 0 28
 Shoulders, boiled, per lb. 0 22 0 23

Barrelled Pork—
 Heavy pork, per bbl 20 00

Lard, Pure—
 Tierces 0 14
 Pails 2 90

Cases, 5s	9 05
Cases, 3s	9 15
Lard, Compound—	
Tierces	0 12½
Butter—	
Creamery	0 35 0 37
Best dairy	0 28 0 32
Cooking	0 22 0 25
Eggs—	
No. 1 storage	0 27 0 29
Cartons	0 32
Cheese—	
Ontario, hogs	0 20
Ontario, twins	0 20½

FFRUIT AND VEGETABLES

(Continued from page 35.)

Red globe onions have jumped to 31½c per lb.

Fresh Fruits—
 Strawberries, Florida, quart 0 65
 Ontario apples, bbls. 7 00
 B.C. box apples, No. 1s 1 65
 B.C. box apples, No. 2s 1 50
 Washington box apples 1 50
 Navel oranges, case 3 25
 California lemons 5 50
 Bananas, bunches 2 50
 Jersey cranberries, bbl. 10 00
 Washington pears 3 00
 Malaga grapes, kegs 10 00
 Red Globe onions, lb. 0 03½
 Head lettuce, doz. 1 00
 California celery, doz. 1 35
 Cuban tomatoes case 7 50

VEGETABLES.

Cabbage, per lb.	0 01½
Peppers, per basket	0 75
Mushrooms	0 50
Carrots, per lb.	0 01
Manitoba potatoes, local loads	0 65
Manitoba potatoes, sacked, carloads	0 85
Garlic, per lb.	0 23
Squash, per lb.	0 64
Turnips, bushel	0 46
Pumpkins, per lb.	0 04
California head lettuce, case	4 50
California cauliflower, doz.	3 50
Valencia onions, cases	6 50

MERCHANDISE TAXES AND FREIGHTS

SEVERAL matters vital to Canadian trade are now under consideration in London. The committee appointed by the Government to investigate the opportunities and advisability of raising the revenue have reported in favor of taxing the imports into Great Britain of manufactures of electrical apparatus, optical glass, table glass, bottles, and some classes of porcelain, earthenware, chinaware, cutlery, toys, paper, brushes, printing, stationery, jewellery and fancy leather.

The report recommends the necessity of consulting the Dominions in order to co-ordinate Imperial policy in this matter. A further recommendation was made that all articles purchased with Government moneys should be of British manufacture.

In another connection the Government had almost decided to commandeer the British shipping in order to expedite and regulate freights, but it is now announced has decided to forego this decision. Instead, the Government is endeavoring to co-ordinate the handling of tonnage for the better handling of military and naval shipping and food transportation. The President of the Board of Trade goes so far as to say that the articles that are now strictly necessary at the present time may have to be shut out of the country in order to release

shipping for vital needs. He adds that this matter of shipping is one of the most important problems confronting the Government at this stage of the war.

A further illustration of this point is made by the chairman of the Cunard Company, who charges the brewing and distilling industries of absorbing too great a proportion of the national shipping at this critical juncture. He adds that an actual increase of bottoms would be inadvisable, as port and inland transport facilities are taxed to the utmost even under present inadequate tonnage, and that such an increase of ships would only mean a further congestion of ports and a waiting list of unloaded ships.

The capstone is added in his final summing up: "The competition for freights can only be reduced by the elimination of the demand for articles not necessary for the conduct of the war. Otherwise freight rates will rise still further."

SAVES MONEY EVERY MONTH THE CANADIAN GROCER

Enclosed we send you cheque for above. Would not be without the Grocer if it cost double the price. The information contained therein helps us to save money every month.

JOHN KELUSKY & CO.,
 Bancroft, Ont., Jan. 6, 1916.

WORTH THE MONEY

MacLean Publishing Co.

Gentlemen:—Enclosed please find postal note for \$2, being one year's subscription for the CANADIAN GROCER.

It is well worth the money, as it gives one a forecast of the market prices of GROCERIES so we can take advantage of same.

G. J. BROWN,
 Oberon, Man., Jan. 4, 1916.

Writing Canadian Grocer, J. O. Montplaisir, Drummondville, Que., says: "Never had so much for my money."

WANTED

TEA EXPERT, OVER TWENTY YEARS' experience, requires position as traveler or buyer. Eleven years with present firm. Box 125, Canadian Grocer.

GROCERY MANAGER, 36 YEARS OF AGE, with 20 years' wholesale and retail experience (10 years in West) desires change as buyer or manager in wholesale house or large retail business, large department store experience. At present engaged. Progressive and energetic. Apply Box 128, Canadian Grocer.

For Eggs of the Highest Quality—
 the kind that please the most exacting—
 Write to

THE TILLSON EGG FARM
 BRACEBRIDGE, ONT.

With every sale of "Minto Tea" you hand your customer back the amount of money it would require to advertise it.

Yes, we mean exactly what we say; inside every package, whether half or one pound of Minto Tea, we have enclosed the amount of money we had appropriated for 1916 to advertise it to the consumer. Instead of giving this money to the printer we are giving it to the user of Minto Tea, and this without lowering the high Minto Standard of quality. Every pound of Minto Tea costs the retailer 33c, and sells at 40c.

Send for a trial shipment to-day.

Minto Bros.

New Address: 284 Church St.

TORONTO

A Fish Day

Have you heard of the innovation?

Next February 29th shall be a *Fish Day* all over the Dominion. Every one of us shall eat *Fish* and only *Fish* on that day. Don't lose the opportunity, but get ready at once.

We can supply your wants at the lowest market prices, and with the best goods obtainable.

Think of it, now, and forward your orders.

We shall take care of them, and make money for you.

The old and reliable headquarters—

D. HATTON COMPANY
Montreal

Established 1874.



FLOUR AND CEREALS



Another Advance in Flour

Acute Situation at Ports—Freightage Seriously Holding Up Exports — Feed Flour Higher Again—All Markets Firm

MONTREAL

FLOUR.—Flour has advanced another 20c as result of the continued strength of the Winnipeg market for wheat. Prices now show an increase of 12 to 13c since the new year. Continued car congestion is also a factor in increasing prices of flour.

Demand for flour is fair but not a great number of sales are reported at the higher prices. The present condition of the market is likely to continue for some time. No relief of the car shortage is promised for several months. Shipments are so delayed that orders are held up all along the line as an indirect result.

Winter wheat flour shows no change. It is firm and buying continues hand-to-mouth. Advances in wheat have made buyers shy so that demand is light.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 30
Second patents	6 80
Strong bakers	6 60

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	6 05	6 20
90 per cent. in wood	5 55	5 80
90 per cent. in bags	2 80	2 90

CEREALS.—Oats have advanced two cents but cereals remain unchanged. Demand is fair, but orders are hard to fill because of car shortage and freight congestion. No immediate relief is expected.

Cornmeal—	Per 95-lb. sack.
Gold dust	2 25 2 45
Unbolted	2 00 2 15

Rolled Oats—	90's in jute.
Small lots	2 70 2 80
25 bags or more	2 60
Packages, case	3 90 4 00

Oatmeal—fine, standard and granulated, over rolled oats in 90s, in jute.	10 per cent.
	4 00

Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 95-lb. sack	2 75
Corn flour, bag	2 65
Rye flour, bag	2 65
Barley, not	3 00
Barley, pearl, lb.	0 04 1/4

FEEDS.—Mill feeds have advanced as result of rise of oats. Mixed chops oat chop has gone up \$1 a ton. Feed orders are not coming in as fast as might be expected because of lack of cars.

Mill Feeds—	Per ton
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chop, ton	32 00
Crushed oats, ton	33 00
Oats, chop, ton	33 00
Barley chop, ton	32 00
Feed oats, cleaned, Manitoba, bush.	0 58
Feed wheat, bag	1 30

TORONTO

FLOUR.—There has been another advance of 20 cents, since last writing and first patents are now \$7.50; other grades advanced in proportion. Probably the greatest factor is the embargo at Atlantic ports, which has now become a serious matter. Only perishable commodities are getting through to seaboard with anything like promptness. Few boats are available, and this is the case at most every port. It hits the flour trade particularly hard with a strong overseas market bidding at profitable figures. Some large concerns have nevertheless had to close their mills temporarily, while others have cut down their output, all because the embargo has so compelled them. This condition—which is not, apparently, going to be relieved—not only hurts the miller, but in due time the producer will feel the effect, too.

Abnormal freights are ruling; \$1 and over a hundredweight on flour is heavy.

A Western Ontario baker and grocer called up Canadian Grocer by long distance the other day to ask if we considered \$6.50 for first patents, Manitoba wheat flour a good buy. This offer had been made him by one concern on several car loads. He has taken it up and it will last him until April 1.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl. of 2 bags	
First patents	7 40	7 20
Second patents	6 90	6 70
Strong bakers	6 70	6 50
Ontario winter wheat flour 90 per cent. (Board of Trade quotation)	5 10	4 90

CEREALS.—All grains appear to be firm, on account of scarcity. Old Canadian corn is pretty well off market although odd cars are available. Some have mixed old stuff with new, to improve the standard of the latter. American corn continues scarce and of poor quality, and kiln-drying is expensive. Rolled oats are quite firm.

Barley, pearl, 95 lbs.	4 00	5 00
Buckwheat grits, 95 lbs.	4 50	4 50
Corn flour, 95 lbs.	2 75	2 75
Cornmeal, yellow, 95 lbs.	2 50	2 50
Graham flour, 95 lbs.	3 25	3 25
Hominy, granulated, 95 lbs.	3 00	3 00
Hominy, pearl, 95 lbs.	3 00	3 00
Oatmeal, standard, 95 lbs.	2 88	2 88
Oatmeal, granulated, 95 lbs.	2 86	2 86
Peas, Canadian, boiling, bush.	3 00	3 00
Peas, split, 95 lbs.	6 00	6 00
Rolled oats, 90-lb. bags	2 75	2 75
Rolled wheat, 100-lb. bbl.	3 30	3 50

Rye flour, 95 lbs.	3 00
Whole wheat flour, 95 lbs.	3 25
Wheatlets, 95 lbs.	3 50

FEEDS.—There is a bull market ruling in Ontario oats, and they are advancing by leaps and bounds. No. 3 are worth 44 to 45, and likely to go higher. Brans and shorts continue in demand. Because mills have curtailed their output of flour and offal, and demand for feeds is heavy, an effect of the embargo is to stiffen and advance prices of feeds. Good feed flour is strong at \$1.75.

Mill Feeds—	Mixed cars	per ton
Bran	25 00	24 00
Shorts	25 00	26 00
Special middlings	25 00	29 00
Feed flour, per bag	1 75	1 75
Oats—		
No. 3, Ontario, outside points.	0 44	0 45

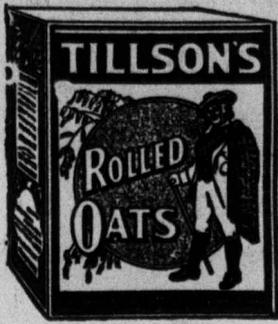
WINNIPEG

FLOUR AND CEREALS.—An advance took place in flour on the 19th of 20c per bbl., and another early this week of 20 cents per barrel. Since then the wheat market has strengthened considerably, prices for May wheat being 2 3/4c higher on January 21st than on January 20th. There has been a big advance in rolled oats, the latest advance amounting to 15c per 80 lbs., this occurring on January 20. Prior to this date, the price jumped to \$2.30, and is now as high as \$2.45. This is due to an advance in oats, May oats being quoted at 50 7/8c, whereas a week previous they were quoted at 48 1/2c. No further advances are expected in rolled oats unless there is a big jump in oats, and the feeling is that latter are going up in sympathy with wheat, whereas really the demand for oats is not heavy. Cornmeal has not declined yet, and remains steady at \$2.35. There is little change in feeds except that demand in the West has been much bigger during past two weeks, whereas demand from the East fell off somewhat.

Flour—	
Best patents	7 00
Bakers	5 90
Clears	5 85
XXXX.	4 70

Cereals—	
Rolled oats, 80 lbs.	2 45
Oatmeal, standard and gran., 95 lbs.	2 70
Cornmeal	2 35

Feeds—	
Bran, ton	18 00
Shorts, ton	20 00
Middlings, ton	20 00
Mixed chop, ton	30 00



Drop a card to-day Mr. Grocer or Mr. Clerk asking us for our special sales-getting window display which has proven so effective in attracting attention to and making sales for *Tillson's Rolled Oats, Tillson's "Scotch" Fine Cut Oat Meal, Tillson's "Scotch" Health Bran, etc.* This very attractive display costs you nothing, the delivery charges are prepaid, all we ask is that you send for it and use it to our mutual benefit.



Don't wait but mail the card now while you have it in your mind. NOTE—THIS DISPLAY ENABLES YOU TO MAKE A GOOD DISPLAY WITH VERY LITTLE STOCK.

Canadian Cereal & Flour Mills Co., Limited
TORONTO, CANADA



Lytle Characteristics—*Quality and Popularity*

Wherever shown the Lytle Line means big business for the dealer and satisfaction for the customer. Lytle quality appeals to the public, producing that repeat business which is undoubtedly the very best guarantee of bigger future profits.

Lytle's Mustard Specialties

are splendid year-round sales producers, but are particularly good cold weather sellers.

Made from the very best mustard procurable and made in a way that produces a flavor unequalled, these lines have established a splendid reputation for customer-satisfaction.

Sending in an order to-day will be a step towards better business. Mail it now.

Sterling Prepared Mustard, Sterling Sweet Mustard Pickles, Mustard Cream and Sweet Mustard Relish, are sure to go up in price in sympathy with mustard.

The T. A. Lytle Co.
Limited

STERLING ROAD TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

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

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 55 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS

	Per doz.
"Aylmer" Pure Jams and Jellies 16-oz. Glass Jars.	\$ 2 30
Apricot	2 20
Assorted	2 25
Blackberry	2 25
Blueberry	2 20
Currant, Red	2 25
Currant, Black	2 20
Cherry	2 10
Gooseberry	2 10
Plum	2 20
Plum, Green Gage	2 10
Pear	2 16
Peach	2 25
Raspberry, Red	2 25
Raspberry, Black	2 20
Rasp. and Red Currant	2 20
Rasp. and Gooseberry	2 30
Strawberry	2 30

CATSUPS

In Glass Bottles	Per doz.
1/4 Pts., Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 50
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to cs.	1 05
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to cs.	1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to cs.	1 17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to cs., Aylmer only

1 40	
3's Baked Beans, Chili Sauce, flats, 2 doz. to cs., Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case	1 60

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case, per doz.	\$ 1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.	1 60
16 oz. Glass Tall, Vacuum Top, 2 doz. per case, per doz.	1 60
2's Glass, Vacuum Top, per doz.	2 80
2's Tin, 2 doz. per case, per doz.	2 30
4's Tin, 12 pails in crate, pail	0 48
5's Tin, 8 pails in crate, pail	0 47 1/2
7's Tin or Wood, 6 pails in crate, pail	0 65
14's Tin or Wood, 4 pails in crate, lb.	0 00
30's Tin or Wood, one pail only, lb.	0 09

BLUE

Keen's Oxford, per lb. \$0 17

In 10-lb. lots or case 0 16

COUPON BOOKS — ALLISON'S

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

UN-NUMBERED

100 books and over, each 0 63 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/2 cent.

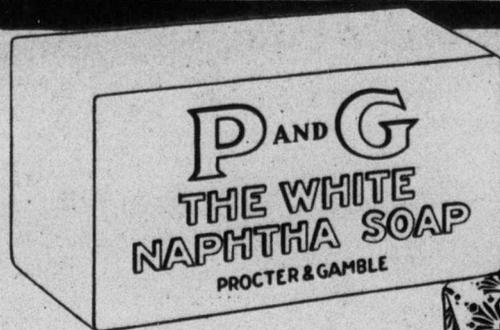
CEREALS

WHITE SWAN Per case

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

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/4-lb. tins, doz.	2 40
Perfection, 1/2-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	



The WHITE
Naphtha Soap

in the BLUE
Wrapper



P. AND G. — The White Naphtha Soap
is a novelty—it is a white soap and a naphtha soap
and, therefore, really makes its own demand.

It only remains for Canadian grocers to display it
in their stores to promote interest and sales. Be the
first to do this in your town. It means much to be
a leader rather than a trailer in stocking an article
that has so wide an appeal as **P. AND G.—The White
Naphtha Soap.**

It moves out of your stock at the proper price, the
popular price.

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for advertising matter for your local use

For extra box differential on all the following Procter & Gamble
soaps bought in 10 box lots: Ivory Soap, Gold Soap, P. and G.—The
White Naphtha Soap, Pearlina and Sapsa. Ask your jobber.

Brooms of Quality

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

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

Walter Woods & Co.
Hamilton - Winnipeg

WETHEY'S CONDENSED MINCE MEAT

Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/4-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 38
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 35
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

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

Per case

Eagle Brand, each 48 cans ..	\$6 50
Reindeer Brand, each 48 cans	6 25
Silver Cow Brand, each 48 cans	5 75
"Gold Seal," Purity, each 48 cans	5 60
Mayflower Brand, each 48 cans	5 60
"Challenge," "Clover," each 48 cans	5 10

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans ..	4 50
Jersey Brand, Hotel, each 24 cans ..	4 50
Peerless Brand, Hotel, each 24 cans ..	4 50
St. Charles Brand, Tall, each 48 cans ..	4 60
Jersey Brand, Tall, each 48 cans ..	4 60
Peerless Brand, Tall, each 48 cans ..	4 60
St. Charles Brand, Family, each 48 cans ..	4 00
Jersey Brand, Family, each 48 cans ..	4 00
Peerless Brand, Family, each 48 cans ..	4 00
St. Charles Brand, small, each 48 cans ..	2 00
Jersey Brand, small, each 48 cans ..	2 00
Peerless Brand, small, each 48 cans ..	2 00

CONDENSED COFFEE

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

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

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

ENGLISH BREAKFAST COFFEE.

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

MOJA

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

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case.	

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottle, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 60
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

Per doz.

1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10 ..	7 50
Gallons, each, retail each \$18 ..	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL

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

White Swan



BAKING POWDER	Price to Retail'r	Dozens to Case	Ship'g Weig't Per Case
White Swan (no Alum)			Lbs.
16 oz. Tins	2.25	4	65
Loyal Canadian			
16 oz. Tins	1.30	3	50
Queen's Favorite			
1 lb. Tins	1.20	4 1-6	70
Customer's Own Label (Large variety of Brands)			
16 oz. Tins	1.20	4 1-6	75
10% off in Barrels of 1 gross.			

EXTRACTS All Flavors	White Swan Stand'd Pure	Loyal Can'd'n Mix't're	White Cross & Phoenix Comp'd	Ship'g Weig't per Dozen
1 oz. bottles, per dozen.	\$ 1.05	\$ 0.70	\$ 0.50	Lbs. 3
2 oz. "	2.00	.90	.75	4
2½ oz. "	2.30	1.10	.85	6
4 oz. "	3.50	1.75	1.40	7
8 oz. "	6.50	3.50	2.50	14
16 oz. "	12.00	6.00	4.75	23
32 oz. "	22.00	11.50	8.50	40
Bulk, per gallon	10.00	6.50	5.00	16

PACKAGE CEREALS	Price to Retail'r	Dozens to Case	Ship'g Weig't Per Case
Diet Flour—(For Diabetes)			Lbs.
5 lb. Bags. Per Case	\$4.80	1	70
Health Flour—(High-grade Whole Wheat) 5 lb. Bags. Per Case	3.00	1	70
Biscuit Flour—(Self-Rising) Per Case, 2 lb. Pkgs.	2.70	2	55
Buckwheat Flour—(Self-Rising) Per Case, 2 lb. Pkgs.	2.70	2	55
Pancake Flour—(Self-Rising) Per Case, 2 lb. Pkgs.	2.70	2	55
Breakfast Food—(Flaked Wheat) Per Case, 2½ lb. Pkgs.	3.60	2	85
King's Food—(Flaked Wheat with Premium) Per Case, 2½ lb. Pkgs.	4.80	2	95
Wheat Kernels—(The Cream of Wheat) Per Case, 1½ lb. Pkgs.	3.50	2	65
Barley Crisps— Per Case, 1 lb. Pkgs.	3.00	3	50
Flaked Rice— Per Case, 1 lb. Pkgs.	3.00	3	50
Flaked Peas— Per Case, 1 lb. Pkgs.	3.60	3	50

SUNDRIES	Price to Retail'r	Dozens to Case	Ship'g Weig't Per Case
Bi-Carb. Soda—			Lbs.
½ lb. Packages, per doz.	\$0.35	4	33
Borax—			
4 oz. Packages, per doz.	.45	4	20
8 oz. " "	.75	4	33
16 oz. " "	1.25	2	30
Cake Icings—½ lb. Pkgs., per doz.	.90	4	30
Cream Tartar—			
2 oz. Packages, per doz.	.90	4	10
4 oz. " "	1.75	4	15
8 oz. Tins, per dozen	3.45	3	25
Herbs—(All kinds)			
4 oz. sq. tins, per doz.	.85	4	12
Jelly Powders—			
4 oz. Pkgs., per doz.	.90	1	4
Mustard—White Swan			
4 oz. Tins, per doz.	.90	4	20
8 oz. " "	1.75	2	20
English and D. S. F.—			
4 oz. Tins, per doz.	.75	4	20
8 oz. " "	1.40	2	20
Durham—			
4 oz. Tins, per doz.	.60	4	20
8 oz. " "	1.10	2	20
French—			
8 oz. Octagon Bottles, per doz.	.90	2	30
Yeast Cakes—			
A coupon in each case worth 10c Expiry date on every package.			
Per Case	1.20	3	11
Yeast for Bakers—			
12½ lb. Cartons. Per Carton	1.25		15

COFFEE	Price to Retail'r	Dozens to Case	Ship'g Weig't Per Case
White Swan			Lbs.
1 lb. Squire Tins Lithographed, per lb.	\$.36	4	70
1 lb. Round Tins Labelled, per lb.	.34½	4	70
Moja			
½ lb. Tins, per lb.	.31	2	22
1 lb. " "	.30	2	35
2 lb. " "	.30	1	40
English Breakfast			
½ lb. Tins, per lb.	.22	2	22
1 lb. " "	.20	2	35
Presentation			
A handsome Tumbler in each tin.			
1 lb. Tin, per lb.	.27	2	45

SPICES.	Round Litho. Dredge	Oval Litho. Dredge 2½ oz.	Dredge Cannister Round 3 oz.	Square Dredge 4 oz.	Packages 4 oz.	Pyramid Bottle
Allspice	Per doz. \$0.40	Per doz. \$0.85	Per doz. \$0.90	Per doz. \$1.00	Per doz. \$0.90	Per doz. \$1.00
Arrowroot	4 oz. Tins, 85c.					
Cayenne	.45	.85	.90	1.00	.90	1.00
Celery Salt						1.00
Celery Pepper						1.00
Cinnamon	.45	.85	.90	1.00	.90	1.00
Cinnamon	1 oz. Fagots, 45c.					
Cloves	.45	.85	.90	1.00	.90	1.00
Curry Powder						1.00
Ginger	.45	.85	.90	1.00	.90	1.00
Mace	1.25			2.75		2.75
Nutmegs	.45	.85	.90	1.00		1.00
"	Whole, 5c. Packages, 45c.					
Paprika	.45	.85	.90	1.00		1.00
Pepper, Black	.45	.85	.90	1.00	.90	1.00
Pepper, White	.50	.90	1.10	1.20	1.10	1.20
Pastry Spice	.45	.85	.90	1.00	.90	1.00
Pickling Spice (Window front)					.85	
Dozens to Case	4	4	4	4	4	4
Shipping Weight per Case	10 lbs.	15 lbs.	18 lbs.	20 lbs.	17 lbs.	20 lbs.

We pay freight on 5 cases or orders weighing 250 pounds

WHITE SWAN SPICES and CEREALS, Limited
 156 Pearl Street, TORONTO, CAN.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA

Cambridge Sausage, 1s, \$2.40; 2s, \$4.
Pigs' Feet, 1s, \$2.35; 2s, \$4.25.
Boneless Pigs' Feet, 1/2s, \$1.50;
Lamb's Tongues, 1/2s, \$1.50.
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.
Sliced Smoked Beef, glass, 1/2s, \$1.20; 1/2's, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, 1/2s, \$1.20.
Ham and Veal, 1/2's, \$1.20.
Potted and Devilled Meats, tins
—Beef, Ham, Tongue, Veal, Game, 1/4's, 50c; 1/2's, \$1.
Potted Meats, Glass — Chicken, Ham, Tongue, 1/4's, \$1.45.
Ox Tongues, tins, 1/4s, \$2.00; 1s, \$4.00; 1 1/2s, \$6.50; 2s, \$8.00.
Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.
Mincedmeat, Hermetically Sealed Tins, 1s, \$1.75; 2s, \$2.85; 3s, \$4; 4s, \$5.50; 5s, \$7.
In Pails, 25 lbs., 10 1/4 cts. lb.
In 50 lb. Tubs, 10 1/2 cts.
In 85 lb. Tubs, 10 cts.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$3.
Clark's Peanut Butter — glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85.
50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 2; lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork and Beans, Plain Talls, 1s, 70c; 2s, \$1.10; 3s, \$1.70; 6s, \$6; 12s, \$8.50; 3s flat, \$1.45. Individuals, 55 cts. doz.
Pork & Beans, Tomato Sc. Talls, 1s, 75c; 2s, \$1.15; 3s, \$1.75; 6s, \$6; 12s, \$8.50; 3s flat, \$1.50; Individuals, 60c. doz.
Pork and Beans, Chill, 1s, 75c; 2s, tall, \$1.15; 3s, flats, \$1.50; Individuals, 60c. doz.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.20.
Clark's Chateau Chicken Soup, \$1.10.
Clark's Chateau Concentrated Soups, 95c.

MALT EXTRACT
Miller of Milwaukee, ca. 2 doz., cs. 4 25
Miller of Milwaukee, brl. 8 doz. brl. 16 20

BOAR'S HEAD LARD COMPOUND
N. K. FAIRBANK CO., LTD.
Tierces 0 10 1/2
Tubs, 60 lbs. 0 10 1/2
Pails, 20 lbs. 0 10 1/2
Tins, 20 lbs. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2
Cases, 3 lbs., 20 to case .. 0 11 1/2
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD
COLMAN'S OR KEBB'S
Per doz. tins
D. S. F., 1/4-lb. \$ 1 60
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 70
F. D., 1/4-lb. 0 95
Per jar
Durham, 4-lb. jar 0 95
Durham, 1-lb. jar 0 31

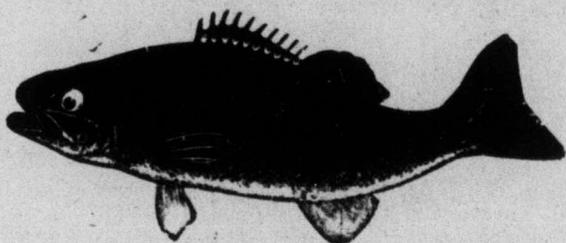
JELLY POWDERS
WHITE SWAN SPICES AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price
SPICES
WHITE SWAN SPICES AND CEREALS, TORONTO.
Dredge
Canister 4 oz. Round Pkgs.
Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c
Cayenne 0.90 0.90
Celery Salt
Celery Pepper
Cinnamon 0.90 0.90
Cinnamon, 1 oz., Fagots, 45c
Cloves 0.90 0.90
Curry Powder 0.90 0.90
Ginger 0.90 0.90

Port Arthur, Ont.

47 William Street
Montreal, Que.

Are you handling



The great economical brain food

Economy is the sign of the times, so now as never before is the time to handle fish.

We have the right goods at the right price.

Fresh water herring, salted and frozen, a specialty.

Ask for a price list.

J. BOWMAN & CO.

WHOLESALE FISH

26 Duncan Street TORONTO, ONT.

The Wayne Side-walk Pump

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

WAYNE PUMP

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

Ask us all about it.

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



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

MINCE MEAT

WE are putting up a line of fine *OLD ENGLISH MINCE MEAT* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is, at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. FEARMAN CO., Limited
HAMILTON

High-Class Oranges

California is experiencing the heaviest rains in its history and shipments of oranges are very much curtailed, with prices very firm.

We had three cars arrive in to-day.

Elephant Brand, also **Sunkist** quality is excellent, being sweet and juicy.

Grape Fruit, **Florida Oranges,**
Tangerines

First Car Florida Tomatoes

Due Monday, packed in 6-basket crates. Shippers say quality good, and should arrive in hard, ripe condition. See our circulars for prices.

White & Co., Limited
Wholesale Fruits, Fish and Oysters
TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-155 University Avenue, Toronto.

The Apple Crop

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

FISH

Salt Trout and Herring

Fresh Frozen Trout and Herring

Lemon Bros.
OWEN SOUND, ONT.

A Comparison

will prove the superior quality and packing of

"St. Nicholas"

Examine and compare with other brands.

J. J. McCabe

Agent

TORONTO

Buyers' Guide



TANGLEFOOT



The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

CLASSIFIED ADVERTISING

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

WANTED

TRAVELLER COVERING WHOLESALE grocery trade from Port Arthur to Vancouver, can take on a few first-class lines. Would be glad to hear from any manufacturer who wants live representation in Western Canada. Have covered this field for eight years and have first-class connection. Write box 129, Canadian Grocer, Toronto. Jan. 28-Feb. 4

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

FOR SALE

FOR SALE—A SMALL STOCK OF GROCER-ies, dry goods and hardware, the property of P. C. Peck, Minden, Ont., insolvent. Offers will be received till January 29th, 1916. W. E. Agnew, Assignee, Lindsay, Ont.

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

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

MISCELLANEOUS

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

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

MAPLEINE

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

ORDER FROM

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

Mason & Hickey
267 Stanley St., Winnipeg Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



Coupon Books

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



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

**THEREFORE
SAVE MONEY.**

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

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

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

"Canadian Air-Line" Honey
The BEE-MADE Honey
PURE ATTRACTIVE TASTY
The Root Canadian House
185 Wright Avenue, TORONTO

Write us for New Price List of
WINDSOR SALT

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

Mention this Paper when writing the advertiser.

OAKLEY'S
KNIFE POLISH
201-202 ST. JAMES ST.
JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

100% VALUE IN BROOMS IS OUR OFFER

You owe it to yourself to investigate our proposition.
We can give you better goods and still save you money.

AMERICAN BROOM WORKS, STE. BAZILE de PORTNEUF, P.Q., CANADA

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION \$3.00 A YEAR
WRITE FOR SAMPLE COPY

JOHN BAYNE MacLEAN,
President

R. G. DINGMAN M. A.,
Managing Editor

JOHN APPLETON,
Editor

THE FINANCIAL POST OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks.

Dominion Salt Co., Limited
Sarnia, Ontario.



MENNEN'S TALCUMS

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

Mennen's Borated Talcum

Mennen's Violet Talcum

Mennen's Sen Yang Powder

Mennen's Narangia Talcum

Mennen's Talcum for Men

Selling Agents:

Harold F. Ritchie & Co., Ltd.

12-14 McCaul St., TORONTO

Made in Canada by Gerhard Mennen Chemical Co. MONTREAL

This changeable weather means that colds will be prevalent



and actual statistics show a regular epidemic to be raging throughout Canada.

You can do your share at helping to stop the epidemic of colds, La Grippe and Pneumonia by stocking and pushing

Mathieu's Syrup
of Tar and Cod Liver Oil

It is the most effective preventive and remedy for colds in every stage.

Stock up now and keep it on display where your customers will see it. *Recommend Mathieu's Syrup.*

J. L. Mathieu Co., Proprietors
SHERBROOKE, QUE.

Buy your eggs direct, in bulk—grade and deliver them in Star Egg Carriers. They cost less and besides we can show you an added profit of from \$.75 to \$1.50 on each case when handled according to the Star System. And, incidentally you will sell more eggs. Let us tell you more about it.

If it so happens you are not in touch with parties who can furnish fresh bulk eggs, write us. We will assist you in locating a supply.

STAR EGG CARRIER & TRAY M'FG COMPANY

1520 JAY STREET ROCHESTER NEW YORK



Quality
Did
It

The big
sales that
everywhere
result from a
display of

Brunswick Brand Sea Foods

is a sure indication that
the public appreciate
our high standard of
quality.

By carefully selecting,
packing and hermetic-
ally sealing only the
choicest of the season's
catch, we positively
eliminate any risk of
dissatisfaction. This is
a big advantage to the
dealer, as it guarantees
customer satisfaction,
and a satisfied customer
means bigger business
and growing profits.

Tell your wholesaler to
make that next order
"Brunswick Brand."

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

INDEX TO ADVERTISERS

A		M	
Allison Coupon Co.	50	MacKenzie & Morris	51
American Broom Works	50	MacNab, T. A., & Co.	52
Anchor Cap & Closure Co. ...	6	Magor, Son & Co.	16
Anglo-B.C. Packing Co.	9	Malcolm's Condensing Co. ..	55
Assignees Agents	50	Mathieu, J. L., & Co.	53
Atlantic Sugar Refineries ...	1	McCabe, J. J.	49
Aylmer Condensed Milk Co. ..	5	Mennen Chemical Co., G.	53
		Millman, W. H., Sons	52
		Minto Bros.	39
		Montreal Crockery Co.	48
B		O	
Balfour-Smye & Co.	12		
Benedict, F. L.	50		
Betts & Co. ...	Inside back cover	Oakey & Sons, John	79
Bickle & Greening	56	Oval Wood Dish Co.	4
Borden Milk Co.	3		
Bowman & Co., J.	46	P	
C		Patrick & Co., W. G.	52
Canada Foods, Limited	56	Pennock, H. P., Co., Ltd. ...	52
Canadian Cereal & Flour		Procter & Gamble	43
Mills Co.	41	Placido Costa Co.	50
Chaput, Fils & Cie.	10		
Clark, Ltd., W.	7	R	
Connors Bros.	54		
Cowan Co.	Inside front cover	Red Rose Tea Co.	15
Crescent Mfg. Co.	50	Rennie Seed Co.	11
		Rock City Tobacco Co.	
		Inside back cover	
		Root Canadian House	50
D		S	
Da Costa & Co.	15	Shidznoka Ken Tea Guild....	13
Dominion Glass Co.	11	Smith & Proctor	12
Dominion Salt Co., Ltd.	53	Stanway & Co., Geo.	52
Duncan & Co., John	16	Star Egg Carrier & Tray Mfg.	
		Co.	53
		St. Lawrence Sugar Refining	11
E		T	
Eckardt, H. P., & Co.	47	Thum Co., O. W.	50
Escott & Co., W. H.	52	Tillson Egg Farm	38
Eureka Refrigerator Co.	15	Tippet & Co., A. P.	2
		Toronto Salt Works	50
		Trent Mfg. Co.	50
F		W	
Fairbank, N. K., Co.	12	Wagstaffes, Limited	8
Fearman, F. W., Co.	49	Walker, Hugh, & Son	48
Freeman Co., W. A.	46	Watson & Truesdale	52
		Wayne Oil Tank Co.	46
		Webb, Harry	52
		Wethey, J. H., & Co.	44-45
		White & Co.	49
		White Swan Co.	45
		Woods & Co., Walter	41
G			
Gillespie Co., Robert	52		
H			
Hargreaves (Canada), Ltd. ...	9		
Hatton, D., & Co.	39		
Heinz, J. J., Co.	9		
Hudhon, Hebert, Co.	14		
L			
Lake of the Woods Milling			
Co.	Outside back cover		
Lambe & Co., W. G. A.	52		
Leacock & Co.	9		
Lemon Bros.	49		
Lightcap, O. F.	52		
Lytte & Co., T. A.	42		

J. H. WETHEY, LIMITED

are now ready with their new line

Orange Marmalade

1916 Pack

The Wethey quality is bound to lead whether it is in mince meat or marmalade so,—DON'T BUY UNTIL YOU SEE THE NEW GOODS.

Every package is a revelation.

Get in touch with their nearest representative.

Here They Are

W. G. PATRICK & CO.,
TORONTO

ROSE & LAFLAMME, LIMITED,
MONTREAL

A. W. HUBAND,
OTTAWA

CHAS. E. MACMICHAEL & CO.,
ST. JOHN

MALCOLM MOSHER,
HALIFAX

MASON & HICKEY,
WINNIPEG

MASON & HICKEY,
REGINA

MASON & HICKEY,
BRANDON

MASON & HICKEY,
SASKATOON

MASON & HICKEY,
EDMONTON

MASON & HICKEY,
CALGARY

MASON & HICKEY,
LETHBRIDGE

MASON & HICKEY,
VANCOUVER

Factory and Sales Office:

ST. CATHARINES

- - -

ONTARIO

PRACTICAL PATRIOTISM

By using our goods you help the other fellow keep his job

Buying Canadian made products the quality of which is unexcelled is the kind of practical Canadianism that is doing much to build up a bigger and more prosperous Dominion.

The products of our factory and the capital back of the organization are Canadian through and through.

The lines we manufacture are accredited leaders with a high grade quality and a pure wholesomeness that wins the approval of the housewife. Observe our prices.

St. George Brand Coffee, 2 doz. in case	\$4.80
Banner Condensed Milk, 4 doz. in case	5.50
St. George Evaporated Milk, 4 doz. in case	3.60
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed Milk, 4 doz. in case	4.00

Support home industry and order a stock of these quick sellers to-day.

Malcolm Condensing Co., Limited
ST. GEORGE ONTARIO

QUALITY AND STRENGTH IN Canada Foods, Limited

High-Class Food Products

DRY SOUPS
(16 Varieties)

Soup Globules

Vegetable Ferment
(Junket Tablets)

Package Peas and Beans

Custard Powders

Egg Powders

Jelly Powders

Baking Powder

Pudding Powders

Icings

Unfermented Wines and

Ice Cream Powders

Cordials

Oriental Sauces

Mince Meat

Fruit Sauces

Mint Sauce

Manufactured and Guaranteed by

CANADA FOODS, LIMITED

Toronto, Canada

King Oscar Produces the "smile that won't come off"

Sell your "hard-to-please" customer a box of King Oscar Sardines and note the change when she comes into your store again for another supply of

this popular, wholesome sea food. She'll smilingly say, "King Oscar Sardines, please." Initial sales invariably result in a continuous demand.



It's the quality that does it—the sterling, satisfying quality produced only by exercising the greatest care in selecting, boxing and sealing the finest Norwegian Sardines.

Have you tried their selling qualities yet?

King Oscar is making good with Grocers everywhere. Stock up now, and start things moving in your fish department.

By Special royal permission.

J. W. Bickle & Greening
J. A. HENDERSON
HAMILTON, ONTARIO

CANADIAN GROCER

LARGEST MAKERS IN THE WORLD

Tin Foll—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

No. 33

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

NO CONSCRIPTION

Thanks, lad, for sending up my **KING GEORGE'S NAVY** with the groceries. I was just out. By-the-way, lad, I see they are about to adopt conscription in Britain, but do you know, I hardly think there will be any necessity to enforce

it, for the British people are too proud to be forced, and any who are hanging back will make sure they enlist before the authorities serve them.

You mark my word, lad, the day of the "press-gang" is past.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



FIVE ROSES FLOUR

P
A
S
T
R
I
E
S

P
U
D
D
I
N
G
S



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

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

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

ALSO PACKED IN BAGS OF SUITABLE SIZES

BREAD & CAKES

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

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL

"The House of Character"

WINNIPEG

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

Daily Capacity—27,400 bags of 98 lbs.